

SARVASADHIKA

2024 - 25



GOVERNMENT COLLEGE SECTOR 9 GURUGRAM

Principal's Message



It gives me immense pleasure to extend my warmest greetings to all the readers and contributors of this year's college magazine. This publication stands as a reflection of the vibrant and diverse spirit that defines our college community. Each article, poem, and artwork within these pages is a testament to the creativity, critical thinking, and talent that is flourishing in our corridors.

College life is not only about academic pursuit but also about shaping character, building values, and preparing oneself for life's larger responsibilities. I am proud to witness how our students strive to excel not only in their studies but also in sports, cultural events, research, and social initiatives.

In this rapidly changing world, I urge all of you to embrace lifelong learning, remain open to new ideas, and stay rooted in empathy and integrity. Let this magazine be a source of inspiration—for both its creators and its readers.

I congratulate the editorial team and all contributors for their hard work and dedication in bringing this issue to life. May you continue to explore, express, and evolve.

DR MADHU ARORA
Principal

Chief Editor's Note

It gives me great pleasure to welcome you to this edition of our college magazine 'Sarvasadhika'- a collection of voices, experiences, and ideas that reflect the essence of the academic and cultural life of our college.

A college magazine mirrors the intellectual and emotional landscape of the student body and the invaluable experiences of the faculty. It is here that creativity meets reflection, and intellectual thoughts are shared for evolution of ideas. This edition is a testament to the passion and perseverance of our students and staff who have shared their knowledge both concerning the curriculum and the co curricular. The past year has been one of challenges and growth. From navigating academic rigour in terms of adopting a changing education policy to embracing extracurricular pursuits, our community has shown remarkable resilience and adaptability.



In these pages, you will find stories of achievement, poems of innocent experiences and introspection, articles with remarkable research and some biographical snippets.

As we continue to grow in a world that is fast-changing and often unpredictable, the college magazine is a reminder of the power of ideas and the importance of community.

May it inspire you to contribute, to create, and to care – for your college, your society, and yourself.

A heartfelt thanks to our editorial team, contributors, and mentors who made this issue of 'Sarvasadhika' possible. Your dedication brings this magazine to life every year.

DR MEENAKSHI DALAL
Editor-in-Chief

More Than a Magazine — A Movement of Minds - "Sarvasadhika"

Welcome to a New Edition of Sarvasadhika

As we step into another vibrant academic year, we are proud to present a fresh edition of Sarvasadhika — a platform where every voice is heard and every idea has a place to grow.

Serving as a sub-editor of this magazine is both a privilege and a responsibility. It's our mission to shape and refine the diverse content that flows in from every corner of our dynamic campus. In a college that thrives on the energy of students from varied backgrounds and disciplines, each contribution brings a unique perspective.

This year, Sarvasadhika continues its commitment to capturing that rich diversity — transforming thoughts into articles, stories, poems, and reports that reflect the spirit of our student community. More than just a magazine, this is a space where creativity meets curiosity, where academic insight stands proudly beside cultural expression, and where every student has the opportunity to share a part of their world.



We remain dedicated to upholding accuracy, clarity, and quality in every piece we publish. The editorial journey is a collaborative one — a careful balance between providing guidance and preserving the authenticity of every writer's voice. Sarvasadhika is not just for the students; it is by the students. Each edition is a vibrant mosaic of shared experiences, achievements, ideas, and even the occasional challenges we overcome together. It stands as a testament to our growth — as individuals and as a community.

A heartfelt thank you to all the contributors who trusted us with their words, and to the readers whose support inspires us to keep going. Your engagement is the driving force behind Sarvasadhika's continued success as a voice for all.

MS PRIYANKA BALHARA
Sub-Editor

English Editorial

BETWEEN THE LINES: VOICES OF OUR LITERARY YOUTH



Welcome you all to the English section of the new and exciting annual issue of our college magazine- “SARV SADHIKA”.

In a world increasingly tempting towards fleeting content and digital noise the enduring power of words is still providing solace to those who read and write. This section of college magazine is more than a platform-it’s a mirror, a question, a memory, and sometimes just an expression. It captures the mind of young writers and readers and allows them to vent out in the language they know best.

This year we encouraged students to submit not just essays or poems but pieces of themselves-their reflections from the books they read, the stories they hear and the thoughts that keep them up at night. What follows is not just a collection of contribution, it is a conversation. I take this opportunity to extend my heartfelt gratitude to the readers for believing in the power of words and to the writers for their courage, craft and clarity. They have reminded the world that literature is about learning to see- more deeply, more kindly, more critically.

This magazine is the laboratory of expressions. It invites you to read, to reflect and perhaps to respond. To quote T.S ELIOT “we shall not cease from exploration” Let this magazine be a way point in that journey

DR LALITA GAUR
ASST. PROFESSOR
DEPARTMENT OF ENGLISH

S.No.	Title of Article	Contributor's Name	Page No
1.	Self-Awareness	Dr. Lalita Gaur	1
2.	Navigating Social Media in College: Friend or Foe?	Laxmi	2
3.	Decoding Satire: Humor as a Weapon for Social Critique	Charu Rajwar	3
4.	DUST OF AGES	Mitali Singh Bhati	4
5.	My College Experience So Far	Himanshi	4
6.	The Mirror And The Map	Kashish Vats	5
7.	A Silent Watcher of Joy	Dolly Dhingra	5
8.	From hustle to houseplants	Kamakshi	6

Self-Awareness

“Knowing yourself is the beginning of all wisdom”— Aristotle

Self-awareness is the foundation upon which personal growth and understanding are built. It is the evolving consciousness that begins when the umbilical cord is disconnected and the child is delivered in this world. The instinct of self-awareness is initiated and the child starts recognising his needs and requirements. This self-awareness guides him how and from where to fulfil those requirements. A child's first sense of self continues throughout a his life. From the innocent curiosity of a newborn to the reflective introspection of adulthood, the journey of self-awareness is both inward and outward. In infancy, awareness begins in the simplest forms — the recognition of a mother's voice, the distinction between self and others. A toddler starts to use language like me and mine signaling the emergence of a basic self-concept. As children grow into teenagers, self-awareness deepens. This phase is often marked by heightened emotional sensitivity and an intense desire to define personal identity. Adolescents question their values, their place in society, and often experience internal conflict as they navigate their individuality against social expectations. The adolescence is full of turmoil but can be faced bravely and confidently if the concept of self-awareness is explained to the teenagers. In adulthood, self-awareness becomes more reflective. Adults begin to examine their choices, behavior, and

beliefs more critically. They ask themselves not only Who am I?; but also Why do I act this way? and What do I truly value?; This stage can lead to profound personal transformation and a clearer sense of purpose. If an adult is not aware of his existence, he leads a life of ignorance. In the absence of self awareness he blindly follows the rituals and traditions without acknowledging their importance. The neighbour in Frost's Mending wall keeps on saying Good fences make good neighbour. He is not ready to understand that the absence of fences may strengthen the bonding between the two neighbours. This enlightenment can happen with self-awareness only. Gradually, this awareness extends beyond the self to the environment — our impact on nature, society, and other human beings. It fosters empathy, compassion, and responsibility. People begin to understand that personal well-being is deeply interconnected with the well-being of others and the world. Finally, the highest form of self-awareness is awareness of the present moment — mindfulness. This is the conscious experience of life as it unfolds, without judgment. It is the ability to observe thoughts and emotions as passing phenomena, allowing one to live with intention, clarity, and peace. Self-awareness is not a destination but a lifelong journey. At every stage — from infancy to maturity — it challenges us to look inward with

honesty and outward with compassion, creating a bridge between who we are and who we can become .This is the highest objective of every human being on this earth. A man preserves materialistic things for his future generations, worries about his children, grapples with his insecurities and fears, wastes his life and reaches to his end only to realise that in the mad pursuit of fulfilling his desires ,he missed the

essence of life .Life is enjoyable in every form.

Self-Awareness helps in realising the power of every moment in life. It helps in accepting the reality of every moment in life. With self-awareness the dark clouds of stress, anxiety, fear, hatred, and negativity are removed and true wisdom appears.

Dr. Lalita Gaur
Assistant Professor
Dept. of English

Navigating Social Media in College: Friend or Foe?

Social media is one of the most beloved platforms that allow users to have conversations, share information, and create web content. Some common forms of social media used by students include Instagram, Facebook, Twitter, Snapchat, LinkedIn, Pinterest, etc. Nowadays, it's almost a trend to make reels on every new song, every hit movie dialogue, or to create videos, blogs, or mini-blogs. Social media is the most widely used platform for people to showcase their talent to the whole world. It indeed shows how full the world is of talented individuals like dancers, singers, rappers, poets, etc. People who once couldn't take their talent to the big stage can now easily gain recognition through a single post.

For students, social media has many advantages. It provides seamless collaboration on group projects through tools like Google Docs. It offers them a stage to showcase their talents and creative projects. Social media transcends geographical boundaries, connecting students with people from diverse backgrounds and

cultures. It also exposes students to a constant stream of information.

But...

With the growing use of social media, mental illnesses like depression and anxiety among teenagers are also increasing at a very rapid rate. People tend to compare themselves with others, leading to an inferiority complex. Many are so engrossed in social media that they've forgotten the actual meaning of life—constantly scrolling through their phones, chatting with people far away, while ignoring those around them. Ironic, indeed.

In order to maintain their online image and appear "cool," people expose every detail of their lives on social media, often becoming victims of cyber bullying. People are so focused on their social life that they forget the boundary between social and personal life.

Recently, there was news about a You Tuber who, in order to get some likes

and subscribers, climbed the highest point of a cliff to take a selfie for social media. He slipped from the cliff and died on the spot.

To gain a few likes, some people don't hesitate to post awful comments just to show off. They abuse anyone or anything without giving it a second thought.

Is this what these apps were meant for? Weren't they meant to connect people

like us, not to showcase a fake and filtered version of our generation?

Social media wasn't created to detach us from the real world. It's high time we realize the destructive side of social media and minimize its use. Indeed, it has its dark side, but let's not ignore the positive aspects too.

Let's be more thoughtful, start truly living, and make the world a better place.

Laxmi
BA Eng Hons Second Year

Decoding Satire: Humor as a Weapon for Social Critique

"Satire is wrapping of exaggeration around a core of reality" is aptly said by Barbara W. Tuchman.

Satire in literature is a type of social commentary. Writers use exaggeration, irony, and other devices to poke fun of a social custom, tradition or any other prevalent social figure.

There are a lot of different and unique genres in literature, but personally satire has interested me the most, as it shows the writer's intended message in an ironic or sarcastic manner paired with mock hyperbole makes the genre a perfect read.

We have very popular examples of

different types of satire. Lewis Carroll's Alice's Adventures in Wonderland is one of the best examples of light hearted satire. The novel pokes fun at upper-class intellectualism. So to say, satire is not always light and could very well provide a dark edge. George Orwell's famous 1945 novel Animal Farm is a good example of dark satire on the corrupting influence of power.

In conclusion, Satirical works should be in everyone's reading recommendations as it is much more than just a joke at another's expense and is the use of humor to expose faults and inspire change.

Charu Rajwar
BA Eng Hons II

DUST OF AGES

Dust of ages, settle here,
Whisper secrets I strain to hear.
For in the quiet, I find my name
A spark beneath the weight of shame.

Beneath the dust, beneath the ache
I feel the earth begin to shake
Memories bound my scars unseen,
In dust I find where I have been.

Where life and loss dissolve to dream,
In dust of ages I bury and scream.
In shadows deep, the past remains
A haunting truth in buried veins.

Who am I beneath this skin?
In roots and bones, do I begin?
Or in the dust of ages laid-
Where echoes sleep, yet never fade.

Mitali Singh Bhati
BA Eng Hons III

My College Experience So Far

Initially, I was not very enthusiastic about joining this college, as it was not my first choice. Consequently, my first day did not meet my expectations. I was reluctant to study here, but now I am a first-year student pursuing a Bachelor of Arts in English Honors, and my perspective has changed significantly.

I have come to enjoy attending this college, largely due to its welcoming environment and, most importantly, the faculty members. Contrary to the negative things I had heard about the college and its teachers, my experience has been quite the opposite. I feel fortunate to have such supportive and

inspiring teachers who constantly encourage me to participate in college competitions and express myself through various platforms.

Over time, I have created many cherished memories with both my teachers and friends. My rapport with the faculty is excellent, and their guidance has played a vital role in shaping my academic journey.

As students, we play a significant role in contributing to the reputation and success of our college. College life teaches us to become self-reliant and independent. While the institution provides us with various resources, it is

up to us to take the initiative and make the most of them. When we commit ourselves to our goals with dedication and sincerity, opportunities naturally follow.

Every student should take responsibility for making their time in college meaningful and memorable. Although I do not compare this

institution to the prestigious colleges, it holds its own value, and I have developed a deep sense of respect for it.

Today, I can proudly say, "This is my college," and I feel a strong sense of responsibility toward it. I am focused on giving my best and striving to bring about a positive impact in every way I can.

Himanshi

BA English Hons First year

The Mirror And The Map

In Every hall of shining glass, we chase reflections we can't grasp, Yet hidden deep, beyond the frame, awaits the map, not just the name.

A mirror shows what eyes can see, but never what the soul could be; The world may praise the outer light, But true Success is inner sight.

Seek not applause, nor shallow fame, but build a fire, not just a flame; for those who carve with patient hands, Will one day rule the unseen lands.

In mirrors, you will see your face, in maps; you'll find your rightful place

Choose wisely what you chase each day -Mirrors may lie, but maps show the way.

MORAL:-

"Don't chase appearance or instant success. Build real knowledge and skills- they lead to true greatness".

Kashish vats, 1230022041

BA English honors 2nd year

A Silent Watcher of Joy

After my leg problem in 9th and 10th class, life was difficult. There was a crack in my leg bone, and because of that, I had to suffer during those two years. I couldn't move freely, play, or enjoy school life like others. While my friends went about their day, I watched from the side, waiting for the pain to pass and the healing to begin.

But when I recovered, everything changed. I truly enjoyed my 11th and 12th class days. I studied sincerely and felt thankful for every moment I got to live fully. Those years were special. My classmates were always talking, studying, and enjoying every moment together.

And I—I was there, silently admiring everything. I watched their smiles, their little jokes, their group studies, and even the secret talks during lunch breaks. Sometimes we searched for a

quiet place to eat or talk, away from the eyes of teachers. It all felt magical.

Those memories stayed with me. Even though I didn't always speak much, I lived every second deeply in my heart.

Dolly Dhingra
Roll no: 1240022006

The Illusion of Online Confidence

Some days, I scroll through my social media and feel like I'm the only one not doing great, everyone seems so sure of themselves smiling, posting, thriving. But deep down, I know it's not the full picture. Still, it gets to me. We've learned how to look confident online. We tilt our heads, choose the right caption, and hit upload. But no one sees what happens after that the overthinking, the refreshing, the quiet doubt. It's easy to post like you've got it all together. It's harder to admit when you don't. I've noticed this even in myself. I've shared happy moments on tough days, just to prove I was okay.

Maybe that's what we're all doing trying to feel okay by looking okay. But real confidence doesn't need a spotlight. It's not loud or picture-perfect. Sometimes it looks like not posting anything at all. It's showing up for yourself, even when no one's watching. It's not needing to prove you're enough. The truth is, online confidence is easy to fake. The real kind? That's built slowly, in private, when you're being honest with yourself. Confidence isn't what you show others it's how you carry yourself when no one's looking.

Anjali
BA 1st Major in English

From hustle to houseplants

Jessica once loved painting, vlogging, tending her little balcony garden, and visiting to her grandparents' house. But once she landed her "dream job" in a corporate firm, everything changed. "Wake up. Work. Sleep. Repeat" Her manager praised her for her "efficiency" and "24/7 availability." Slowly, Jessica stopped painting and

vlogging. The garden dried up. The visits converted into video calls.

One Sunday, she visited her grandparents, who smiled and asked, "Why do your eyes look so tired, baby? When did you last watch the sky change colors?" Jessica laughed nervously. She didn't remember.

Later that evening, as she watered the plants for the first time in months, she noticed a single green sprout in the dried soil. It had survived—just like a piece of her that still wanted to live slowly, deeply.

From that day, she drew boundaries. She worked, yes—but she also painted again. She continued her vlogging channel again.

Because jessica realized: life isn't a checklist. It's a garden. And it needs time to bloom.

Moral:

"You don't have to hustle all the time—taking care of yourself is also progress".

Kamakshi
BA I major in English

"Charting New Horizons: Commerce, Creativity, and Change"



Dr. Kaushal Kumari,
Section Editor
Department of Commerce

As we turn the pages of yet another academic year, we are met not only with achievements but also with transformation—social, economic, and educational. In a world shaped by digital revolutions and disruptive ideas, the students of today stand at the intersection of commerce and conscience, technology and tradition, innovation and introspection.

The essay on *E-commerce* encapsulates the sector's pivotal role in reshaping global trade. With artificial intelligence, secure digital payments, and data-driven personalization redefining consumer engagement, e-commerce is no longer peripheral to commerce—it is central to its future. Students of commerce must now engage not only with traditional business theory but with digital fluency and strategic adaptability. Similarly, the *Fintech Revolution* highlights a paradigm shift in financial transactions and inclusion. The rapid growth of India's fintech ecosystem—underpinned by UPI, Aadhaar, and mobile connectivity—demonstrates how innovation can bridge systemic gaps and democratize financial access. For commerce students, fintech is not merely a specialization, but an essential area of competence.

This edition also draws attention to the transformative potential of *National Education Policy (NEP) 2020*. By promoting multidisciplinary learning, academic flexibility, and vocational integration, NEP 2020 redefines the contours of higher education. Its implementation challenges educators and students alike to reimagine learning not as a linear process, but as a holistic, evolving journey.

At the same time, the article "*Social Media: A Boon or a Bane for Students*" reminds us of the dualities of digital life. While social media platforms enhance connectivity and knowledge exchange, they also demand critical engagement to mitigate issues of distraction, cyberbullying, and mental health deterioration. Navigating this digital ecosystem with discernment is a key competency for today's learners. Equally compelling are the creative contributions, particularly the inspiring narrative of *Aditi Gupta* and *Menstrupedia*, which exemplify socially responsive entrepreneurship. Her work underlines the power of commerce not only as an economic activity but as an instrument of empowerment, social awareness, and systemic change.

The poetry included in this issue—ranging from reflections on the beauty of life to critiques on the erosion of common sense—serves as a gentle yet profound reminder that commerce education must also cultivate emotional intelligence, ethical reasoning, and reflective thinking.

In compiling this edition, the Department seeks to encourage interdisciplinary engagement, critical inquiry, and intellectual depth among our students. We are confident that the themes explored herein will resonate with readers and stimulate thoughtful dialogue. Let this publication not be an endpoint, but a beginning—a catalyst for ideas, research, and responsible action.

S.No.	Title of Article	Contributor's Name	Page No
1.	Gearing Up with NEP 2020: Embracing Change, Empowering Education	Dr. Vandana Dangi	8
2.	Redefining Red: Aditi Gupta's Menstrual Revolution	Anjali	11
3.	From Passion to Profession: My Journey as an Artist and Entrepreneur	Mahak	13
4.	Social Media – A Boon or a Bane for Students?	Ms Priya Sharma	15
5.	Money Meets Technology: The Fintech Revolution by 2025	Ms Minakshi	18
6.	Thoughts	Vinay	20
7.	Pink Tax in India: Unpacking the Hidden Cost of Being a Woman	Dr Kaushal Phogat	21
8.	The Rise of E-Commerce: A Game-Changer in Global Trade	Dr Kavita Dua	23
9.	Beauty of life	Khushbu Vashisht	25
10.	Udaan	Ms Latika	25
11.	The infinite	Ms Latika	25
12.	Common Sense: The Forgotten Wisdom	Khushbu Vashisht	26

Gearing Up with NEP 2020: Embracing Change, Empowering Education



Dr. Vandana Dangi
Professor
Department of Commerce

Abstract

“Gone are the days of strict course frameworks, antiquated curricula, and rote learning. A future- forward, student-centric strategy that supports flexibility, creativity, and empowerment replaces them. NEP 2020 isn’t just a policy—it’s a promise of empowerment for those who embraces its essence.”

Introduction

The National Education Policy (NEP) 2020 is a transformative milestone aimed at revamping the Indian education system. While re-establishing the rich legacy of Indian knowledge and thought, it has underlined the ongoing relevance of a future-forward learner-centric strategy that supports

flexibility, creativity, and empowerment. The policy encompasses four parts covering crucial aspects of education. In its first part, the emphasis is on holistic school education by improving early childhood care, foundational literacy, dropout prevention, and curriculum reform. The second section, on the other hand, seeks to transform higher education through high-quality institutions, multidisciplinary learning, inclusiveness, and faculty development. The remaining sections address important key areas such as digital integration, cultural promotion, professional and vocational education, and sound implementation and funding plans. NEP's structural presentation is shown in Exhibit 1.

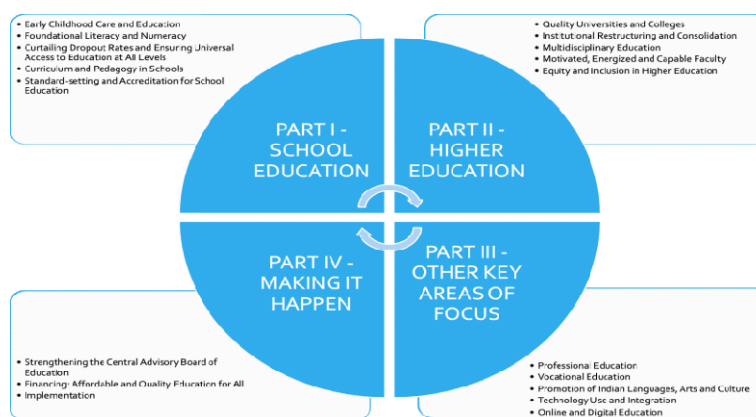


Exhibit 1: Structure of NEP

Fundamental Principles and Pillars

Its vision emphasizes a student-centric and flexible education system that nurtures each learner's unique potential through holistic, multidisciplinary, and inclusive approaches. It promotes conceptual understanding, creativity, ethics, multilingualism, life skills, and regular formative assessments, supported by technology and accessible to all, including divyang students. Central to this vision are empowered teachers, strong research, cultural

rootedness, continuous progress review, and robust yet minimal regulation, all enabled by substantial investment. This renewed vision of India’s new education system aims to strengthen the following five pillars of the Indian education system:



Exhibit 2: Pillars of India Education System

Impact On Higher Education System

While its impact spans from early childhood to higher education, it is in universities and colleges that this policy truly begins to shape the next generation of professionals, researchers, and leaders. The alignment of higher education institutions across India with NEP 2020 has gone through reassessment of academic structures, upgradation of pedagogy, and reconsideration of student engagement strategies.

These transformations in higher education system ensure multidisciplinary learning, academic flexibility, skill development, and holistic growth. For institutions, faculty and students of higher education landscape, this revisiting of academic structures, upgrading of pedagogy, and altering of student engagement strategies have following impact:

(a) Reinventing the Higher Education Experience:

With its push for multidisciplinary learning, NEP 2020 opens up a world where a commerce or science student can study literature, an economics major can explore philosophy, and creativity is just as important as content. Universities and colleges are responding with renewed energy by redesigning courses, expanding departments, and building a learning environment where curiosity thrives. As the higher education institutions in India are already riding this wave, the new elective options, cross-disciplinary projects, and academic flexibility are encouraging students to design their own learning journeys.

(b) Flexibility is the New Normal in Higher Education:

Its 'Multiple Entry and Exit System' and 'Academic Bank of Credits' ensure flexibility by letting the students pause and resume their education without penalty. These initiatives align beautifully with the real-world allowing learning to flow freely without peripheries. As in contemporary scenarios, students juggle internships, start-ups, part-time jobs, or personal challenges, this flexibility is not just helpful, but it is truly empowering.

(c) Skill Development and Empowerment:

It emphasizes skill-based learning to bridge the gap between academic knowledge and industry requirements. To align with this, the higher education institutions have included internships, soft skills training, financial and digital literacy, and vocational courses in their regular curriculums. They have also partnered with industry-experts and professionals to design 'skill development workshops' and 'hands-on training programs' in the fields of data analysis, digital marketing, and financial literacy. These initiatives aim to make their students more empowered and future ready to either start their own businesses or to get better employment opportunities.

(d) Teachers are Mentors, Not Just Instructors:

As the success of NEP implementation largely depends on faculty preparedness, the higher education institutions are investing in faculty development programs, encouraging the use of technology-enabled learning, blended modes of instruction, and outcome-based education. Faculty members are also encouraged to undertake research, collaborate across disciplines, and bring innovation into the classroom. These initiatives empower teaching fraternity by encouraging innovation in teaching and their continuous professional growth. Faculty members across India to swiftly align with the policy have been embracing technology-enabled education, interactive learning, and research-based methods that go beyond textbooks. Teaching in higher education institutions is evolving into mentoring, and the classrooms are transforming into collaborative hubs of creativity, dialogue and research.

The Road Ahead

As the higher education system is thriving to align itself with NEP 2020, one thing should

be clear in each participant's mind that change is no longer coming but is already here. And a peculiar point to note here is that it is inspiring. For students and faculty members, this is a moment to not just adapt, but to lead. The commitment of all education system participants in implementing these reforms effectively will create an environment that nurtures curiosity, fosters innovation, and prepares students to become global citizens and leaders. The enthusiasm and an open mindedness to embrace these changes facilitate in taking advantage of the opportunities the NEP offers to explore new horizons and expand intellectual capabilities.

Conclusion

The journey with NEP 2020 is full of promise, purpose, and progress. As education is not just about degrees, it is about acquiring knowledge, developing skills, and shaping character. This policy helps in swiftly embark on this journey with optimism and determination to create a brighter future for learners and our nation.

“A true learner always embraces change, thereby leading to empowerment.”

Reference

Ministry of Human Resource Development, Government of India (2020). National Education Policy.

Redefining Red: Aditi Gupta's Menstrual Revolution

In a Country where menstruation remains deeply rooted taboo, one woman dared to challenge the silence. Meet **Aditi Gupta**, an engineer-turned- social entrepreneur and Indian author transformed her personal experiences with menstrual shame into a national movement for awareness and dignity. **Menstrupedia**—India's first comic-based education platform for menstrual health. She is changing how menstruation is perceived and discussed—not just in India, but around the world.

Early Life from Silence to Strength: Aditi was born in Garhwa district, Jharkhand grew up in conservative environment where periods were cloaked in secrecy. She began menstruating at the age of 12 but did not fully understand what was happening to her body until she was 15. Her biology teacher used to skip the chapter on menstruation, reinforcing her belief that it was shameful to discuss. Even at home, she was told to hide it from male family members. She was not allowed to enter temples, touch pickles, or sit on certain furniture. Sanitary napkins were seen as a luxury that threatened family dignity. For five years, she relied on cloth rags, often leading to infections. Her story is not unique. It reflects the lived reality of millions of girls across India.

An Educational Turning Point: Despite these challenges, Aditi pursued engineering at NIT Raipur and then a Postgraduate degree in New Media Design from the National Institute of Design, Ahmedabad. There, she met her future husband, Tuhin Paul. A conversation about period between them led to an eye-opening realization, though both were highly educated, yet knew very little about menstruation. Disturbed by this, they began researching menstrual health and discovered how widespread misinformation and myths were, even

among urban and educated populations. Aditi decided it was time to act.

The Birth of Menstrupedia :Aditi and Tuhin decided to combine their skills in design and storytelling to create an engaging educational tool. After a year-long research project and prototype testing with students, parents, teachers, and educators ensuring it was easy to understand and not embarrassing to read.

Menstrupedia was born a comic book designed to educate young girls about periods in a fun, engaging, and culturally sensitive way. The book follows four fictional characters—Pinki, Jiya, Mira and Dr. Priya—who take readers through the journey of puberty and menstrual hygiene. Menstrupedia launched in 2012 as a website and was soon turned into a physical comic. It quickly gained popularity due to its approachable format.



Revolutionizing Menstrual Education: Menstrupedia is used in over 36,500 schools, supported by 270 NGOs, and has reached more than 1.7 million girls across India. The comics are available in 17 languages and are used in 11 countries. The online platform receives over 1 lakh visitors per month and features a blog, Q&A section, and resources for educators. One of the most striking achievements of Menstrupedia is its ability to create a platform where even boys feel comfortable learning about periods. By making the content

universally accessible and non-threatening, it bridges the gender gap in menstrual education.

Awards and Recognition: Aditi's work has earned her many accolades, including the Nari Shakti Puraskar, India's highest civilian award for women, and a spot on the Forbes 30 Under 30 Asia list. She's been featured in global outlets like The Wall Street Journal, BBC, and CNBC, and has spoken at TED, the World Economic Forum, and other prestigious platforms. In 2021, Aditi and Tuhin appeared on **Shark Tank India**, where they shared their story and vision. Entrepreneur Namita Thapar believed in their mission that she invested ₹50 lakh for 20% equity.

Innovation Beyond the Comic Book: Menstrupedia didn't stop at print and digital media. The team has developed a mobile app to put menstrual health information directly into users' hands. A Mobile app that would give access to girls about menstrual health information at their fingertips. They also host Menstrual Masterclasses to train educators and change-makers. Through partnerships with organizations like Whisper India, and campaigns like *#TouchThePickle*, they have collaborated with celebrities such as Shraddha Kapoor and Parineeti Chopra to amplify the

message.

Why This Work Matters: Despite growing awareness, 88% of girls and women in India still use unhygienic methods to manage their periods. Many girls, especially in rural areas, do not know

what menstruation is when they get their first period. In parts of Rajasthan, 9 out of 10 girls are completely unaware, and some even believe they are dying when they start bleeding. Menstrupedia aims to change this reality—not just with books, but with conversation, education, and empowerment.

A Vision of Empowerment: Aditi dreams of a world where menstruation is discussed openly, understood accurately, and accepted without shame. She believes menstruation should be seen not as something dirty, but as a source of strength and a symbol of life.

Her journey—from being a confused teen hiding her periods to becoming a global voice for menstrual health—is an inspiring example of what one determined woman can achieve. Through Menstrupedia, she has turned whispers into conversations and shame into pride. She is helping millions of girls feel proud of who they are.

Anjali

M. Com IInd year

231280030007

From Passion to Profession: My Journey as an Artist and Entrepreneur

By Mahak, M.Com 2nd Year



My journey as an artist began long before I ever stepped into a college classroom. From my school days, I was deeply passionate about art and participated in numerous competitions, often bringing home prizes and recognition. I even created school projects for others, which helped me realize that creativity could be more than just a hobby—it could be a stepping stone to something greater. This early love for art laid the foundation for what would become a thriving artistic and entrepreneurial journey.

During my time at Atma Ram Sanatan Dharma (ARSD) College, I not only nurtured this passion but also took on leadership roles that helped me grow. I was honored to serve as the President of the Fine Arts and Craft Society (Arteysania), ARSD, where I actively participated in and organized inter-college competitions. These experiences sharpened my skills, built my confidence, and deepened my connection with the creative world.

Before going fully online, I was already running a small offline business, creating handmade art and custom gifts. It was a modest start, but it gave me valuable experience in managing customer orders, quality, and deadlines. My sister stood by me throughout this journey—her constant

support and encouragement kept me going, especially during the early stages when balancing studies and passion was not easy.

The real turning point came when one of my calligraphy videos went viral on YouTube. The sudden attention gave me the push I needed to take my work more seriously. In January, shortly after completing my undergraduate degree, I received my very first online order from Delhi. From then on, orders began to pour in—entirely through Instagram. My calligraphy content continued to grow, and today, my Instagram family has grown to over 10,000 followers, while my YouTube platform has crossed 7,000 subscribers. Both serve as vibrant showcases for my art and craft content.

As I explored new creative avenues, resin art became one of my best-selling categories, drawing enthusiastic responses from customers and followers alike. My journey from student artist to independent entrepreneur has been both exciting and fulfilling. I'm proud to have successfully completed 100+ customized orders, ranging from calligraphy pieces to handmade projects and resin keychains. Each order represents a connection, a story, and the trust my customers place in my work.

I've also had the privilege to return to the academic world as a judge—first at the Institute of Home Economics College for a brushless painting event, and then at ARSD College. Being invited as a judge at events where I once competed feels like a full-circle moment and a deeply humbling experience.

Today, as a postgraduate student and a self-made entrepreneur, I continue to blend creativity with business through my Instagram and YouTube platforms. I hope my story inspires fellow students to believe in their passions and turn their talents into something greater. Your journey can start with a simple brushstroke—just like mine did.

Instagram id - Mahakmehndiratta
Youtube id - Creative Mahak

**"Dreams don't need a big stage to
begin—just the courage to start."—
Mahak**

Social Media – A Boon or a Bane for Students?



Priya Sharma, Lecturer Commerce

Social media is a group of internet-based platforms and apps that allow users to create, share, and exchange information, ideas, hobbies, and multimedia content within virtual communities and networks. These platforms are dynamic, user-driven, and often provide real-time communication and involvement. Unlike conventional media (such as newspapers, television, and radio), where information goes in one direction from producer to audience, social media allows for two-way contact, with each user capable of both consuming and creating content.

The core purpose of social media is to connect people, regardless of geographical boundaries. It facilitates personal interaction, professional networking, entertainment, education, and activism. Social media platforms allow users to post text, upload photos and videos, share links, comment on others' posts, and engage in discussions.

Some platforms are focused on visual content (e.g., Instagram, Snapchat), while others emphasize text-based communication (e.g., X/Twitter, Reddit) or professional networking (e.g., LinkedIn). Social media also includes messaging services like WhatsApp, Telegram, and Messenger, which allow individuals or groups to communicate instantly and privately. Video-sharing platforms such as YouTube and TikTok provide users with tools to create and distribute content to a wide audience, often leading to viral trends and online fame. Blogging platforms and forums further expand social media's role by supporting long-form content and community discussions. Over time, social media has grown beyond personal use to play a significant role in education, business, politics, marketing, and social movements.



In the twenty-first century, social media has been one of the most transforming factors in students' lives. It began as basic platforms for staying in touch with friends has evolved into powerful tools that shape communication, learning, self-expression, and even career pathways. Social media is integrated into almost every aspect of a student's everyday life, from academic cooperation to entertainment and social awareness. Yet, with all its influence, it brings forth an important question: is social media a boon or a bane for students?

On the positive side, social media offers countless opportunities for learning and development. Academically, it serves as a digital library where students can access tutorials, attend webinars, follow educational pages, and learn from experts across the globe. Whether it is watching a science lesson on YouTube, receiving notes via WhatsApp groups, students benefit greatly from the knowledge-sharing made possible by social platforms. Communication and collaboration have also been enhanced significantly. Students can now work on group projects, exchange ideas, and even network internationally with ease, with the help of apps like Google Meet, Zoom, etc.

In addition to academics, social media encourages creativity and self-expression. Students use Instagram, YouTube, and blogs to showcase their talents like in art, music, writing, or photography. This not only builds confidence but can also open doors to real-world opportunities, such as internships, sponsorships, or entrepreneurial ventures. Professional platforms like LinkedIn allow students to build résumés, connect with industry professionals, and explore career opportunities. Beyond personal growth, social media plays a role in raising awareness. It exposes students to global

issues like climate change, mental health, and gender equality, often motivating them to take part in social causes and youth-driven movements.

However, despite its many benefits, social media has a **darker side** that cannot be ignored. One of the most pressing concerns is its addictive nature. The constant stream of content and notifications can distract students from their studies, disrupt sleep, and reduce attention spans. Instead of being a break from work, social media often becomes a time-consuming escape that affects academic performance and mental focus. The mental health impact is another serious concern. The pressure to appear perfect online, to gain likes and followers, or to keep up with others' curated lives can lead to feelings of inadequacy, anxiety, and depression.

Social comparison has become a silent stressor for many students, undermining their confidence and emotional well-being.

In addition, social media platforms are breeding grounds for cyberbullying, harassment, and trolling. Many students face online abuse that affects their self-esteem and mental health, and in some cases, causes long-term psychological harm. Privacy is another major risk. Oversharing personal details online can make students vulnerable to data theft, stalking, and exploitation. Furthermore, as digital interactions increase, real-life communication skills can suffer. Students may find themselves socially isolated, preferring virtual conversations over meaningful face-to-face connections, which are vital for emotional development and empathy.

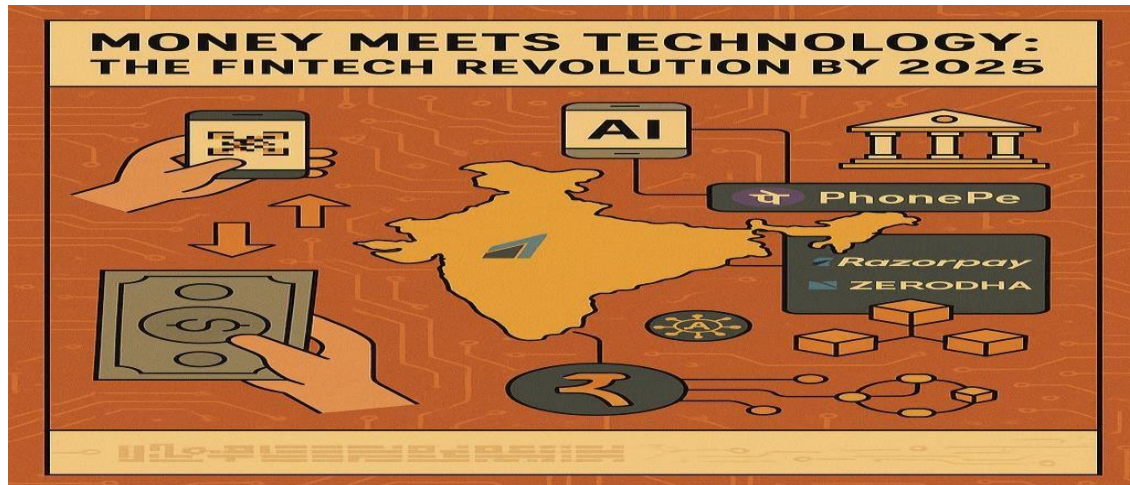
Given these contrasting aspects, it would be unfair to label social media as entirely good or bad. Instead, the focus should be on encouraging responsible and balanced

use. Digital discipline, such as setting screen-time limits, curating positive content, and avoiding toxic behaviour is essential. Schools and colleges can help by offering digital literacy programs that educate students on both the advantages and potential dangers of online engagement. At home, parents should promote open conversations about mental health and online safety, guiding rather than criticizing their children's digital habits. Encouraging offline activities like sports, reading, and hobbies can also help students reconnect with the real world and maintain a healthy balance.

In short, social media is a powerful instrument that may dramatically improve a student's life when utilized with awareness and intention. It provides numerous chances for education, creativity, and social interaction, but it also presents significant risks when exploited. The goal is to use social media carefully, maximizing its benefits while avoiding its drawbacks. For kids navigating this digital world, the objective should be to learn the skill of utilizing social media wisely and ethically, rather than avoiding it altogether.

"Money Meets Technology: The Fintech Revolution by 2025"

Minakshi , Lecturer Commerce



Fintech has evolved into an indispensable component of daily life in India, often in ways that may not be consciously acknowledged. From transferring funds to a friend via UPI, processing grocery purchases through QR codes, to receiving governmental subsidies directly deposited into bank accounts, fintech has deeply integrated itself into the operational framework of individuals, businesses, and governments. The convenience, speed, and cost-effectiveness of these digital financial services have rendered fintech not merely an alternative, but frequently the primary method for executing financial transactions. Fintech (financial technology) pertains to the application of digital tools and innovation aimed at enhancing and automating financial services such as payments, lending, investing, and insurance. It harnesses technologies such as mobile applications, blockchain, and artificial intelligence to deliver swifter, more accessible, and cost-efficient financial solutions.

The fintech sector in India has witnessed considerable expansion, solidifying its status as a global frontrunner in financial technology. As of 2024, the industry is valued at approximately \$110 billion, with projections indicating a rise to \$420 billion by 2029, marking a compound annual growth rate (CAGR) of 31% (ICICI Direct). The fintech ecosystem in India is robust, encompassing 26 fintech unicorns collectively valued at \$90 billion. Distinguished entities include PhonePe, Razorpay, Cred, Slice, Acko, and Zerodha. The number of registered fintech startups has mushroomed nearly fivefold, escalating from 2,100 in 2021 to 10,200 in 2024. The assimilation of fintech into everyday life has been hastened by several factors specific to India, including the government's Digital India initiative, Aadhaar-enabled identification, and the widespread availability of low-cost smartphones and internet connectivity. Services such as mobile banking, online lending platforms, investment applications, and insurtech solutions have broadened access to credit, savings, and insurance across various socioeconomic segments. Even small merchants and roadside vendors now utilize digital payment platforms to receive funds—an occurrence that was nearly inconceivable a decade ago. Ultimately, fintech has transcended its classification as merely a sector or technology; it has emerged as a utility, as essential as electricity or mobile networks, silently driving the contemporary Indian economy.

From an academic view, the Indian payments sector offers a detailed case study on how fintech fosters inclusive growth and institutional innovation. In India, fintech has notably enhanced financial service access for the unbanked and underbanked populations, minimized transaction friction, and integrated millions into the formal economy. This sector has also cultivated a competitive landscape that compels traditional banks to modernize and collaborate with tech providers. Nonetheless, this swift development comes with challenges as the advancement of payment systems brings both advantages and obstacles. Key concerns include data privacy, digital literacy, cybersecurity vulnerabilities, and the risk of monopolistic practices among dominant payment platforms, which pose significant policy and governance challenges. The changing role of the Reserve Bank of India (RBI) in fintech regulation, the launch of digital rupee pilots, and efforts to encourage interoperability and consumer protection highlight the necessity for a balanced approach to innovation and oversight. However, these innovations also raise issues related to cybersecurity, regulatory compliance, data privacy, and systemic risk. As central banks investigate digital currencies and governments reconsider financial regulatory frameworks, it is vital to examine how fintech is transforming transaction ecosystems and what this implies for the finance sector's future.

To promote fintech growth, enhancing financial inclusion through better digital literacy and access in underserved regions is critical. Collaborations between fintech companies and traditional banks can broaden service offerings, while AI and data analytics boost efficiency and security. Government backing, favourable regulations, and advocacy for digital payment systems like UPI will drive adoption. Moreover, educating users about the advantages of digital finance and investigating blockchain and cryptocurrencies will help create a more inclusive and secure financial ecosystem.



Sabhyata Gupta
BBA 1st year
1240089032

THOUGHTS

1. "If students stumble while climbing the mountain of their goals, a teacher is always there as a safety net— ready to catch them and help them rise again."
2. "Life is a puzzle and it is very important to put the right piece, on the right place, At the right time."
3. "Losing doesn't mean you are a loser—it simply means you've been given more time to achieve victory."
4. "You may chase success in comfort, but success chases you through hard work"
5. "Dreaming is not a bad habit—ignoring your dreams is"

Vinay M.Com IInd Year

Pink Tax in India: Unpacking the Hidden Cost of Being a Woman

Kaushal Kumari, Assistant Professor
Commerce



Have you ever noticed that products targeted at women are costlier than similar ones designed for men? This silent but persistent pricing disparity is known as the “pink tax.” Though not an actual government-imposed tax, the pink tax is an informal term used to describe the extra amount women are charged for certain products or services. From razors and deodorants to dry cleaning and haircuts, the price difference is striking.

The pink tax refers to the additional cost imposed on goods and services marketed specifically to women, even when there is little to no difference between the men’s and women’s versions. These products are often distinguished only by colour, packaging, or branding—hence the term “pink tax.” For example, a basic blue razor for men might be priced at ₹50, while a pink razor with the same features might cost ₹60 or more. This pricing gap exists not only in personal care items but also in clothing, toys, healthcare, and services like dry cleaning or hair salons. While the term originated in the West, especially in the United States, recent evidence suggests that pink tax is prevalent in India as well, albeit in more subtle ways. A recent study published in the *Economic and Political Weekly* (March 2025) by Sabia Ghosh used household-level data from 2015 to 2022

to examine pink tax trends in India. The study found that the magnitude of the pink tax varies across states, but women-only households consistently paid more for similar goods than male counterparts. According to the study, women end up spending approximately ₹300 more per year on average for identical or nearly identical products, simply because they are marketed toward women. This seemingly small figure becomes significant when multiplied across millions of households, especially in a country where women’s labour force participation is already low and wage disparities are high. The findings align with global research. In the United States, a study by the New York City Department of Consumer Affairs in 2015 found that products marketed to women cost 7% more on average than those for men.

In India, pink tax manifests across various daily use items and services. Personal care products like shampoos, soaps, deodorants, and razors marketed to women often come in pastel packaging and flowery scents but are priced higher than men’s versions with similar ingredients. Women’s apparel and footwear frequently cost more than men’s, even when made from the same materials. Even in children’s products, toys labelled for “girls” are often priced higher than equivalent “boys” items. In the healthcare sector, although the 12% Goods and Services Tax (GST) on sanitary napkins was removed in 2018, the pink tax persists through higher retail markups and limited low-cost options for menstrual hygiene products.

The causes of the pink tax are complex and rooted in both marketing strategies and societal norms. Companies use gendered marketing to segment consumers and justify price variations. Products labelled as “for women” are

often positioned as luxury or premium, regardless of their functional value. Brands argue that women's products involve more research, better ingredients, or advanced design. However, closer inspection often reveals negligible differences in composition or utility. Moreover, women often have lower incomes and less economic bargaining power, making them more susceptible to exploitative pricing. In India, there is no legal framework to address gender-based pricing discrimination. The Consumer Protection Act focuses more on deceptive advertising and less on price inequality, leaving the pink tax largely unregulated.

The pink tax is an annoyance and reflects deeper issues of economic inequality and gender bias. Over time, it leads to a cumulative financial burden on women and reduce savings and investment potential. It also creates barriers to economic participation by inflating the cost of grooming and professional attire for women, which are often deemed necessary in workplaces. Perhaps more insidiously, when higher prices for women are normalized, it reinforces the idea that women should "pay more to look good" or meet societal expectations, perpetuating a culture of inequality.

In the United States, some states like California and New York have introduced legislation prohibiting gender-based pricing of products and services. India can draw lessons from these international examples to design its own regulatory framework. But raising consumer awareness is a critical first step. Educating buyers especially young women about the pink tax can empower them to make informed choices, compare prices, and avoid gender-marketed products.

As college students, your voice matters. If you see unfair pricing, speak up. Tag

brands on social media and demand answers. Be a smart shopper compare products by ingredients or features, not by gendered labels or colours. Start conversations among peers or host seminars on gender equity in economics and marketing. Change often starts at the grassroots level, and young people are the most powerful catalysts for social change.

The pink tax is a clear example of how economic systems can reflect and reinforce gender inequality. In India, while the phenomenon is only recently gaining recognition, its effects are deeply felt. Women continue to pay more for essential goods and services—not because of superior quality, but due to pervasive gender biases embedded in marketing, pricing, and social expectations. As educated, aware, and active citizens, students have the power to challenge such discriminatory practices. By demanding fairness, supporting inclusive policies, and being conscious consumers, we can take meaningful steps toward a more equitable economy. The pink tax may be invisible to many, but its impact is very real. The question is: are we ready to stop paying the price for being women?

The Rise of E-Commerce: A Game-Changer in Global Trade

Dr. Kavita Dua
Lecturer, Commerce

E-commerce has transformed the global marketplace, transforming how businesses operate and customers interact with goods and services. Rapid technological advancements, broad internet access, and mobile devices have contributed to its growth over the past 20 years. Artificial intelligence (AI) and secure digital payment systems have further simplified transactions, making e-commerce a powerful force in the contemporary economy. The emergence of e-commerce can be attributed to convenience, as it allows customers to browse and buy products at any time and from any location, unlike traditional retail. Digital payment innovations, such as UPI, credit and debit cards, and e-wallets, have improved security and ease of transactions, increasing consumer confidence in online transactions. AI and machine learning enhance user experiences by providing tailored suggestions based on past browsing and purchase activity. Companies use this technology to improve product offers, boost customer engagement, and enhance marketing strategies. Social media networks have played a significant role in the expansion of e-commerce, with digital marketing becoming an effective resource for businesses to target specific demographics, engage with customers instantly, and foster brand loyalty. Influencer marketing has emerged as a crucial approach, demonstrating how technology has woven commerce into everyday online experiences.

E-commerce offers numerous benefits for businesses and consumers, including a global reach, competitive pricing, and convenience. It allows businesses to engage with customers beyond their local areas, benefiting SMEs and startups. Consumers benefit from a broader range of products, competitive pricing, and personalized recommendations. AI-driven chatbots and automated customer support services have improved response times and customer satisfaction. Logistics and supply chain management efficiency have fuelled e-commerce expansion, with businesses investing in delivery systems like automated warehouses, drone deliveries, and same-day shipping. However, e-commerce faces challenges such as cybersecurity, supply chain disruptions, and regulatory complexities. Cybersecurity measures like encryption and multi-factor authentication are crucial to protect sensitive customer information and maintain trust. Supply chain disruptions can impact efficiency, and businesses must continuously refine their logistical strategies to manage costs while ensuring consistent service quality. Regulatory complexities also impact e-commerce, with governments implementing changing regulations regarding taxation, consumer rights, and data privacy. Companies operating internationally must navigate diverse legal frameworks, requiring adaptability to comply with local regulations.

The future of e-commerce is anticipated to introduce more innovations that will transform industry norms. Automation driven by AI will improve business functions, allowing companies to enhance personalization, streamline inventory management, and better customer engagement. Machine learning models will keep honing product suggestions, leading to increased customer interaction and higher conversion rates. Augmented reality (AR) shopping experiences are expected to become more popular, allowing shoppers to virtually examine

items before deciding to buy. Features like interactive product showcases, virtual fitting rooms, and engaging shopping environments will connect physical and digital retail experiences, giving customers more assurance in their purchase choices. Sustainability is also becoming a priority for e-commerce businesses. Companies are adopting eco-friendly packaging, ethical sourcing practices, and carbon-neutral logistics solutions to align with growing consumer awareness of environmental responsibility. Blockchain technology may further enhance supply chain transparency, ensuring responsible sourcing and fair-trade practices. Voice commerce, driven by smart assistants, is an anticipated trend on the horizon. With the rise of voice-activated searches, consumers will be able to execute purchases using simple voice commands, simplifying transactions and enhancing accessibility. This advancement will further incorporate e-commerce into daily routines, making online shopping more seamless and intuitive.

E-commerce has significantly transformed the global economy, offering businesses and consumers unprecedented opportunities for growth and innovation. As digital commerce continues to progress, adaptability and technological advancements will be essential to maintain a competitive advantage. Companies must adopt emerging technologies while tackling challenges related to cybersecurity, logistics, and regulations to ensure sustainable growth. For consumers, e-commerce offers a level of convenience, variety, and personalization that traditional retail often struggles to achieve. The ongoing development of digital commerce highlights the necessity for constant innovation, making it an exciting and dynamic field for both businesses and consumers. As technology progresses, e-commerce will continue to lead global trade, influencing economic trends and consumer behaviours for the foreseeable future.

Beauty of life

Life is a canvas, painted bright,
With colors of joy, and moments of delight.
Every sunrise brings a new day's light,
A chance to start anew, and make things
right. The world is full of beauty, waiting to
be found, In every smile, and every love
that's profound.
In the stillness of the night, we find our
peace,
A time to reflect, and let our worries cease.
The stars shine bright, like diamonds in the
sky,
A reminder of the magic that's passing by.
The world is full of wonder, and awe-
inspiring sight,
A beauty that can take our breath away, and
make us feel alive tonight.
So let us cherish every moment, and every
day, And find the beauty in the world's busy
way.
For in the end, it's not the years that we live,
But the life that we live in those years, that
truly gives. The beauty of life is a gift, that's
meant to be shared,
A treasure that's waiting to be discovered,
and enjoyed, and bared.

Khushbu Vashisht BBA 3rd Year

Udaan

Na shabdon se, Na vicharon se, Tu bhar le
khud ki nayi hi udan.
Na kisi ki kathni se, na tere kathan se; In sab
se parey,
Tu bhar le khud ki nayi hi udan. Kuch roshni
se kuch andheron se; In sab se parey,
Tu bhar le apni nayi si udan. Srishti ka
sarvasv uski ke, Fir usi purnta se..
Tu bhar le apni nayi si udan.!

The infinite

The moon, the stars;
Look at the infinite, it heals the earthy sacs.
The beauty, the majestic charm;
Wonder! The nature, gives you infinite
warmth. The clouds, the sky,
O mankind pray, for infinite listens the loving
outcry! He knows his play,
Just be compassionate everyday!

-Latika

Lecturer, Commerce



"Common Sense: The Forgotten Wisdom"

by Khushbu Vashisht



They say we're born with
five senses,

But common sense? It's
lost in tenses.

It's not taught, it's not sold,
Yet missing in young and
old.

We've got degrees, we've
got pride,

But when it comes to truth
— we hide.

We shout, we scroll, we
sing along,

But miss the note in life's
true song.

Basic emotion — gone on
leave,

Practical wisdom — hard
to achieve.

We chase the fame, the
viral trend,

While common sense meets a
quiet end.

From family fights to daily
news,

The missing link is what we
lose.

A simple act, a mindful view,

Could turn a grey day into
blue.

We clean our streets on camera
roll,

But trash still waits in every
hole.

Loud slogans fly, big posters
shine,

But real change fades down the
line.

They say it's free, a basic
thing,

Still feels rare — like diamond
ring!

You'll find awards, success,
and name,

But common sense? Not in the
game.

While common sense meets a quiet end.

From family fights to daily news,
The missing link is what we lose.
A simple act, a mindful view,
Could turn a grey day into blue.

We clean our streets on camera roll,
But trash still waits in every hole.
Loud slogans fly, big posters shine,
But real change fades down the line.

They say it's free, a basic thing,
Still feels rare — like diamond ring!
You'll find awards, success, and name,
But common sense? Not in the game.

In families too, logic takes a break,
"Beta, do this — for society's sake!"
They plan your life by age thirteen,
"Doctor, IAS — or what else do you mean?"

So here I stand, still a bit confused,
Why is this sense so much misused?
If you find it, handle with care —
Because common sense is super rare!

ECONOMICS

Economics is more than a field of study—it is the driving force behind the choices we make daily, from how we work and spend to how we save for the future. It governs markets, influences policies, and determines the financial stability of individuals and nations alike. The effects of inflation, interest rates, and government regulations extend far beyond statistical reports; they define the cost of living, employment opportunities, and the overall well-being of societies.



Global economic landscape in today's interconnected world, the economic and political climate of one nation resonates across borders. Globalization has accelerated income growth in developing economies while offering consumers in developed countries access to cheaper goods and services. However, the rise of protectionism in some nations, characterized by tariffs, subsidies, and import restrictions, has sparked debates about the long-term consequences of such policies. While proponents argue these measures safeguard domestic industries, mainstream economists emphasize the efficiency and collective benefits of free trade.

The global **economy faces numerous challenges**, including income inequality, climate change, and financial crises. Economic downturns shift the focus from monetary stability to demand stimulation, requiring policymakers to adapt their strategies. As Nobel laureate Abhijit Banerjee recently observed regarding India's economy, periods of economic distress necessitate swift and innovative policy interventions to reignite growth.

The **future of economies** evolves the need for informed discourse becomes even more critical. This section provides insightful perspectives on economic trends, policy decisions, and their real-world implications. By fostering an understanding of economic principles, we aim to encourage thoughtful dialogue and inspire future economists to shape a more equitable and prosperous world.

Let us embrace the power of economics in building a better tomorrow.

Dr. Meenu Mendiratta

Assistant Professor

(Department of Economics)

ECONOMICS SECTION



Noble Prize Winner in Economics 2024

CONTENT

Sl. No.	Title of the Article	Contributor's Name	Page No.
1.	Arrow's Impossibility Theorem	Abhinav	28
2.	Demographic Dividend: India's Golden Ticket to Growth	Monisha	31
3.	Rupee Depreciation: Causes and Impact	Sushil	33
4.	Inflation	Anand Kumar	35
5.	Political Economy	Rinku	38

Arrow's Impossibility Theorem

Kenneth Joseph Arrow, in his doctoral thesis *"Social Choice and Individual Values, 1951"*, has demonstrated the impossibility of obtaining the social welfare function even if individual preferences are consistent.

Arrow's Impossibility Theorem is a social choice paradox illustrating the flaws of ranked voting systems. It states that, we cannot make social decisions which will be satisfying the preferences of all individuals in economics.

He suggests five minimum conditions or criteria, which social choice must satisfy in order to reflect preferences of individuals.

The five conditions are as follows:

1. Consistency and Transitivity

- Consistency refers to the requirements that individuals have preferences that are fully defined i.e. every alternative is ranked in relation to every other.
- Transitivity: If an individual prefers A over B and B over C, then he must prefer A over C.

2. Responsiveness of individual preferences

Social choices must be directly related to individual preferences. It implies that social preferences must change in the same direction as individual choices. For example, if every individual prefers A over B, the society will also prefer A over B.

3. Non-imposition

Social choices must not be imposed by customs or from outside the society. It must be derived from individual preferences.

4. Non-dictatorship

Social choices must not be dictatorial. They must not be imposed by one individual within the society. In other words, social choices must not be based on any single individual's ordering.

5. Independence of irrelevant alternatives

Social choices must be independent of irrelevant alternatives. In other words, if any one alternative is excluded, it will not affect the ranking of other alternatives.

Arrow demonstrated that it is not possible to satisfy all these 5 conditions and obtain a transitive social choice for each set of individual preferences without violating at least one condition. In other words, social choice is inconsistent or undemocratic because no voting system allows these 5 conditions to be satisfied. **This has come to be known as the Arrow's Impossibility Theorem.**

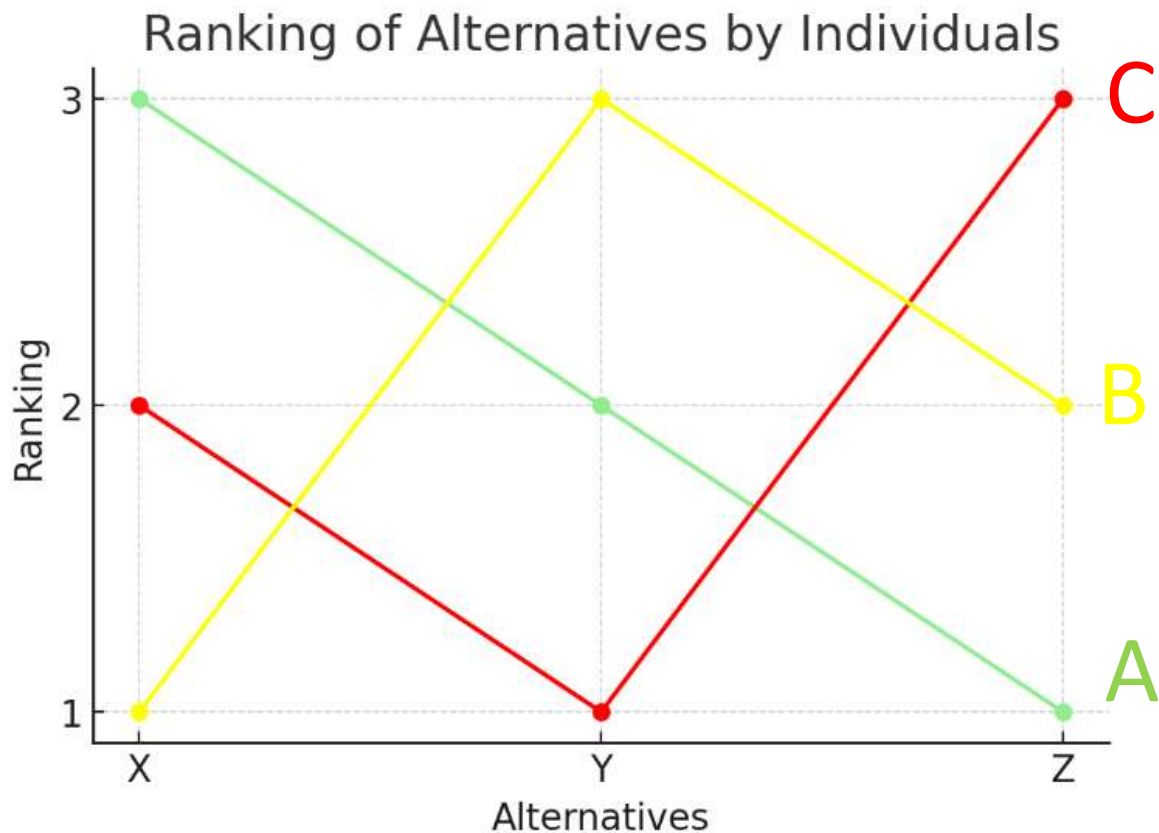
To illustrate Arrow's general impossibility theorem,

Suppose there are three individuals A, B and C in a society. They are asked to rank three alternative situations X, Y and Z. They vote by writing number 3 for their first choice, 2 for their second choice and 1 for their third choice. Suppose the voting pattern is shown as:

Individuals	Alternative Situations		
	X	Y	Z
A	3	2	1
B	1	3	2
C	2	1	3

The table shows that each individual has consistent preferences. A prefers X to Y, and Y to Z and hence X to Z. B prefers Y to Z, and Z to X, and hence Y to X. C prefers Z to X, and X to Y and hence Z to X. But the majority voting leads to intransitive social patterns.

Two individuals A and C prefer X to Y. Two individuals A and B prefer Y to Z. Nonetheless, B and C prefer Z to X. Hence the majority prefers X to Y and Y to Z, but it also prefers Z to X. This is illustrated in the given figure, which shows a multiple-peaked pattern. This explains the paradox of the majority rule, which is inconsistent with those of individuals composing the majority.



Thus, Arrow shows that the use of the democratic process of voting leads to a contradictory welfare criterion. "This 'voting paradox' explored by Prof. Arrow, comes as a shock to one's faith in electoral democracy," according to Prof. Musgrave.

Abhinav
B.A. Eco(hons) 3rd Year

Demographic Dividend: India's Golden Ticket to Growth

Imagine a nation where 65% of the population is under 35, a country where millions of young minds are ready to innovate, work, and build the future. That nation is India-the world's youngest major economy. By 2041, India's working-age population will peak at 59%, presenting a once-in-a-lifetime opportunity for economic transformation. But will India turn this demographic dividend into a growth engine, or will it face the risk of mass unemployment and wasted potential?

India is at a turning point. With over 900 million people in the working age group, the country is having a rare advantage called the **demographic dividend**-a period when a country has more working-age people than dependents, creating a huge opportunity for economic growth. Countries like **China, South Korea, and Japan** used this phase to become economic powerhouses. But simply having a young population is not enough. If India fails to provide quality education, skill training, and jobs this advantage could turn into a major crisis.

The next 20 years will decide whether India rises as a global leader or struggles with a workforce that has potential but no opportunities. To unlock this potential, the government has launched several initiatives. The **Skill India Mission** and **Pradhan Mantri Kaushal Vikas Yojana (PMKVY)** are designed to provide youth with job-ready skills. However, nearly half of Indian graduates remain unemployable because of outdated education systems according to India Skills Report 2023. The **National Education Policy (NEP) 2020** is a step towards modernization, but its full impact is yet to be seen. Another challenge is only 25% of Indian women participate in the workforce. **Beti Bachao Beti Padhao** and **Stand Up India** aim to support women's education and entrepreneurship, but more needs to be done to bring women into the workforce. India's startup culture is booming, with over **110 unicorn companies** proving that young entrepreneurs can create revolutionary businesses. Yet, the country still needs to generate 10-12 million jobs annually to sustain this growing workforce.

Challenges remain. According to World Bank, **Automation** and **Artificial Intelligence** could replace nearly 50% of existing jobs by 2030, making reskilling essential. Unplanned urban growth is leading to **housing shortages, traffic congestion, and poor infrastructure** due to these its hard for youth to find work in major cities. While initiatives like **Atmanirbhar Bharat, Make in India** and **Digital India** are pushing for local manufacturing, and job creation, but they need faster execution. India's economy still relies heavily on the informal sector, where millions work without job security or benefits. If these issues are not tackled, India's youth could face a future of uncertainty instead of progress.

The road ahead is clear. The Base must be strong so that the building does not collapse. Base is the children of the country. India must revamp its education system by adding features like practical knowledge, skill enhancement classes etc. Indulging students in creative and diverse

field than rote learning in schools is the best way to recognize their strengths and weaknesses. Moral values and ethics must be given to the children at home as well as schools so that they could become responsible citizens ahead. Unity should be there among the citizens so that they see the whole country as their own home and all fellow citizens as their family members. Sharp brain comes from healthy body so deteriorating health conditions due to unhealthy food consumption, indulgence in bad habits, work-life imbalance etc. of the children and youth is the main concern. Health conscious youth is the asset for the country. Measures should be taken to tackle this problem. Social media, a boon or bane? Most of the youth is using social media irresponsibly and carelessly and they are wasting their potential. Social media accessibility should be limited for the young minds and only in a good manner. Most of the Youth is running behind the government jobs so the government should aware its people about existence of varieties of career and opportunities so that every sector in India could flourish. Women empowerment is also the necessity for the development. Cities must be planned to support a growing population. If India acts wisely, it can emerge as a global economic leader. But if it fails, the demographic dividend will be wasted, leaving behind a generation struggling for employment. The time to act is now, before this golden opportunity slips away.

Monisha

M.A. (1st Year)

Rupee Depreciation: Causes and Impact

Rupee depreciation occurs when the Indian rupee weakens against foreign currencies, especially the US dollar. This happens due to factors like rising imports, high inflation, foreign investment outflows, and global economic conditions.



Causes of Rupee Depreciation

- Strong US Dollar – When the US Federal Reserve raises interest rates, investors prefer the dollar, reducing demand for the rupee.
- High Trade Deficit – India imports more than it exports, increasing demand for dollars.
- Foreign Capital Outflows – Global investors withdrawing from Indian markets weaken the rupee.
- Inflation and Oil Prices – Expensive crude oil raises import costs, leading to a weaker rupee.

Impact of Rupee's Depreciation

Positive Impact

- Boost to Exports: Goods and services become more competitive in international markets due to lower prices in dollar terms.
- Export-oriented sectors, such as IT and pharmaceuticals, are expected to benefit.
- Higher Remittance Value: NRIs benefit from higher rupee value when sending money back home.
- Effect on Capital and Investment: A weakening rupee may also result in domestic investments due to a rise in exports.



Negative Impact

- Higher Import Costs: A weaker rupee makes imports more expensive, particularly for crude oil. It further leads to the widening of the trade deficit.
- Higher Inflation: As some industries are import-dependent, this results in high production costs.
- Effect on Capital and Investment: A weakening rupee may also trigger capital flight and a decline in foreign direct investment (FDI) inflow.
- Others: Increased cost of foreign debt, reduced purchasing power, and higher import costs erode consumer sentiment, etc.

Impact on the Economy

- Costlier Imports – Fuel, electronics, and raw materials become expensive, leading to inflation.
- Expensive Foreign Travel & Education – More rupees are needed to buy dollars.
- Boosts Exports – Indian goods become cheaper globally, benefiting exporters.

How RBI Manages

The Reserve Bank of India (RBI) intervenes by selling dollars from its reserves and adjusting interest rates to stabilize the rupee.

While rupee depreciation poses challenges, it also benefits exporters and foreign remittance recipients. A balanced economic approach is key to managing currency fluctuations.



Sushil Kumar
B.A. Eco (H) 3rd Year

Inflation

Inflation is a fundamental economic concept characterised by a persistent increase in the general price levels of goods and services within an economy. Put simply, it means that over time, the purchasing power of money diminishes as the cost of living rises. This can impact consumers, businesses, and the overall economic landscape. Inflation is a general and ongoing rise in the level of prices in an entire economy. Inflation does not refer to a change in relative prices.

The inflation rate is a metric used to gauge how fast the general prices of goods and services in an economy rise over a defined period, often a year. It's a vital economic measure of inflation, indicating the pace of price increases. A higher rate signifies a more rapid price surge, which can erode the currency's purchasing power.

Cause of Inflation

Monetary policy is a critical driver of inflation over the long term. The current high rate of inflation is a result of increased money supply, high raw materials costs, labor mismatches, and supply disruptions—exacerbated by geopolitical conflict. In general, there are two primary types, or causes, of short-term inflation:

Demand-pull inflation occurs when the demand for goods and services in the economy exceeds the economy's ability to produce them. For example, when demand for new cars recovered more quickly than anticipated from its sharp dip at the beginning of the COVID-19 pandemic, an intervening shortage in the supply of semiconductors made it hard for the automotive industry to keep up with this renewed demand. The subsequent shortage of new vehicles resulted in a spike in prices for new and used cars.

Cost-push inflation occurs when the rising price of input goods and services increases the price of final goods and services. For example, commodity prices spiked sharply during the pandemic as a result of radical shifts in demand, buying patterns, cost to serve, and perceived value across sectors and value chains. To offset inflation and minimize impact on financial performance, industrial companies were forced to increase prices for end consumers.

Statistical agencies **measure inflation** first by determining the current value of a “basket” of various goods and services consumed by households, referred to as Consumer price index. To calculate the rate of inflation over time, statisticians compare the value of the index over one period with that of another. Comparing one month with another gives a monthly rate of inflation, and comparing from year to year gives an annual rate of inflation.

In the United States, the Bureau of Labor Statistics publishes its Consumer Price Index (CPI), which measures the cost of items that urban consumers buy out of pocket. The CPI is broken down by region and is reported for the country as a whole. The Personal Consumption Expenditures (PCE) price index—published by the US Bureau of Economic Analysis—takes into account a broader range of consumer spending, including on healthcare. It is also weighted by data acquired through business surveys

Effects of Inflation:- Here are some of the most prominent effects of inflation on the economy –

Effects of Inflation on -	
Production	The rise in prices of goods and services stimulates its production. As producers are happy to get high profits, they utilize all resources to produce more. However, after reaching the stage of total employment, production stops at a certain point as all resources are fully used. This gives rise to the cornering and hoarding of commodities. Although, these effects are not always seen. Whereas, even after increasing prices, production comes to a still position. This condition is referred to as stagflation.
Employment and Income	Another significant impact of inflation is seen on income and employment. As production and spending increase, the national income also increases. Also, it gives rise to employment opportunities as there is a higher need for workers. However, the income of the people falls because of the massive fall in the purchasing power of the money.
Business and Trade	Because of factors like high income, enormous spending, and more outstanding production, the internal trade increases in the condition of inflation; however, some firms expand their business to attain higher profits. During inflation, the prices and the wages of the workers stop at a point, rising inequality in the economy.
Government Finance	During hyperinflation, the government revenue increases as they get revenue in different forms. These include tax, sales tax, excise duties, and so on. However, the government is expected to spend more; as a result, public expenditure boosts. But the rise in prices reduces the burden of public debt.
Growth	On the one hand, where mild inflation contributes to economic growth, hyperinflation can negatively affect the development of an economy. In developing countries like India, benign inflation is the ideal condition.

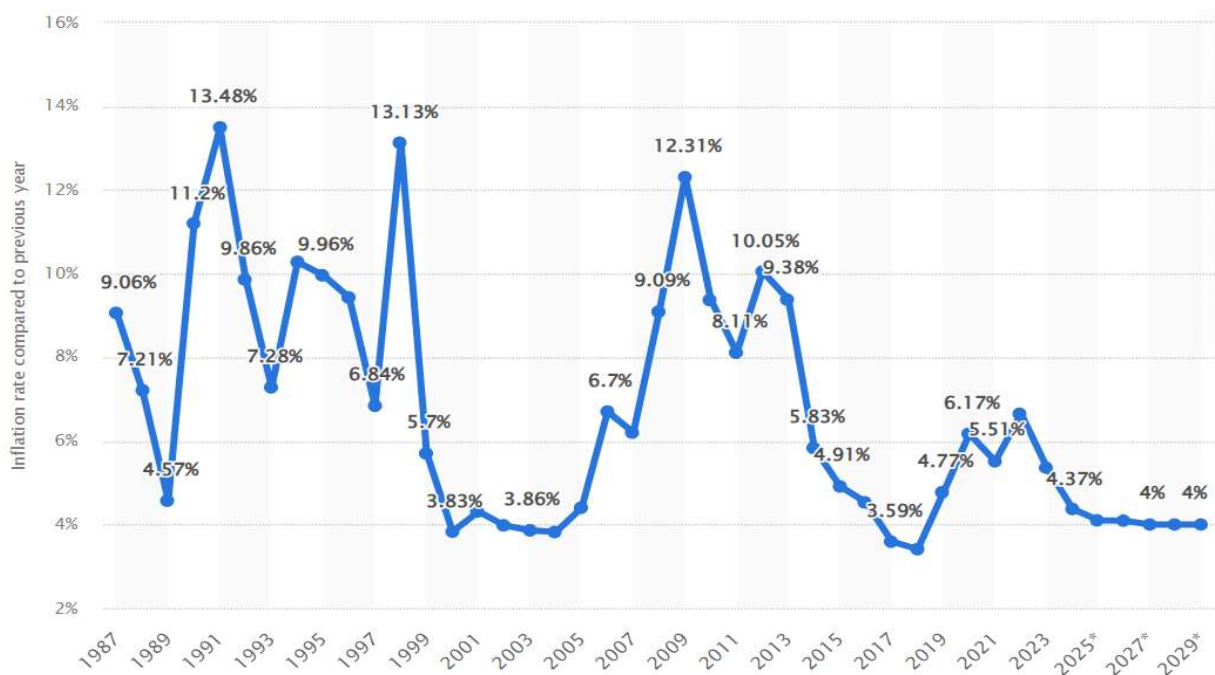
Inflation in India

Inflation as measured by the consumer price index reflects the annual percentage change in the cost to the average consumer of acquiring a basket of goods and services that may be fixed or changed at specified intervals, such as yearly. The Laspeyres formula is generally used.

India inflation rate for 2023 was 5.65%, a 1.05% decline from 2022.

India inflation rate for 2022 was 6.70%, a 1.57% increase from 2021.

India inflation rate for 2021 was 5.13%, a 1.49% decline from 2020.



Source Statista 2025

This graph above depicts the inflation rate of India from 1987 to 2025 and further predicting to 2029.

Conclusion

A controlled level of inflation can be beneficial for economic growth, high inflation erodes purchasing power, increases uncertainty, and can lead to social unrest, requiring the government and RBI to implement monetary and fiscal policies to manage it.

Anand Kumar

Political Economy

Political economy is an interdisciplinary field that examines the relationship between economic systems and political institutions. It explores how laws, government policies, and social structures influence economic behaviour, wealth distribution, and overall economic development. By integrating insights from both economics and political science, political economy provides a comprehensive understanding of how economic policies are shaped and their effects on society.

Background

The origins of political economy date back to the 16th century within Western moral philosophy. The term itself derives from the Greek words *polity* (state or government) and *oikonomia* (household management). Early scholars sought to understand how states managed resources and wealth, laying the foundation for modern economic thought.

Notable contributions to political economy came from British economists like Adam Smith, Thomas Malthus, and David Ricardo, who explored issues such as free markets, population growth, and comparative advantage in trade. However, earlier work by French physiocrats, including François Quesnay and Anne-Robert-Jacques Turgot, emphasized the role of agriculture and natural economic order.

Evolution and Divergence

By the late 19th century, the term "economics" began to replace "political economy" as mathematical modelling became more prevalent in the study of economic phenomena. Figures such as Alfred Marshall and William Stanley Jevons advocated for this shift, emphasizing a more scientific approach to economic analysis. By the early 20th century, "economics" had largely supplanted "political economy" as the dominant term in academic discourse.

Despite this shift, political economy remained an influential field, particularly among scholars interested in the broader implications of economic policies. Today, political economy is recognized as a distinct approach that considers the interplay between economic forces and political structures, distinguishing it from the more narrowly focused study of economics.

Key Themes in Political Economy

1. **Government and Market Interaction:** Political economy examines how government policies shape markets, regulate industries, and influence economic outcomes through taxation, trade policies, and monetary interventions.

2. **Wealth and Income Distribution:** It explores issues of inequality, social welfare policies, and the impact of political decisions on wealth distribution among different social groups.
3. **Global Trade and International Relations:** The field assesses how international trade policies, globalization, and multinational organizations influence domestic economies and geopolitical power dynamics.
4. **Institutional Influence:** Political economy studies how legal systems, political institutions, and governance structures impact economic stability and development.
5. **Public Choice and Political Behaviour:** It analyses how political decision-making processes, electoral systems, and interest groups affect economic policy formation.

Contemporary Relevance

In today's world, political economy remains highly relevant, particularly in discussions on globalization, climate change policies, and economic crises. The COVID-19 pandemic, for example, underscored the importance of government intervention in managing economic disruptions, reinforcing the role of political institutions in economic stability.

Moreover, political economy provides valuable insights into emerging trends such as digital economies, automation, and wealth concentration among multinational corporations. By examining these issues through a political economy lens, policymakers and researchers can develop more effective strategies for economic development and governance.

Conclusion

Political economy continues to be a vital field for understanding the complex interactions between economic policies and political structures. By analysing historical trends and contemporary issues, it offers critical insights into how societies allocate resources, manage economic growth, and address inequality. As global challenges evolve, the study of political economy will remain essential for shaping policies that balance economic efficiency with social equity.

Rinku
B.A. Eco (H) 3rd Year

TOURISM DEPARTMENT

UNLOCKING INDIA'S TOURISM POTENTIAL: A 2030 VISION

As the world's most populous democracy, India is poised to become a leading tourist destination. With its rich cultural heritage, diverse landscapes, and warm hospitality, India has something to offer every kind of traveler. In this article, we'll explore the government's initiatives to promote and develop tourism in India, with a focus on achieving sustainable and inclusive growth by 2030. Discover India's Hidden Gems India is home to 38 UNESCO World Heritage Sites, including the Taj Mahal, Hampi, and the Red Fort. The government's Swadesh Darshan Scheme 2.0 aims to develop thematic circuits across the country, showcasing India's rich cultural and natural heritage. From the scenic backwaters of Kerala to the majestic Himalayas, India's diverse landscapes are waiting to be explored. The Swadesh Darshan Scheme 2.0 will focus on developing circuits that showcase India's unique cultural and natural heritage. The scheme will also promote community-based tourism initiatives, providing economic benefits to local communities. With the help of technology, the government will create immersive experiences for tourists, allowing them to explore India's hidden gems like never before.

Investing in Tourism Infrastructure

The government has allocated significant funds to develop tourism infrastructure, including hotels, resorts, and tourist amenities. This initiative will focus on creating world-class facilities to cater to the growing demands of tourists. With the rise of digital tourism, the government is also developing a digital platform to provide tourists with a seamless and personalized experience. The digital platform will provide tourists with information on tourist destinations, accommodations, and experiences. The platform will also allow tourists to book accommodations and experiences online, making it easier for them to plan their trips. With the help of technology, the government aims to create a seamless and personalized experience for tourists, making India a more attractive destination for travelers.



Dr Anjana Sharma
BTTM Department

Embracing Sustainable Tourism

As India gears up to welcome more tourists, the government is emphasizing the importance of sustainable tourism practices. The focus is on reducing the environmental impact of tourism activities and promoting eco-friendly initiatives. With the help of local communities, India is working towards creating a more sustainable and responsible tourism industry. The government is promoting sustainable tourism practices through various initiatives, including the development of eco-friendly tourist facilities and the promotion of community-based tourism initiatives. The government is also working with local communities to develop sustainable tourism practices that benefit both tourists and local communities.

Skill Development for Tourism Professionals

The government has launched a comprehensive skill development program for the tourism sector. This initiative will focus on training and upskilling tourism professionals, ensuring that they can provide world-class services to tourists. With a focus on creating jobs and promoting entrepreneurship, India is poised to become a leader in the global tourism industry. The skill development program will focus on providing tourism professionals with the skills they need to provide world-class services to tourists. The program will also promote entrepreneurship in the tourism sector, providing opportunities for tourism professionals to start their own businesses.

A 2030 Vision for Indian Tourism

The government's initiatives for promoting and developing tourism in India are focused on achieving sustainable and inclusive growth by 2030. The vision for 2030 includes:

- Increasing international tourist arrivals to 20 million
- Generating 100 million domestic tourist visits
- Creating 10 million jobs in the tourism sector
- Achieving a tourism revenue of \$50 billion

With a focus on sustainable and inclusive growth, India is poised to become a leading tourist destination by 2030. The government's initiatives will promote community-based tourism initiatives, providing economic benefits to local communities. With the help of technology, the government will create immersive experiences for tourists, allowing them to explore India's hidden gems like never before.

As India unlocks its tourism potential, the world is invited to experience its rich cultural heritage, diverse landscapes, and warm hospitality. With a focus on sustainable and inclusive growth, India is poised to become a leader in the global tourism industry.

CONTENT

S. No.	Title of the Article	Contributor's Name	Page No.
1.	Sustainable Tourism Development: Strategies for Minimizing Environmental Impacts While Promoting Economic Growth – A Case Study of Leh-Ladakh	Jyoti	40
2.	Cultural Heritage Preservation: Challenges and Opportunities in Preserving Cultural Heritage Sites for Tourism in Rajasthan	Swati	42
3.	Tourist Experience and Satisfaction during Mahakumbh 2025: Factors Influencing Tourist Experience and Satisfaction During the Event	Ishita	44
4.	Community-Based Tourism and Mahakumbh 2025: Empowering Local Communities Through Community-Based Tourism Initiatives During the Event	Preeti Sati	46
5.	Integration of Tourism Education in the New Education Policy: Analyzing the Provisions and Implications of the NEP for Tourism Education	Parveen Tiwari	49
6.	Responsible Tourism Practices during Mahakumbh 2025: Promoting Responsible Tourism Behaviors Among Tourists During the Event	Runjhun	51
7.	Environmental Impact Assessment of Mahakumbh 2025: Assessing the Environmental Impact of the Event	Himanshu	54
8.	Innovative Marketing Strategies for Mahakumbh 2025: Effective Marketing Strategies for Promoting the Event and Enhancing the Tourist Experience	Payal	57
9.	Smart Tourism Infrastructure for Mahakumbh 2025: Developing Smart Tourism Infrastructure to Enhance the Tourist Experience During the Event	Swarnali Ghosh	60
10.	Smart Waste Management During Maha Kumbh2025	Kamini	62
11.	Cultural Heritage of Mangoes	Dr Brijesh Kumar	64

01 **Sustainable Tourism Development: Strategies for Minimizing Environmental Impacts While Promoting Economic Growth – A Case Study of Leh-Ladakh**

Tourism is an important economic driver worldwide, fostering cultural exchange and supporting local economies. However, the rapid growth of tourism often brings negative environmental consequences, such as pollution, resource depletion, and habitat destruction. Sustainable tourism seeks to address these issues by promoting economic growth while minimizing the environmental impact and preserving local cultures. This article explores strategies for sustainable tourism development, with a focus on Leh-Ladakh, a fragile and ecologically sensitive region in northern India.

Understanding Sustainable Tourism

Sustainable tourism is defined as tourism that balances the needs of present-day travelers with the long-term health of the environment, economy, and local communities. The key principles of sustainable tourism include:

1. **Environmental responsibility:** Reducing the negative impact on ecosystems, resources, and biodiversity.
2. **Economic viability:** Ensuring that tourism benefits the local economy, supports livelihoods, and promotes long-term growth.
3. **Cultural respect:** Protecting local traditions, heritage, and way of life while fostering respect for the local population.

Sustainable tourism aims to provide economic benefits without compromising the natural or cultural

resources that make a destination attractive in the first place.

Challenges of Tourism in Fragile Ecosystems

Leh-Ladakh is an example of a region that faces significant challenges due to mass tourism. The area is known for its dramatic landscapes, unique culture, and biodiversity, making it a popular destination. However, its remote location and delicate ecosystem make it highly vulnerable to the adverse effects of tourism.

Key challenges include:

Environmental degradation:

Uncontrolled tourist activities lead to pollution, littering, and increased pressure on water and energy resources.

Resource depletion: Tourism can overburden local resources such as water, food, and energy, leading to scarcity.

Loss of biodiversity: Wildlife habitats are disturbed, and the introduction of invasive species poses threats to local flora and fauna.

Cultural erosion: Mass tourism can undermine local traditions and values, eroding cultural authenticity.

To mitigate these challenges, sustainable tourism strategies must be implemented to protect the environment while supporting local economies.

Sustainable Tourism Development Strategies

1. Regulating Tourist Numbers

To prevent overcrowding and environmental degradation, regulating the number of tourists is a crucial strategy. This can be achieved through permit systems, visitor quotas, and promoting off-season tourism. In Leh-Ladakh, the number of tourists has increased dramatically in recent years, leading to overcrowding and environmental stress. By limiting the annual influx, the region can better

manage its resources and maintain its appeal.

2. Promoting Eco-friendly Practices

Encouraging sustainable practices among both tourists and local businesses can reduce the environmental impact of tourism. Some initiatives include:

Encouraging tourists to use reusable water bottles and avoid plastic waste.

Supporting hotels and guesthouses that adopt renewable energy, such as solar power.

Promoting businesses that use eco-friendly materials and engage in proper waste management.

Encouraging tourists to choose low-emission transportation options, like electric vehicles or bicycles.

These practices help protect the environment while improving the overall tourism experience.

3. Community Engagement and Empowerment

Involving local communities in tourism development is essential for ensuring sustainability. The indigenous Ladakhi people have deep ties to their land and culture, making them key stakeholders in tourism efforts. Community-based tourism (CBT), where local people are directly involved in tourism operations, can promote economic benefits, preserve culture, and ensure responsible management of tourism resources. By fostering local ownership of tourism ventures, communities can maintain control over how their resources are used, ensuring that the benefits of tourism are equitably distributed and aligned with environmental conservation goals.

4. Promoting Low-Impact Activities

Encouraging tourists to engage in low-impact activities, such as hiking,

cycling, and cultural tours, can help preserve the environment. These activities typically require less infrastructure and generate less pollution compared to motorized forms of transport. In Leh-Ladakh, trekking and cycling tours are excellent examples of sustainable tourism options that allow visitors to explore the region's beauty while minimizing their environmental footprint.

5. Conservation of Natural Resources

Conservation efforts are essential to maintaining the delicate balance of Leh-Ladakh's ecosystems. Protecting biodiversity, conserving water resources, and restoring natural habitats are key priorities. Projects such as reforestation, waste management, and wildlife protection can help maintain the region's ecological integrity. Promoting responsible behavior among tourists, such as avoiding littering and respecting wildlife, is also important for conservation.

Case Study: Sustainable Tourism in Leh-Ladakh

Leh-Ladakh, situated in the high-altitude desert region of northern India, has witnessed a surge in tourism over the last few decades. While this has boosted the local economy, it has also put immense pressure on the environment and local resources. The Ladakh Autonomous Hill Development Council (LAHDC) has recognized the need for sustainable tourism development and has initiated several projects to address these challenges.

Environmental Impact

One of the most pressing issues in Leh-Ladakh is the generation of waste. The influx of tourists, coupled with the region's limited waste management infrastructure, has led to the accumulation of plastic and non-biodegradable waste. To tackle this,

local communities and organizations have launched clean-up drives and awareness campaigns focused on waste segregation, recycling, and the reduction of single-use plastic. Water scarcity is another challenge in the region. Leh-Ladakh relies heavily on seasonal snowfall, and the increased demand for water from tourists has led to shortages. Initiatives to promote water conservation, such as rainwater harvesting and the installation of water-efficient technologies in hotels and homes, are essential for managing this limited resource.

Community-Based Tourism Initiatives

The concept of community-based tourism has gained traction in Leh-Ladakh, where local families offer homestays, allowing visitors to experience Ladakhi culture and contribute directly to the local economy. This model helps preserve cultural heritage while ensuring that tourism benefits are distributed among the community. It also fosters greater respect for the region's traditions and values.

Ecotourism Projects

The "Ladakh Ecotourism Project" promotes sustainable travel by offering eco-friendly accommodation options, guiding tourists in responsible behavior, and providing low-impact travel activities. This initiative has been successful in reducing environmental degradation while offering economic opportunities to local communities.

Conclusion

Sustainable tourism in Leh-Ladakh is essential for balancing economic growth with environmental conservation. By implementing strategies such as regulating tourist numbers, promoting eco-friendly practices, supporting community engagement, and focusing on conservation, it is possible to mitigate

the negative impacts of tourism. Leh-Ladakh provides a valuable example of how sustainable tourism can benefit both the local economy and the environment, ensuring that the region's unique natural and cultural heritage is preserved for future generations. By prioritizing sustainability, Leh-Ladakh can continue to be a prime tourist destination while safeguarding its ecological and cultural resources.

Jyoti BTTM 4

02

Cultural Heritage Preservation: Challenges and Opportunities in Preserving Cultural Heritage Sites for Tourism in Rajasthan

Rajasthan, the land of kings, is a region rich in history, culture, and architectural grandeur. Its heritage sites, including palaces, forts, temples, and havelis, draw millions of tourists every year, contributing significantly to the state's economy. However, balancing tourism with the preservation of cultural heritage presents several challenges. As the state continues to attract tourists, ensuring the conservation of these invaluable sites while promoting sustainable tourism becomes a delicate task. This article explores the challenges and opportunities associated with preserving Rajasthan's cultural heritage sites for tourism.

Challenges in Cultural Heritage Preservation

1. Environmental and Wear and Tear

The influx of tourists can cause significant wear and tear on heritage sites. Rajasthan's iconic forts and palaces, such as the Amer Fort in Jaipur and the Mehrangarh Fort in

Jodhpur, face damage from increased foot traffic, air pollution, and weathering. The buildings and frescoes, often centuries old, are susceptible to erosion due to environmental factors such as humidity, dust storms, and temperature fluctuations. The constant pressure of thousands of visitors exacerbates this damage, making conservation efforts challenging.

2. Balancing Tourism and Preservation

While tourism brings in substantial revenue, it can often conflict with preservation efforts. The increasing demand for modern amenities like restaurants, shops, and roads can lead to construction that affects the integrity of the historical sites. For example, new infrastructure developments near heritage sites can disrupt their aesthetic and historical value. Additionally, over-tourism can diminish the authentic experience, as heritage sites become commercialized to cater to mass tourism.

3. Lack of Awareness and Education

Many visitors to Rajasthan's heritage sites are unaware of the cultural significance of the structures they are visiting. This lack of awareness often leads to disrespectful behavior, such as graffiti, littering, and other forms of damage. There is also a need for greater education about the importance of preserving these sites for future generations. Without sufficient education for both tourists and local communities, preservation efforts are often undermined.

4. Insufficient Funding and Resources

The preservation of cultural heritage sites requires substantial financial resources for restoration, maintenance, and conservation projects. Unfortunately, many sites in Rajasthan face financial constraints. While the state government and private stakeholders provide some funding,

there is often insufficient investment in long-term preservation strategies. Furthermore, expertise in conservation techniques is limited, making it difficult to implement effective preservation measures.

Opportunities for Cultural Heritage Preservation

1. Sustainable Tourism Practices

One of the key opportunities for preserving Rajasthan's cultural heritage sites is the promotion of sustainable tourism. Sustainable tourism focuses on minimizing the environmental impact while ensuring that tourism contributes to the local economy and community. By limiting the number of visitors at a given time, using eco-friendly infrastructure, and promoting responsible tourist behavior, Rajasthan can mitigate the negative effects of tourism. Furthermore, eco-friendly initiatives, such as solar power and water conservation, can be incorporated into heritage site management.

2. Community Involvement

Engaging local communities in the preservation process offers significant benefits. Local residents often have a deep connection to the heritage sites and can play a vital role in maintaining and protecting them. Community-based tourism initiatives, where locals are involved in guiding tourists, managing heritage sites, or running small businesses, can ensure that the benefits of tourism are shared equitably. This involvement fosters a sense of ownership and responsibility towards cultural heritage.

3. Public-Private Partnerships

Collaborations between government bodies, private enterprises, and international organizations can provide the necessary funding and expertise for the preservation of heritage sites. Public-private partnerships (PPPs) are

an effective way to pool resources and expertise. For instance, NGOs and international heritage organizations can partner with local authorities to restore and maintain iconic sites, ensuring that they remain sustainable tourist attractions for years to come.

4. Digital Innovation

Technology can play a crucial role in heritage preservation. Virtual tours, 3D mapping, and digital archives can help preserve the essence of Rajasthan's cultural heritage without putting physical pressure on the sites themselves. These technologies allow tourists to experience the sites remotely, reducing the number of visitors while still generating interest and income. Additionally, digital documentation and analysis can assist in restoration efforts by creating detailed records of the original conditions of heritage sites.

Conclusion

Preserving the cultural heritage of Rajasthan while promoting tourism is a delicate balance. The state's rich history and majestic architecture are invaluable assets that need to be protected for future generations. While challenges such as environmental damage, over-tourism, and insufficient funding pose significant obstacles, there are ample opportunities to mitigate these issues through sustainable tourism practices, community involvement, public-private partnerships, and technological innovations. By adopting these strategies, Rajasthan can continue to showcase its cultural heritage to the world while ensuring that these treasures are preserved for posterity.

Swati

BTTM 4 th year

03

Tourist Experience and Satisfaction during

Mahakumbh 2025: Factors Influencing Tourist Experience and Satisfaction During the Event

The Mahakumbh, a grand religious and cultural gathering held every 12 years in India, is one of the most significant events in the country. Attracting millions of pilgrims and tourists, it offers a unique blend of spiritual, cultural, and social experiences. The Mahakumbh 2025, expected to be held in Prayagraj (formerly Allahabad), will see millions of visitors participating in sacred rituals, religious festivities, and cultural activities. Understanding the factors that influence tourist experience and satisfaction during the event is essential for effective management and ensuring a meaningful experience for attendees. This article explores the key factors that influence tourist experience and satisfaction during the Mahakumbh 2025.

1. Spiritual and Cultural Significance

For many tourists and pilgrims, the Mahakumbh is not just an event but a deeply spiritual experience. The primary attraction is the sacred bathing in the confluence of the Ganges, Yamuna, and mythical Sarasvati rivers, believed to cleanse one's sins. The spiritual significance plays a crucial role in shaping the tourist experience, as individuals seek personal transformation, solace, and blessings. Tourists who are able to connect with the religious and spiritual essence of the event often report higher satisfaction levels. For those attending the event primarily for spiritual reasons, factors such as the purity of the river, the safety and smoothness of rituals, and the overall ambiance of the event contribute significantly to their satisfaction. Similarly, cultural

experiences such as traditional performances, local cuisine, and interactions with local communities enhance the overall experience for tourists, making them feel immersed in the local culture.

2. Infrastructure and Logistics

Given the massive scale of the Mahakumbh, efficient infrastructure and logistics are crucial in shaping the tourist experience. One of the key factors that influence satisfaction is the availability and quality of transport, accommodation, sanitation, and health services. The Mahakumbh attracts millions of pilgrims and tourists from around the world, and the pressure on local infrastructure is immense. If visitors face issues such as overcrowded transport facilities, insufficient accommodation, poor sanitation, or inadequate medical facilities, it can severely affect their overall experience and satisfaction.

In Mahakumbh 2025, the authorities will need to invest in improved transportation systems, such as better roadways, rail connectivity, and even air travel facilities. Additionally, ensuring that tourists have access to safe and clean accommodation, well-maintained public toilets, and adequate healthcare facilities is paramount in enhancing the overall experience. The presence of signages, multilingual guides, and information desks also plays a key role in helping tourists navigate the event smoothly.

3. Crowd Management and Safety

The Mahakumbh is one of the largest gatherings in the world, and crowd management is a critical aspect of ensuring both safety and comfort for tourists. Overcrowding, especially near bathing ghats, can create a chaotic environment that negatively impacts the tourist experience. Factors such as crowd control measures, security, and safety protocols are central to ensuring a positive experience.

For Mahakumbh 2025, it will be important to implement strategic crowd management plans. This could include setting up multiple entry and exit points, scheduling specific time slots for rituals to reduce overcrowding, and deploying sufficient security personnel to ensure orderliness. Additionally, the safety of tourists, including issues related to personal security and health emergencies, will significantly impact their satisfaction levels.

4. Cleanliness and Environmental Factors

One of the most significant factors that influence tourist satisfaction at large-scale religious events like the Mahakumbh is cleanliness. Tourists tend to rate their experience negatively when they encounter littered spaces, lack of waste disposal facilities, or unclean bathing areas. A clean and well-maintained environment not only ensures comfort but also contributes to the overall spiritual experience, as cleanliness is an important aspect of religious rituals in India. In Mahakumbh 2025, efforts to maintain cleanliness at the ghats, riverbanks, and surrounding areas will be vital. This includes regular waste collection, providing adequate facilities for waste disposal, and ensuring that the sacred river remains unpolluted. Additionally, initiatives to reduce plastic use, such as encouraging tourists to bring reusable bottles and distribute biodegradable materials, will contribute positively to both the environment and the satisfaction of visitors.

5. Cultural and Social Interactions

Tourists who have the opportunity to interact with locals, participate in cultural activities, and witness local traditions often have more meaningful experiences. The Mahakumbh is not just about religious rituals but also about the rich culture and traditions that come alive during the event. Local

artisans, performers, and community members contribute to the cultural tapestry of the event. Tourists are likely to have a more satisfying experience when they can engage in these cultural exchanges, whether by attending traditional music and dance performances, purchasing handcrafted souvenirs, or learning about the history of the region. Additionally, the warmth and hospitality of the local people play an important role in shaping a positive tourist experience. Efforts to encourage interactions between tourists and locals, perhaps through guided tours, workshops, and cultural programs, will enhance overall satisfaction levels

6. Communication and Information Accessibility

Effective communication is another factor that plays a significant role in shaping tourist satisfaction. Tourists often rely on accurate, timely, and easily accessible information regarding event schedules, important rituals, safety protocols, and local attractions. During an event as large as the Mahakumbh, the availability of clear communication channels—through multilingual signage, mobile apps, online platforms, and help desks—helps tourists make informed decisions and feel more at ease. Ensuring that information is readily available, not only in terms of logistics but also about religious practices and cultural expectations, will allow tourists to engage more deeply with the event, leading to greater satisfaction.

7. Post-Event Engagement and Reflection

The overall experience of tourists during the Mahakumbh 2025 will not end when the event concludes. Many visitors look for ways to reflect on their experiences, whether through post-event feedback, sharing stories, or engaging with online content. Creating opportunities for tourists to share their experiences, through social media

platforms or dedicated post-event surveys, allows them to reflect on their journey, increasing their sense of connection with the event.

Moreover, offering tourists a chance to continue their engagement with the spiritual or cultural aspects of the Mahakumbh through digital media or local community projects can further enhance their long-term satisfaction.

Conclusion: The Mahakumbh 2025 will be a monumental event that provides a unique and transformative experience for millions of tourists and pilgrims. Several factors, including the spiritual and cultural significance of the event, efficient infrastructure, crowd management, cleanliness, cultural interactions, and accessible information, will significantly influence the overall tourist experience and satisfaction. By addressing these factors effectively, organizers can ensure that the event is both enjoyable and meaningful for all participants, while also managing the large-scale logistics required for such an event. As the Mahakumbh continues to be a beacon of faith and culture, it holds the potential to set a benchmark for managing tourism at large-scale religious gatherings.

**Ishita
BTM 4**

04 Community-Based Tourism and Mahakumbh 2025: Empowering Local Communities Through Community-Based Tourism Initiatives During the Event

The Mahakumbh is one of the largest religious and cultural gatherings in the world, drawing millions of pilgrims

and tourists to sacred sites in India. As the Mahakumbh 2025 is set to take place in Prayagraj (formerly Allahabad), it offers a unique opportunity to not only cater to the spiritual needs of visitors but also empower the local community through sustainable tourism practices. One such approach is community-based tourism (CBT), which directly involves local communities in the planning, management, and benefits of tourism. This initiative can significantly contribute to the economic, social, and cultural empowerment of the local population, creating lasting positive impacts. This article explores how community-based tourism initiatives during the Mahakumbh 2025 can empower local communities and enhance the overall tourist experience.

What is Community-Based Tourism (CBT)?

Community-based tourism refers to a model of tourism that prioritizes the involvement of local communities in the tourism process. Unlike traditional tourism, which often benefits large-scale businesses and external stakeholders, CBT focuses on empowering local residents by giving them a direct role in managing and benefiting from tourism activities. The principles of CBT include promoting local culture and traditions, ensuring environmental sustainability, and distributing the economic benefits of tourism equitably among the community members.

In the context of the Mahakumbh 2025, CBT can provide an opportunity for local communities in Prayagraj and surrounding areas to directly benefit from the influx of visitors while preserving their cultural heritage and promoting sustainable tourism practices.

Key Benefits of Community-Based Tourism during Mahakumbh 2025

1. Economic Empowerment

One of the most significant benefits of community-based tourism is the direct economic impact on local communities. The Mahakumbh attracts millions of pilgrims, many of whom require services such as accommodation, food, transportation, and souvenirs. By involving local communities in the tourism sector, the economic benefits can remain within the area, creating income-generating opportunities for families and small businesses. Homestays, local guides, and small-scale shops selling local handicrafts are all key components of CBT that directly involve the local population. Local people can offer services such as guided tours, transportation, or catering to tourists, enabling them to earn an income and support their families. Moreover, training programs for locals in hospitality, languages, and tourism management will enhance the skill sets of the community, ensuring long-term economic benefits even beyond the Mahakumbh event.

2. Preserving Cultural Heritage

Varanasi, and Prayagraj are steeped in rich cultural traditions, which include music, dance, crafts, and rituals. CBT can help preserve these cultural practices by allowing visitors to interact directly with the community. In the case of Mahakumbh 2025, local artisans, musicians, and performers can play a central role in offering tourists authentic cultural experiences. Tourists can visit local workshops where traditional crafts such as handwoven textiles, clay pottery, and brassware are made, providing them with a deeper connection to the culture of the region. This exchange promotes cultural preservation by encouraging locals to continue their traditions, while also giving tourists a more immersive experience. When communities retain control over how their culture is shared, they can ensure its authenticity, rather

than having it commercialized or diluted by external influences.

3. Enhancing Environmental Sustainability

While the Mahakumbh draws large crowds, it is essential to manage the environmental impacts of such a massive event. By engaging local communities in the management of resources like waste disposal, water, and energy, CBT can help mitigate the negative environmental impacts of tourism. Local communities can take the lead in organizing eco-friendly initiatives, such as setting up waste collection and recycling points, encouraging the use of biodegradable products, and ensuring the protection of the sacred river, the Ganges. Community members can also act as stewards of the environment, promoting sustainable practices among tourists and helping reduce the carbon footprint of the event. For example, local people can run eco-friendly transportation services, such as bicycles or electric rickshaws, helping tourists navigate the city with minimal environmental impact.

4. Promoting Social Cohesion and Inclusion

Community-based tourism has the potential to bring together diverse groups within the community, fostering a sense of unity and social cohesion. In regions like Prayagraj, where multiple communities live together, tourism can serve as a platform for cross-cultural interaction. By engaging in tourism-related activities, people from different backgrounds—whether they are involved in local religious practices, crafts, or hospitality—can collaborate, creating a more inclusive environment. Moreover, CBT can ensure that marginalized groups, including women, youth, and low-income families, have access to the benefits of tourism. Women, in particular, can be

empowered through entrepreneurial opportunities, such as running small businesses, providing homestays, or offering local cuisine. This fosters not just economic independence, but also a greater sense of self-worth and participation in the community's development.

5. Improved Infrastructure and Facilities

As part of community-based tourism initiatives, the local government, along with NGOs and other stakeholders, can invest in improving infrastructure and amenities that will benefit both tourists and residents. This can include upgrading roads, building sanitation facilities, providing clean drinking water, and enhancing healthcare services. Local communities will be directly involved in maintaining these facilities, ensuring their sustainability long after the Mahakumbh. When the infrastructure is designed with local needs in mind, it not only makes the experience more comfortable for tourists but also improves the living conditions for residents.

Challenges of Community-Based Tourism in Mahakumbh 2025

While community-based tourism offers numerous benefits, its implementation during the Mahakumbh 2025 may face several challenges. One of the primary issues is the scale of the event. Managing such a large influx of visitors while maintaining the involvement of local communities requires meticulous planning, coordination, and resources. Another challenge is ensuring equitable distribution of benefits. To prevent exploitation or over-commercialization, it is essential to establish transparent systems for managing tourism revenues and ensuring that all members of the community benefit. Additionally, training locals to handle large-scale tourism and engage with international visitors requires

investment in education and skill development.

Conclusion: Community-based tourism holds the key to a more inclusive and sustainable tourism model during the Mahakumbh 2025. By empowering local communities, this model can ensure that the benefits of tourism are widely distributed, preserving cultural heritage, improving the local economy, and enhancing environmental sustainability. Through the active involvement of locals in all aspects of tourism—be it hospitality, cultural preservation, or environmental protection—the Mahakumbh 2025 can become a beacon of how large-scale religious and cultural events can positively impact local communities. By embracing community-based tourism, Mahakumbh 2025 has the potential to leave a lasting legacy for the people of Prayagraj and beyond.

Preeti Sati BTTM 3

05

Integration of Tourism Education in the New Education Policy: Analyzing the Provisions and Implications of the NEP for Tourism Education

In 2020, the Government of India introduced the New Education Policy (NEP) with a vision to transform India's education system. The NEP emphasizes a holistic, multidisciplinary, and inclusive approach to education, aiming to make it more relevant to the contemporary needs of the world. One of the significant aspects of the NEP is its focus on vocational and skill-based education, alongside academic learning. In this context, tourism education has become an increasingly important area of focus. With tourism emerging as a

major economic driver for India, the NEP's provisions offer a unique opportunity to integrate tourism education into the mainstream curriculum. This article explores the provisions and implications of the NEP for tourism education, analyzing how it can shape the future of the tourism industry in India.

Provisions of the NEP 2020 Relevant to Tourism Education

1. Vocational Education and Skill Development

The NEP 2020 highlights the importance of vocational education and emphasizes its integration into the mainstream education system. One of the key goals is to make vocational education accessible from the school level, beginning in Grade 6, and it advocates for the development of specialized skills in various sectors, including tourism. This is especially relevant for the tourism sector, which requires a workforce skilled in areas like hospitality management, tourism marketing, heritage conservation, tour guiding, event management, and culinary arts.

By providing students with the opportunity to acquire hands-on training and skills, the NEP aims to bridge the gap between theoretical knowledge and practical experience. Tourism education can be integrated into vocational programs, thereby enabling students to pursue careers in the hospitality and tourism industries with a solid foundation of skills.

2. Multidisciplinary Approach

One of the central features of the NEP is the promotion of a multidisciplinary approach in education. The policy allows students to choose subjects from a range of disciplines, breaking down the traditional silos between streams like arts, science, and commerce. This approach is particularly beneficial for tourism education, as the tourism industry

involves multiple facets, such as cultural heritage, geography, hospitality, management, economics, environmental sustainability, and communication. Through this flexibility, students can pursue a multidisciplinary curriculum, combining tourism with other subjects such as cultural studies, history, economics, and environmental sciences. For example, a student interested in heritage tourism can combine courses in history and archaeology with tourism management. This broadens the scope of education, fostering well-rounded professionals who can address the diverse needs of the tourism industry.

3. Focus on Digital Literacy and Technology Integration

The NEP places a strong emphasis on digital literacy and the integration of technology in education. This is particularly pertinent to tourism education, as the industry is increasingly driven by digital platforms. The rise of online booking systems, virtual tours, digital marketing, and tourism apps means that future tourism professionals need to be digitally literate and comfortable with emerging technologies.

By incorporating digital literacy into the tourism curriculum, the NEP prepares students to meet the demands of a tech-driven tourism industry. This can include skills in digital marketing, the use of travel apps, virtual tourism, and data analytics to improve customer experiences. Additionally, with the rise of online learning, tourism education can also become more accessible to students across India, especially in remote areas, by leveraging digital platforms.

4. Encouraging Collaboration with Industry and Stakeholders

The NEP also stresses the need for stronger industry-academia linkages. In the context of tourism education, this means that educational institutions

need to collaborate with tourism industry stakeholders, including government bodies, private operators, local communities, and tourism boards, to ensure that the curriculum is aligned with industry needs.

These collaborations can provide students with internship opportunities, fieldwork, and real-world experiences, allowing them to gain practical insights into the tourism industry. The NEP also encourages the establishment of training and skill development centers, which can focus on niche areas of tourism such as ecotourism, medical tourism, and heritage tourism. By bridging the gap between education and industry needs, the NEP aims to equip students with the competencies required to succeed in the fast-evolving tourism sector.

5. Promoting Sustainable Development and Responsible Tourism

Another significant provision in the NEP is the emphasis on sustainability and the need for education to address global challenges such as climate change, resource conservation, and social equity. The tourism sector is inherently linked to environmental and cultural sustainability, and the NEP's focus on these issues provides an opportunity to integrate responsible tourism and sustainable practices into tourism education.

Educational programs can be designed to teach students about the impact of tourism on local communities, natural resources, and cultural heritage. By incorporating sustainability into the tourism curriculum, the NEP can help nurture a new generation of tourism professionals who are not only skilled but also conscious of their role in preserving the environment and promoting sustainable tourism practices.

Implications for Tourism Education in India

1. Curriculum Reforms and New Specializations

The integration of tourism education into the NEP will likely result in curriculum reforms and the introduction of new specializations. The tourism industry is diverse and spans several areas such as heritage tourism, adventure tourism, medical tourism, and ecotourism. As the demand for specialized knowledge grows, the NEP offers an opportunity to tailor programs to these niches, ensuring that students are equipped with the knowledge and skills required to meet emerging trends. Institutions offering tourism programs will also need to adapt to the new multidisciplinary structure by offering courses that bridge tourism with other fields such as business management, sociology, environmental studies, and technology. This will create a dynamic curriculum that prepares students for a wide range of roles in the tourism sector.

2. Skill Development and Workforce Readiness

The NEP's emphasis on vocational education and skill development will help create a workforce that is ready for the demands of the tourism industry. With tourism being one of the largest and fastest-growing sectors in India, the demand for skilled professionals is expected to increase. The NEP's provisions will ensure that students are not only prepared for entry-level positions but are also trained to take on leadership roles in tourism management, marketing, and planning.

3. Inclusive and Equitable Opportunities

The NEP's focus on equity and inclusivity will provide more opportunities for marginalized communities to enter the tourism industry. By offering vocational training at the school level and

promoting flexible learning pathways, the NEP ensures that students from diverse backgrounds can pursue careers in tourism, especially those from rural areas and underserved communities. This will help in fostering inclusive growth in the tourism sector and ensure that all regions of India can benefit from tourism development.

Conclusion: The integration of tourism education into the New Education Policy (NEP) 2020 marks a significant step forward in recognizing the importance of the tourism sector to India's economy and culture. By focusing on vocational training, multidisciplinary approaches, digital literacy, and sustainability, the NEP lays the foundation for a more skilled, knowledgeable, and responsible tourism workforce. This will not only empower students to pursue meaningful careers but also contribute to the overall growth and sustainability of the tourism industry in India. The NEP offers an exciting opportunity to redefine the future of tourism education, ensuring that it aligns with global trends while addressing the unique needs of India's diverse tourism landscape.

Praveen Tiwari
BTTM 3

06

Responsible Tourism Practices during Mahakumbh 2025: Promoting Responsible Tourism Behaviors Among Tourists During the Event

The Mahakumbh is one of the largest and most significant religious events in the world, attracting millions of pilgrims and tourists from across the globe. Held every 12 years, the event is a massive convergence of spiritual

devotion, cultural celebration, and tourism. In 2025, Prayagraj (formerly Allahabad) will once again host the Mahakumbh, drawing a vast number of visitors. With such a large influx of people, it is imperative to promote responsible tourism practices to minimize negative environmental impacts, preserve the cultural and religious sanctity of the event, and ensure that the local community benefits sustainably. This article explores the importance of responsible tourism during the Mahakumbh 2025 and outlines strategies for promoting responsible tourism behaviors among visitors.

The Need for Responsible Tourism during Mahakumbh 2025

The Mahakumbh presents both opportunities and challenges for the tourism industry. On the one hand, it offers a significant opportunity for local economic development, as millions of pilgrims require accommodation, food, transport, and souvenirs. On the other hand, the sheer scale of the event can put immense pressure on the local infrastructure, environment, and community. The large crowds also bring concerns about pollution, waste management, cultural disruption, and the preservation of sacred sites. Therefore, responsible tourism practices are essential to ensuring that the Mahakumbh remains a positive and enriching experience for both tourists and the local population.

Key Responsible Tourism Practices for Mahakumbh 2025

1. Environmental Sustainability

The environmental impact of mass tourism can be significant, especially during an event as large as the Mahakumbh. With millions of people visiting Prayagraj, it is crucial to prioritize sustainability in all aspects of tourism management.

Waste Management: One of the most pressing environmental concerns is the generation of waste, particularly plastic waste. Tourists should be encouraged to use eco-friendly products like reusable water bottles, cloth bags, and biodegradable materials. Additionally, proper waste segregation and the installation of waste collection points across the event grounds will help manage the waste efficiently.

Pollution Control: The sacred Ganges River—which is central to the Mahakumbh—can face significant pollution if the event is not managed responsibly. Tourists should be educated about the importance of keeping the river clean, avoiding the disposal of harmful substances like plastic or non-biodegradable materials. Local authorities can install waste collection bins near the ghats and educate tourists on the importance of preserving the river's sanctity.

Eco-Friendly Transportation: To reduce the carbon footprint, tourists should be encouraged to use eco-friendly transportation options such as electric rickshaws, bicycles, or walking to access event sites. Public transport should also be promoted to reduce the use of private vehicles, which contributes to congestion and pollution.

2. Respect for Local Culture and Traditions

The Mahakumbh is not only a religious event but also an important cultural gathering. Therefore, tourists need to be reminded to respect the local customs, traditions, and the sanctity of religious practices during the event.

Cultural Sensitivity: Tourists must be educated about the local cultural norms and practices, especially in terms of behavior at sacred sites. Dress codes, appropriate conduct during religious rituals, and respectful behavior toward spiritual leaders and devotees should

be emphasized. This can be communicated through informational pamphlets, signages at key points, and guides who brief tourists about the importance of maintaining decorum.

Interaction with Local Communities: Encouraging tourists to engage with local communities in a respectful and meaningful way is essential. Tourists should be made aware of the cultural heritage of the region and its significance. Initiatives such as cultural tours conducted by local guides, showcasing the region's history, art, and architecture, will provide tourists with a deeper understanding of the local culture and promote positive interactions with the community.

3. Promotion of Sustainable Accommodation and Local Business

The influx of tourists during the Mahakumbh creates a booming market for accommodation, food, and goods. However, this presents an opportunity to promote sustainable tourism practices that benefit the local community and economy.

Support Local Businesses: Tourists should be encouraged to patronize local businesses and purchase handmade crafts and local products, rather than buying mass-produced souvenirs. This supports artisans and local entrepreneurs, fostering economic development. Additionally, local restaurants and eateries serving traditional cuisine should be promoted to ensure that the economic benefits of tourism stay within the community.

Sustainable Accommodations: Hotels, guesthouses, and home-stays should be encouraged to adopt eco-friendly practices such as water conservation, waste reduction, and energy efficiency. Tourists can be educated on the importance of choosing accommodations that prioritize sustainability, whether it's through

energy-efficient lighting, waste management, or sourcing local food products.

4. Education and Awareness Campaigns

One of the most effective ways to promote responsible tourism behaviors is through education and awareness campaigns. Tourists need to be informed about the importance of their actions and how they can contribute to making the Mahakumbh a sustainable and responsible event.

Pre-Event Awareness: Before arriving at the Mahakumbh, tourists should be provided with detailed guidelines on responsible tourism behaviors. This could include information about local customs, waste disposal, appropriate dress codes, and respectful behavior during religious ceremonies. Social media campaigns, online platforms, and tourism websites can be used to spread these messages far and wide.

On-Site Information: At the event site, tourists should be exposed to clear and concise messaging about the importance of preserving the environment and respecting local culture. This can be done through posters, banners, and interactive kiosks placed at strategic locations. Volunteers or local guides can also offer information on the principles of responsible tourism and provide real-time assistance.

5. Collaboration with Stakeholders

Promoting responsible tourism requires the collective effort of multiple stakeholders, including government authorities, local communities, tourism operators, and visitors themselves.

Government and Tourism Bodies: The local government, in collaboration with tourism bodies, should set up infrastructure that encourages responsible behavior, such as waste collection stations, eco-friendly

transport options, and signs indicating cultural norms. Additionally, authorities can ensure that the tourism sector adheres to sustainability guidelines and local development policies that benefit both the community and the environment.

Local Communities: Local residents should be engaged as active participants in the promotion of responsible tourism. They can serve as ambassadors of responsible behavior, helping tourists navigate cultural practices and environmental concerns. Community-based initiatives, such as eco-tourism programs or local handicraft workshops, can be promoted as part of the responsible tourism model.

Conclusion

The Mahakumbh 2025 offers a unique opportunity to showcase India's cultural and religious heritage to a global audience. However, with such a large number of visitors, responsible tourism practices are essential to ensure that the event remains sustainable and respectful to both the environment and local communities. By promoting environmental sustainability, cultural respect, support for local businesses, and education on responsible behaviors, the Mahakumbh 2025 can set an example for large-scale religious and cultural events worldwide. With the active participation of tourists, local communities, and stakeholders, Mahakumbh 2025 can be an event that celebrates not only spirituality but also sustainability and responsibility in tourism.

Runjhun BTM 2

07

Environmental Impact Assessment of Mahakumbh

2025: Assessing the Environmental Impact of the Event

The Mahakumbh, held once every 12 years, is a momentous religious and cultural event in India that attracts millions of pilgrims and tourists from all over the world. The 2025 Mahakumbh in Prayagraj, Uttar Pradesh, promises to be an even more significant gathering, with an expected surge in visitors. While the event holds immense religious and cultural significance, the environmental implications of hosting such a large-scale event must be carefully assessed and managed. Environmental Impact Assessment (EIA) plays a critical role in identifying potential environmental risks and implementing strategies to mitigate negative effects. This article explores the potential environmental impacts of the Mahakumbh 2025 and the importance of conducting a thorough environmental assessment for the event.

The Need for Environmental Impact Assessment (EIA)

An Environmental Impact Assessment (EIA) is a process that evaluates the potential environmental consequences of a major event or development project before it is carried out. It helps identify risks, assess the extent of environmental damage, and propose measures to minimize or prevent adverse effects. Given the massive scale of the Mahakumbh and the large number of pilgrims and tourists attending, it is essential to conduct an EIA to ensure that the environmental integrity of Prayagraj, especially the sacred Ganges River, is maintained. Additionally, the EIA will guide the implementation of sustainable tourism practices and help develop strategies for managing waste, pollution, resource consumption, and ecosystem preservation.

Potential Environmental Impacts of Mahakumbh 2025

1. Waste Generation and Management

One of the most significant environmental challenges of large-scale events like the Mahakumbh is the generation of waste. The influx of millions of pilgrims and tourists leads to substantial waste, including plastic bottles, food wrappers, hygiene products, and religious offerings. Improper disposal of waste can lead to pollution, particularly in the sacred Ganges River, and damage to local ecosystems.

Plastic Waste: Despite efforts to reduce plastic use, plastic waste remains a significant concern. Pilgrims and tourists may use plastic bottles, food packaging, and other disposable items during the event, contributing to pollution in the river and surrounding areas.

Solid Waste: The volume of solid waste generated by food vendors, accommodation providers, and visitors is another key concern. Inadequate waste disposal infrastructure could lead to littering, clogging of drains, and environmental degradation.

2. Water Pollution

The Ganges River, central to the Mahakumbh, is not only a sacred site but also a critical water resource. With millions of people bathing in the river, performing rituals, and disposing of offerings, there is a risk of significant water pollution during the event.

Religious Offerings and Ritual Waste: During the Mahakumbh, devotees often offer flowers, oils, and other materials to the river. These materials, if not biodegradable, contribute to water pollution. Additionally, offerings in plastic bags or non-biodegradable materials exacerbate the problem.

Sewage and Wastewater: The increased population in Prayagraj for the Mahakumbh puts pressure on the local sewage and wastewater treatment systems. Insufficient infrastructure to handle the surge in human waste could lead to untreated sewage being released into the river, further contaminating its water quality.

3. Air Pollution

The large number of visitors to Prayagraj and the subsequent increase in vehicular traffic, particularly if not managed properly, could lead to increased air pollution. The event is likely to cause a surge in the use of public transport, taxis, and private vehicles, all of which contribute to emissions of carbon dioxide (CO₂), nitrous oxides (NO_x), and particulate matter.

Transportation Emissions: The transportation infrastructure may struggle to accommodate the large number of visitors, leading to congestion and increased vehicle emissions. The high number of vehicles also increases the carbon footprint of the event, contributing to urban air pollution.

4. Resource Consumption and Overuse

With millions of visitors, the demand for resources such as water, electricity, and food will rise exponentially. Managing the increased consumption of these resources is critical to avoid unnecessary strain on local infrastructure and natural resources.

Water Consumption: Given the importance of water for rituals, sanitation, and daily needs, the Mahakumbh could place a heavy burden on local water supplies. The potential overuse of groundwater and surface water could lead to water shortages for both residents and pilgrims.

Energy Demand: The increase in the number of visitors will result in a corresponding surge in electricity demand, particularly for lighting, food preparation, and temporary infrastructure. This could strain the local power grid, especially in an area where power outages are common.

5. Biodiversity and Habitat Disruption

The influx of large numbers of people into a relatively small area can disturb local wildlife and disrupt ecosystems. Prayagraj is located near the Saraswati River and other wetlands, which host a variety of bird species, aquatic life, and plants. Excessive human activity could disturb these habitats, potentially leading to habitat degradation and a loss of biodiversity.

Noise and Light Pollution: The event could lead to increased noise levels, especially from loudspeakers, processions, and celebrations. Additionally, excessive artificial lighting can disrupt nocturnal animal behaviors and negatively impact plant growth and pollination cycles.

6. Mitigating Environmental Impact

To address these environmental concerns, a comprehensive Environmental Impact Assessment (EIA) should be conducted and used as a framework for sustainable event planning. Several strategies can be implemented to minimize the negative environmental impacts of Mahakumbh 2025:

1. Waste Management Systems

A robust waste management plan should be established to handle the large volume of waste generated during the event. Key steps include:

Segregation and Recycling: Establish waste segregation systems that separate recyclables from non-recyclables. Encourage visitors to

dispose of waste responsibly and provide adequate bins throughout the event grounds.

Use of Biodegradable Materials: Promote the use of biodegradable offerings such as flowers and organic materials in place of plastics and non-biodegradable products.

Cleaning Drives: Organize daily clean-up drives and ensure that waste is collected and disposed of properly, especially near the riverbanks.

2. Water Quality Management

To preserve the water quality of the Ganges River during the Mahakumbh, the following measures should be taken:

Sewage Treatment Facilities: Install temporary sewage treatment plants to process human waste and ensure that untreated sewage is not released into the river.

Awareness Campaigns: Conduct public awareness campaigns to educate pilgrims about the importance of keeping the river clean, encouraging them to avoid disposing of non-biodegradable materials.

3. Promoting Sustainable Transportation

Encouraging eco-friendly transport options will help mitigate air pollution. This can include:

Electric Vehicles (EVs): Provide electric buses, rickshaws, and e-bikes to reduce vehicle emissions and curb air pollution.

Carpooling and Shuttle Services: Implement organized shuttle services to reduce congestion and encourage carpooling among visitors.

4. Resource Efficiency

Efficient management of resources such as water and electricity will be crucial:

Water Conservation: Install water-saving devices like low-flow taps and water-efficient toilets in temporary facilities.

Renewable Energy: Use renewable energy sources like solar power for lighting and electricity needs, reducing the dependency on the local grid.

Conclusion

The Mahakumbh 2025 offers a unique opportunity to celebrate one of the world's largest spiritual events while simultaneously prioritizing environmental responsibility. A comprehensive Environmental Impact Assessment (EIA) will ensure that potential environmental risks are identified and mitigated effectively. By implementing sustainable practices in waste management, water conservation, transportation, and resource consumption, the event can be conducted in an environmentally responsible manner, ensuring that future generations can continue to experience the cultural and spiritual significance of the Mahakumbh while preserving the environmental integrity of Prayagraj and the Ganges River.

Himanshu BTTM 2

08

Innovative Marketing Strategies for Mahakumbh 2025: Effective Marketing Strategies for Promoting the Event and Enhancing the Tourist Experience

The Mahakumbh is one of the largest religious gatherings in the world, attracting millions of pilgrims, tourists, and spiritual seekers every 12 years. The 2025 Mahakumbh in Prayagraj is expected to be a major global event, drawing people from different corners

of the world. As the event grows, effective marketing strategies will play a pivotal role in attracting visitors, enhancing their experience, and ensuring the event is well-organized. Innovative marketing, blending traditional methods with modern digital tools, will be essential to spread awareness, engage audiences, and offer a memorable experience to tourists. This article discusses innovative marketing strategies that can be employed to promote Mahakumbh 2025 and elevate the tourist experience.

1. Leveraging Digital Platforms and Social Media

In the digital age, social media and digital platforms are the most effective tools for engaging a global audience. Given the scale of the Mahakumbh, digital marketing strategies will help to not only spread the word but also create an emotional connection with prospective tourists.

a. Social Media Campaigns

Platforms like Instagram, Facebook, Twitter, and YouTube will be essential for creating buzz around Mahakumbh 2025. Regular updates, countdowns, behind-the-scenes glimpses, and live streaming of important rituals and events can engage both domestic and international audiences. Social media influencers and religious figures can also be tapped to amplify the reach. By using popular hashtags like #Mahakumbh2025, #Prayagraj2025, and #SpiritualJourney, organizers can make it easier for people to find and follow event-related content.

b. Content Creation and Storytelling

Creating compelling content that tells the story of Mahakumbh's rich spiritual heritage, cultural significance, and historical context can help capture the imagination of tourists. Video documentaries, virtual reality experiences, and 360-degree views of

the event can be promoted online, allowing potential visitors to experience a taste of the event from the comfort of their homes. By using live video feeds, the global audience can witness the rituals, processions, and daily activities, increasing their anticipation for the event.

c. Targeted Advertising

Using geo-targeted advertising can help reach potential tourists from specific regions, especially those interested in spiritual tourism, cultural heritage, or large-scale religious events. Platforms like Google Ads and Facebook Ads allow for creating targeted campaigns that appeal to specific demographic groups, maximizing outreach and return on investment (ROI).

2. Collaborations with Travel Agencies and Influencers

Travel agencies, influencers, and tourism boards can play an instrumental role in spreading awareness about Mahakumbh 2025, particularly in terms of creating customized travel packages and tours for pilgrims and tourists.

a. Specialized Pilgrimage Packages

Tourism authorities and travel agencies can collaborate to offer specialized pilgrimage packages that include transportation, accommodation, meals, and guided tours to key religious and cultural sites. This will help tourists who are unfamiliar with the event logistics and local customs. Packages can also offer added experiences like traditional cooking classes, local craft workshops, and cultural performances, enriching the visitor's experience.

b. Influencer Partnerships

Collaborating with travel bloggers, vloggers, and spiritual influencers who have large followings can significantly raise the profile of the event. These

influencers can create content showcasing their personal experiences, sharing tips for attending the event, and giving insights into the spiritual significance of Mahakumbh. Influencers can also host contests and giveaways, such as free travel packages, to encourage engagement and attract more followers.

c. Co-Branding with Local and International Partners

Partnering with local businesses, hospitality chains, airlines, and international tourism boards will help Mahakumbh 2025 reach a wider audience. For example, airlines could offer discounted flights to Prayagraj during the event, while local hotels can create Mahakumbh-themed packages. Co-branding initiatives can create a sense of unity and excitement surrounding the event.

3. Creating Immersive Tourist Experiences

A key marketing strategy for Mahakumbh 2025 is to focus on offering immersive and personalized experiences that go beyond the event's religious aspects and provide visitors with a deeper understanding of its cultural, spiritual, and historical context.

a. Virtual Reality (VR) and Augmented Reality (AR)

To enhance the tourist experience, organizers can integrate Virtual Reality (VR) and Augmented Reality (AR) technologies. With VR headsets, tourists can take a virtual tour of Prayagraj, explore historical sites associated with the Mahakumbh, and even experience religious rituals. AR can be used on mobile apps to provide interactive maps and information about key event areas, like the ghats, temples, and processions.

b. Spiritual and Cultural Workshops

In addition to the main religious rituals, visitors can be encouraged to participate in spiritual workshops where they can learn about meditation, yoga, and other spiritual practices that are integral to Mahakumbh. Cultural workshops on Indian classical music, dance, art, and crafts can be offered to give tourists a richer cultural experience, allowing them to engage with local traditions and crafts.

c. Guided Tours and Audio Guides

Offering guided tours and audio guides in multiple languages can help tourists navigate the vast event space while learning about its historical and religious significance. Guides can be available in popular languages such as Hindi, English, Spanish, and French, ensuring the experience is accessible to international tourists.

4. Sustainability in Marketing and Practices

With growing awareness about environmental issues, responsible and sustainable tourism will be a significant selling point for Mahakumbh 2025. Emphasizing sustainable practices not only appeals to eco-conscious tourists but also ensures the long-term viability of the event for future generations.

a. Eco-Friendly Event Marketing

Promoting the event with sustainable marketing materials such as digital brochures and online promotions instead of printed flyers will help reduce paper waste. Additionally, using solar-powered lights and green energy for temporary event infrastructure will enhance the eco-friendly image of the event.

b. Promoting Responsible Tourism

Incorporating responsible tourism guidelines into marketing campaigns, such as encouraging tourists to respect local customs, reduce plastic usage,

and participate in clean-up drives, will foster a sense of responsibility among visitors. This can be communicated through social media, website updates, and at-event signage.

5. Engaging Local Communities in Marketing

Local communities play a vital role in the Mahakumbh's success, and they should be actively involved in the event's marketing and tourism efforts.

a. Community-Based Experiences

Tourists can be encouraged to engage with local communities through community-based tourism initiatives. Visitors can participate in local rituals, try traditional food, learn about local handicrafts, and interact with the people who live in Prayagraj. These interactions will not only create lasting memories for tourists but also empower local communities by providing them with economic opportunities.

b. Promoting Local Art and Craft

Marketing efforts can emphasize the importance of supporting local artisans, from sellers of religious artifacts to makers of traditional textiles and jewelry. By encouraging tourists to purchase locally crafted items, Mahakumbh 2025 can generate sustainable income for artisans and ensure that the event benefits the local economy.

Conclusion

Innovative marketing strategies for Mahakumbh 2025 will be crucial in attracting a global audience, enhancing the tourist experience, and promoting responsible tourism practices. By leveraging digital platforms, partnering with influencers and travel agencies, creating immersive experiences, promoting sustainability, and involving local communities, the event can not

only boost tourism but also create an enriching and responsible experience for all involved. The Mahakumbh 2025 has the potential to become a model for large-scale religious events globally, where tradition, culture, and innovation converge seamlessly to offer a memorable and impactful experience for visitors from around the world.

Payal BTTM 4

09

Smart Tourism Infrastructure for Mahakumbh 2025: Developing Smart Tourism Infrastructure to Enhance the Tourist Experience During the Event

The Mahakumbh, one of the largest religious gatherings in the world, attracts millions of pilgrims, tourists, and spiritual seekers to Prayagraj, India. The 2025 edition of the Mahakumbh will be a monumental event, and providing a seamless and enriching experience for the millions of visitors is paramount. One of the key ways to achieve this is by developing smart tourism infrastructure that leverages modern technologies to enhance the overall experience. Smart tourism infrastructure incorporates technologies like the Internet of Things (IoT), big data, artificial intelligence (AI), and cloud computing to create efficient, connected, and sustainable tourism ecosystems. This article explores the importance of smart tourism infrastructure for Mahakumbh 2025 and how it can improve the tourist experience during the event.

1. Smart Transportation Systems

One of the most significant challenges of hosting an event like Mahakumbh is managing the transportation of

millions of pilgrims and tourists. Smart transportation systems can streamline the movement of people, reduce congestion, and ensure safety.

a. Smart Traffic Management

With an expected surge in visitors, traffic congestion can become a major issue. IoT-based smart traffic management systems can be deployed to monitor traffic flow in real-time, adjust traffic signals dynamically, and reroute vehicles to avoid congestion. Using big data analytics, these systems can predict traffic patterns and optimize the distribution of vehicles across different routes, minimizing delays and enhancing the visitor experience.

b. Electric and Autonomous Vehicles

To minimize pollution and reduce the environmental impact of transportation, the event can incorporate electric vehicles (EVs) and autonomous shuttles to transport pilgrims and tourists to key event areas. EVs can be powered by renewable energy sources like solar power, aligning with sustainability goals. Autonomous vehicles could provide an innovative and convenient solution for navigating crowded areas, offering a hassle-free ride to visitors.

c. Real-Time Travel Information

Travel apps and digital kiosks can provide real-time information on transportation options, bus schedules, crowd densities, and alternative routes. This will enable tourists to plan their journey more efficiently and reduce waiting times.

2. Smart Accommodation

Accommodation for the millions of tourists attending the Mahakumbh needs to be well-organized, comfortable, and easily accessible. Smart technologies can significantly

enhance the accommodation experience for tourists.

a. Smart Hotel Rooms: In collaboration with hospitality partners, hotels in Prayagraj can offer smart hotel rooms equipped with Internet-connected devices such as smart thermostats, voice-controlled assistants, smart lighting, and mobile check-in systems. This will make the accommodation experience more convenient and tech-savvy for tourists, allowing them to control various aspects of their rooms with their smartphones or voice commands.

b. Smart Booking Systems: A central smart booking platform can be developed, allowing tourists to book accommodation, transport, and event tickets in one place. This platform can integrate all available lodging options, including hotels, guesthouses, and temporary campsites, to ensure optimal distribution based on demand. AI-driven recommendation engines can suggest the best accommodation based on preferences such as budget, location, and amenities.

C. Contactless Check-in and Service: To reduce queues and enhance safety, contactless check-in options can be implemented across all accommodations, allowing tourists to check in via mobile apps or self-service kiosks. Contactless service options, such as mobile food ordering, can be offered at hotels and event venues, minimizing physical interactions and improving the overall guest experience.

3. Smart Event Management: Managing an event of Mahakumbh's scale requires careful planning, coordination, and communication. Smart event management tools can streamline operations and ensure that tourists have a smooth experience throughout their visit.

a. Mobile Apps for Event Information: A dedicated Mahakumbh 2025 mobile app can provide visitors with real-time updates about the event, including schedules for religious rituals, processions, and cultural programs. The app can also feature interactive maps, guiding tourists to key locations like the ghats, temples, and visitor centers. Push notifications can be sent to alert attendees about important events, safety information, and changes in the schedule.

b. Crowd Management with AI: With large crowds expected, AI-driven crowd management solutions can help avoid overcrowding and ensure safety. AI-powered cameras and sensors can monitor crowd densities in real time and automatically adjust entry points, queues, and event spaces to prevent congestion. These systems can also alert authorities if any area is becoming overcrowded, enabling quick action to address the situation.

c. Cashless Transactions: To simplify the transaction process and reduce the use of physical currency, cashless payment systems such as QR code-based payments, mobile wallets, and RFID-based wristbands can be introduced for ticketing, purchases, and donations. This will improve efficiency and provide a secure method of transaction for tourists.

4. Execution of smart waste Management techniques to maintain hygiene and cleanliness standard during mahakumbh like automated waste collection, Recycling Initiatives, Sustainable Alternatives like ban on single use plastics, Separate Bins for Different Waste Types, Eco-Friendly Products, Community Involvement, Public Awareness and Engagement Social Media Campaigns, Interactive Apps: Mobile Toilets with Waste Management, Bio-Toilets etc.

Hence it has rightly said that during Mahakumbh visitors have experienced a great experience of spirituality with all modern facilities and amenities that enhance their great tourism experience.

Swarnali Ghosh BTM 2

10

Smart Waste Management During Maha Kumbh 2025

Smart waste management during the Kumbh Mela, particularly during the Maha Kumbh, is an essential aspect of maintaining cleanliness, hygiene, and environmental sustainability during one of the largest religious gatherings in the world. Here are some key aspects of smart waste management that have been implemented in the past and can be considered for future Maha Kumbh events:

1. Real-Time Monitoring and Data Collection

Internet of Things (IoT) Sensors: IoT-based sensors can be installed in trash bins to monitor the waste level in real time. These sensors can send data to a central system, helping authorities schedule waste collection efficiently.

CCTV and AI Analytics: Cameras and AI systems can be used to monitor the crowd and waste areas, detecting areas where waste accumulation is high, ensuring quick intervention.

2. Segregation at Source

Separate Bins for Different Waste Types: To ensure waste is properly segregated at the source, waste bins can be color-coded for dry, wet, and hazardous waste. This encourages the public to separate waste before disposal.

Public Awareness Campaigns:

Regular awareness campaigns and signage around the event can guide attendees on how to segregate their waste.

3. Automated Waste Collection

Smart Waste Bins: Smart bins that compact the waste can reduce the frequency of manual collection and optimize storage. These bins can be connected to a central system that triggers a pick-up request when full.

Robot-Assisted Waste Collection:

Some events have introduced robotic systems that autonomously move to collect waste, reducing human effort and ensuring more efficient operations.

4. Efficient Waste Processing

Mobile Waste Treatment Units: Mobile incinerators or composting units can process waste on-site, reducing the amount of waste that needs to be transported to disposal facilities.

Waste-to-Energy Plants: Some waste can be converted into energy, reducing environmental impact and providing power to the event.

5. Recycling Initiatives

Partnerships with Recycling Organizations: Collaborating with recycling companies can ensure that recyclable materials are processed efficiently.

Material Recovery Facilities (MRFs):

These facilities help sort and recycle waste, particularly useful for large-scale events like the Maha Kumbh.

6. Sustainable Alternatives

Ban on Single-Use Plastics: To minimize waste generation, there can be a ban on single-use plastics, with alternatives like biodegradable bags, plates, and cutlery being used instead.

Eco-Friendly Products: Encouraging the use of eco-friendly, compostable products by vendors and participants can significantly reduce non-biodegradable waste.

7. Waste Management Volunteers and Workers

Training for Waste Management Personnel: Properly trained personnel can handle waste segregation, collection, and disposal more

effectively. Volunteers can be equipped with knowledge on waste management practices to assist in educating the public.

Community Involvement:

Encouraging local communities to participate in waste management activities and monitor cleanliness in their areas.

8. Public Awareness and Engagement

Social Media Campaigns: Using social media to spread awareness about waste management during the Kumbh Mela can ensure that people follow the rules.

Interactive Apps: Developing apps for the public to report littering or locate waste bins can help improve overall cleanliness and waste management.

9. Mobile Toilets with Waste Management

Bio-Toilets: These toilets use bacteria to decompose human waste, ensuring a more sustainable approach to handling the large number of attendees.

Sewage Treatment Plants:

Temporary sewage treatment plants can be set up to process the waste generated by millions of pilgrims.

10. Collaboration with Local Authorities and NGOs

Coordination with Local Agencies: Collaborating with local government bodies and waste management agencies ensures better resource allocation and planning for waste collection and disposal.

Partnership with NGOs: Non-governmental organizations can play a role in waste segregation, recycling, and even educating the public.

Conclusion:

Smart waste management at the Maha Kumbh is a complex and multifaceted challenge due to the sheer scale of the event. However, with the right technology, community involvement, and sustainable practices, waste

management during the Kumbh can be both efficient and environmentally friendly, ensuring that this spiritual and cultural gathering leaves a minimal environmental footprint.

Kamini BTM 3

Cultural Heritage of Mangoes



India's national fruit is mango which represent prosperity and wealth in the country's image. Mango is also known as king of fruits and a rich source of minerals and especially vitamin C. It's a popular fruit enjoyed worldwide. Botanical Name of Mango is (*Mangifera Indica*) is a popular, tropical fruit. It is known for its sweet, juicy flesh and distinctive aroma. Mangoes are enjoyed in various forms, including being eaten fresh, used in juices, salads, jams, and pickles.

Originating in India at least 5,000 years ago, mangos have been around for thousands of years. Mango seeds travelled with humans from Asia to the Middle East, East Africa and South America beginning around 300 or 400 A.D. Every year in India on July 22 we celebrate National Mango Day. Mangoes hold a significant place in Indian cultural heritage, revered as a symbol of prosperity, fertility and even enlightenment. They are integral to Hindu and Buddhist traditions, used in religious rituals, and celebrated in festivals and cuisine.

In Hinduism, no other tree is given much attention, as given importance to mango tree because mango is considered auspicious and is used in religious ceremonies. Festoon made by Mango leaves hang on the entrance door of the house on various occasions of marriage and during traditional festivals. Mango leaves are considered sacred and are used in various rituals like pooja, katha, havan, etc. The tree is a symbol of love, wealth, fertility and even immortality. In India, people use mango tree leaves during wedding ceremonies to ensure prosperity and fertility for the bride and groom. No religious function is complete without use of mango leaves.

The epic Ramayana makes several references to mango trees and their significance. One notable instance is Hanuman's - the monkey- God, finding Sita in a mango grove as he searched for her after her abduction by Ravana. Mango trees and their fruits are referenced in the Mahabharata, particularly in the Aranyaka Parva (also known as the Vana Parva or Aranya Parva), which details the Pandavas' exile in the forest.

During Mauryan rule and the subsequent rise of Buddhism, mango trees were also seen as representing knowledge and peace, and planting them became a religious or spiritual act. In Buddhism, mangoes symbolize the potential for enlightenment. Mangoes are widely associated with love, prosperity, and good fortune.

India is home to a vast array of mango varieties, with over 1,500 different types. Some of the most popular and widely grown varieties include:

Husn E Ara (Beauty): Husn E Ara mango is an excellent variety in terms of colour, shape and size. This mango is famous all over world for its beauty, for its sweet taste and is very expensive comparison to other mangoes. This mango is grown in Malihabad of Lucknow district.

Noor Jahan: This mango is in grape size and is the smallest variety of mango.

Alphonso (Hapus): Known as the "king of fruits," Alphonso is highly prized for its sweetness, aroma, and high sugar content. It's primarily grown in Maharashtra and Gujarat.

Langra: A large, sweet, and juicy variety, Langra is grown in many regions, including Uttar Pradesh, Bihar, and Haryana.

Dashehari: A highly sought-after, sweet, and aromatic mango, Dashehari is a popular variety in Uttar Pradesh, Haryana, and Punjab.

Kesar: Grown in Gujarat, Kesar is known for its distinct aroma and rich flavor.

Totapuri (Bangalora) A large, oblong-shaped mango, Totapuri is grown in Andhra Pradesh, Karnataka, and Tamil Nadu.

Banganapalli: A popular variety in Andhra Pradesh and Tamil Nadu, Banganapalli is known for its sweet and juicy flesh.

Himsagar: Known for its thin skin and strong aroma, Himsagar is grown in West Bengal and Bihar.

Neelum: A popular variety in Tamil Nadu, Karnataka, and Orissa, Neelum is known for its sweet and sour taste.

Samarbehisht Chausa: Grown in Uttar Pradesh and Punjab, Chausa is known for its sweet and aromatic flavor.

Amrapali: A hybrid variety developed by IARI, Amrapali is known for its early ripening and high yields.

Ratna: Another hybrid variety, Ratna is known for its sweetness and large size.

Sindhu: A hybrid variety, Sindhu is known for its early ripening and high quality.

Mango Diplomacy - Mangoes is used to maintain relations for a long time. In many cultures, the mango is a cherished gift given only to those you hold truly dear. From ancient, centuries, mangos have a rich history of being exchanged as tokens of love and goodwill.

- The tale of mango diplomacy dates back to the Mughal era. The fruit was a symbol of power and prestige and a favourite of Shahjahan, Jahangir and Aurangzeb. At the time of his rule during the 17th century, Aurangzeb used mangoes as both currency and a form of diplomacy. He is believed to have offered mangoes to Shah Abbas of Persia.
- The mango fruit was a favourite of Pt. Jawahar Lal Nehru as he carried forward the diplomatic tradition several times in the 1950s, gift of mangoes was given to any foreign leader who visited India and when it was his turn to travel abroad, Nehru brought mangoes.
- In 1981 Pakistani President Zia-ul-Haq sent a basket of mangoes to then Prime Minister Indira Gandhi.
- US President George Bush visited New Delhi in India in 2006, he expressed his desire to try Indian mangoes. Prime Minister Manmohan Singh offered Alphonso and Kesari mangoes to the US President.
- On Eid 2015, Pakistan's Prime Minister Nawaz Sharif sent 10kgs of mangoes to Indian Prime Minister Narendra Modi. Further, 15kgs to President Pranab Mukherjee and 10kgs each to former Prime Ministers Manmohan Singh and Atal Behari Vajpayee.
- In March 2021, Dhaka's mango diplomacy moves, Bangladeshi Prime Minister Sheikh Hasina sent over 2,600kgs of mangoes as gifts to President Ram Nath Kovind, Prime Minister Narendra Modi, West Bengal Chief Minister Mamata Banerjee and Tripura CM Biplab Deb.

It is said that mango diplomacy promotes peace, love and helps to strengthen the relationship between the two countries

Economy of Mango: India is one of the world's largest mango producers around 65 per cent, accounting for a significant portion of global production. Mangoes are not only consumed fresh but also used to create various value-added products like mango pulp, pickles, beverages, chutney, mango lassi etc. Mangoes contribute billions of rupees to the Indian economy annually. India is a major exporter of mangoes and earns huge foreign currency, with key markets including the US, UK, Japan, and various countries in the Middle East and Africa. Mango farming provides livelihoods for millions of people in India and other mango-producing regions.

Importance in Tourism: Mango festivals are important for tourism as they showcase India's diverse agricultural landscape, support local farmers, and attract both domestic and international tourists in order to experience Indian culture, traditions. These festivals not only promote tourism but also provide a platform for farmers to showcase their produce, fostering interaction between the local community and visitors.

Visitors can witness a wide array of mangoes, ranging from grape-sized to papaya-sized, and rare varieties like Langra, Chausa, and Amrapali. To make these events memorable various cultural programs, mango-eating competitions between visitors, quizzes programs among children, and slogan writing competitions are organized which makes the trip of visitors more entertaining. In addition to this, visitors can explore and purchase mango-based products like jams, pickles, and juices at discounted rates. In this regard, Delhi Tourism Development Corporation for the last two decades is doing well. In the month of July every year in order to promote tourism in Delhi and to increase awareness of mango cultivation among people, Delhi Tourism organizes mango festival at Dilli Haat and at Janakpuri, and features over 500 varieties of mangoes. Similarly, to promote tourism and mango cultivation, mango festival is held at Lucknow every year, which showcases the state's rich mango production and attracts visitors from across the country.

Health Benefits of Mango

- Packed with nutrients: Mango is low in calories yet high in nutrients — particularly vitamin C, which aids immunity, iron absorption, and cell growth and repair.
- Low in calories
- May help prevent diabetes: As long as you eat fresh mango in moderate amounts, it will likely reduce your risk of developing diabetes. Keep in mind that fresh mango does not contain as much sugar per serving as dried mango does.
- Contains immune-boosting nutrients.
- Supports heart health: Mango contains magnesium, potassium, and the antioxidant mangiferin, which all support healthy heart function.
- May improve digestive health: Mango has digestive enzymes, water, dietary Fiber, and other compounds that aid various aspects of digestive health.
- May support eye health: Mango contains lutein, zeaxanthin, and vitamin A, all of which support eye health. Lutein and zeaxanthin may protect your eyes from the sun, while a lack of vitamin A can create vision problems.
- May help lower your risk of certain cancers: Mango polyphenols may fight oxidative stress, which is linked to many health conditions, including colon, lung, prostate, breast and bone cancer
- Helps in toothache: Mango leaves are traditionally used as a home remedy for toothache due to their potential antibacterial and anti-inflammatory properties. They can be used in a few ways by burning and applying the ashes to the affected tooth, by chewing young leaves, or by using mango leaf extract for rinsing or gargling. Additionally, mango leaf powder is used in some dental care products like toothpaste and mouthwash.
- Besides toothache, mango leaves are also used for other oral health concerns like bleeding gums and overall oral hygiene maintenance.
- Mango Leaves Might Help in Pain Relief: Chewing on mango leaves can reduce the pain of migraines or other types of acute pain. Mango leaf tea is believed to have a calming effect, which may help reduce anxiety and stress, both of which can trigger headaches.

Dr. Brijesh Kumar
Assistant Professor
Dept. of Tourism Management

हिंदी विभाग

सम्पादकीय



हम जिस समय में जी रहे हैं वह विज्ञान और तकनीक के अतिशय विकास का समय है। इनके विकास ने जहाँ एक तरफ हमारी जिन्दगी को ज्यादा सुगम बनाया है वहीं दूसरी तरफ हमारे भीतर की मानवीय करुणा और सहभाव को कम करने का काम भी किया है। भूमंडलीकरण, उदारीकरण और निजीकरण की परियोजना ने जिस सामाजिक ढांचे को बनाया उसके लिए मनुष्य संख्या मात्र बनकर रह गया है, ज्ञान सिर्फ सूचना भर है। आज जिसके पास जितनी सूचनाएं हैं वह उतना बड़ा ज्ञानी है। दिन भर सोशल मीडिया पर उलझा हुआ मनुष्य कितना अकेला है इसका अंदाज लगाना भी मुश्किल है। इन स्थितियों में जहाँ ज्यादा मनुष्य हो सकने की संभावनाएं मौजूद हैं वह साहित्य का कोना ही है। साहित्य हमें ज्यादा मनुष्य होने की प्रेरणा देता है। साहित्य हमारे भीतर करुणा और सहभाव जगाने का काम करता है। जब हम कोई कविता पढ़ते हैं या कहानी, उपन्यास पढ़ते हैं तो हमारे भीतर मनुष्यता का भाव और ज्यादा प्रबल होता है। आंकड़ों के

जाल में उलझे हुए इन्सान को साहित्य ही है जो मनुष्यता की उच्च भावभूमि पर ले आकर स्वार्थ संबंधों से मुक्त करता है। दुनिया में क्रूरता वहीं है जहाँ साहित्य और कविता नहीं है। इस सम्बन्ध में एक कहानी याद आ रही है। पाब्लो नेरुदा की कविता से खफ़ा होकर तत्कालीन शासक ने उन्हें जेल भेज दिया। जेल में नेरुदा की छोटी सी बेटी उनसे मिलने गयी। उसने कहा पापा आपने राजा के खिलाफ कविता लिखी तो उसे भी आपके खिलाफ कविता लिख देनी चाहिए थी, उसने जेल क्यों भेज दिया? नेरुदा ने कहा बेटी वह कविता लिख सकता तो जेल ही नहीं बनाता। यहाँ कहानी कविता और साहित्य की ताकत बताने के लिए पर्याप्त है। सर्वसाधिका के इस अंक में महाविद्यालय के अनेक छात्र/छात्रों की हिंदी की कई महत्वपूर्ण रचनाएँ प्रकाशित हैं। मुझे उम्मीद है कि ये रचनाएँ आपको पसंद आएँगी। इसमें प्रकाशित सभी रचनाकारों को मेरी हार्दिक शुभकामनाएं।

पूजा सिंह

असिस्टेंट प्रोफ़ेसर, हिंदी विभाग

राजकीय महाविद्यालय सेक्टर-9, गुरुग्राम

सपनों की राह पर चलते चलो,
हर कदम से नया जज़्बा पलते चलो।
मुसीबतें आएँ तो डरना नहीं,
साहस से उनका सामना करते चलो।
दुनिया की सूरत बदल देंगे हम,
बस खुद पे विश्वास रखके चलते चलो।

नाम : गोविंदा

कक्षा : बीए

कहानी: "सच्चाई की ताकत"

एक छोटे से गाँव में एक लड़का रहता था जिसका नाम अर्जुन था। अर्जुन बहुत ईमानदार और मेहनती था, लेकिन उसकी आदत एक छोटी सी बात पर झूठ बोलने की थी। एक दिन गाँव में एक बड़ा आयोजन हुआ। गाँव के मुखिया ने यह ऐलान किया कि जो भी सबसे अच्छा काम करेगा, उसे इनाम मिलेगा। अर्जुन ने सोचा कि वह इस बार मेहनत करेगा और जीत जाएगा।

लेकिन एक दिन गाँव में एक गाय खो गई। गाँव वाले परेशान हो गए। मुखिया ने सभी से पूछा कि गाय को किसने देखा है, लेकिन कोई कुछ नहीं बोला। अर्जुन जानता था कि गाय को उसने देखा था, लेकिन डर के कारण उसने कुछ नहीं कहा और झूठ बोल दिया कि उसे गाय नहीं दिखी।

कुछ दिन बाद गाय का पता चला और गाँव वालों ने अर्जुन से पूछा कि उसने क्यों झूठ बोला। अर्जुन को बहुत अफसोस हुआ और उसने सच बताया। सभी ने उसकी सच्चाई को सराहा और वह जीत गया।

उस दिन से अर्जुन ने सीखा कि सच बोलना हमेशा बेहतर होता है, क्योंकि झूठ कभी न कभी पकड़ा जाता है, लेकिन सच हमेशा सच्चा रहता है।

सिख: सत्य बोलना ही सबसे बड़ी अच्छाई है।

यह कहानी हमें यह सिखाती है कि सच्चाई हमेशा अंत में जीतती है, और हमें कभी भी झूठ नहीं बोलना चाहिए।

मीनाक्षी

बी ० ए

रोल नं.1230042411

लघुकथा: "सच्चाई का रास्ता"

एक छोटे से गाँव में एक साधारण लड़का रहता था, जिसका नाम रामू था। वह हमेशा ईमानदार और मेहनती था। गाँव में एक दिन एक बड़ा मेला लगा, जहाँ बहुत सारे व्यापारी अपनी चीजें बेचने के लिए आए थे। रामू ने सोचा कि वह भी वहाँ जाकर कुछ सामान खरीदकर अपनी माँ के लिए लाएगा।

रामू ने एक व्यापारी से एक सुंदर चूड़ियाँ खरीदी, और वापसी के समय उसे एक रुपए का गिनती में अधिक मिल गया। रामू का मन थोड़ा उलझन में पड़ गया। वह सोचने लगा, "अगर यह ज्यादा पैसा व्यापारी को लौटा दिया, तो वह मुझे कहेगा कि कोई बात नहीं, ले लो। लेकिन अगर मुझे यह रख लिया, तो मेरे पास एक अतिरिक्त रुपया होगा।"

वह थोड़ा समय खड़ा रहा, फिर अंत में उसने तय किया कि वह सच्चाई के रास्ते पर चलेगा। रामू वापस गया और व्यापारी से कहा, "आपने मुझे एक रुपया ज्यादा दे दिया है। यह आपके पास वापस है।"

व्यापारी ने उसे देखा और कहा, "तुम जैसे ईमानदार लड़के आजकल बहुत कम होते हैं। मुझे गर्व है कि तुमने यह कदम उठाया।"

रामू ने सिर झुका कर व्यापारी का आभार व्यक्त किया और घर लौट आया। उसे यह महसूस हुआ कि सच्चाई का रास्ता हमेशा सही होता है, भले ही वह कभी-कभी कठिन लगता हो।

सीख: सत्य हमेशा सर्वोत्तम होता है, चाहे परिस्थिति कुछ भी हो।

पायल यादव

बीए अंग्रेजी ऑनर्स

रोल नं 1230022003

"बस तेरा साथ रहे"

तेरी साँसों की हल्की गर्माहट,
अब मेरी धड़कनों का हिस्सा है।
तेरी हँसी की वो मासूमियत,
मेरे हर लम्हे में जिंदा है।
तू पास रहे या दूर रहे,
तेरा एहसास तो मेरे करीब है।
हर दुआ में तेरा नाम आता है,
हर ख्वाब तुझसे ही जुड़ा हुआ है।
डर लगता है तुझे खोने से,
कहीं ये वक्त हमें दूर न कर दे।
कहीं हालात का कोई तूफान,
हमारे दरमियान कोई फासला न भर दे।
अगर कभी मेरी आवाज़ धुंधली पड़े,
तो तू मेरे लफ्जों को पढ़ लेना।
अगर कभी मैं कमजोर पड़ जाऊँ,
तो अपनी बाहों में समेट लेना।
मैं कुछ नहीं मांगती इस दुनिया से,
बस तेरा साथ सलामत रहे।
चाहे हजार मुश्किलें आएँ जिंदगी में,
बस तू हर मोड़ पर मेरे साथ चलो।

माता-पिता

माता-पिता की ममता अनंत है,
उनकी दुआओं में शक्ति अनंत है।

वे हमें जन्म देते हैं, पालते हैं,
और हमारे लिए अपना सब कुछ न्यौछावर करते हैं।

उनके प्यार और समर्थन से,
हम मजबूत और साहसी बनते हैं।

माता-पिता का आभार हम कभी नहीं चुका सकते,
लेकिन उनकी ममता और प्यार को हमेशा याद रख सकते हैं।

माता-पिता हमारे लिए भगवान के समान हैं,
उनकी कृपा और आशीर्वाद से हमारा जीवन सुंदर बनता है।

उनके स्नेह और प्यार से हमारा मन मजबूत होता है,
और हम जीवन की चुनौतियों का सामना करने के लिए तैयार होते हैं।

-- लक्ष्य वर्मा

बीए द्वितीय वर्ष

मातृभूमि

मातृभूमि की धरा पर हम खड़े हैं,
देश की रक्षा के लिए हमारा मन तैयार है।

हमारे वीर जवान सीमा पर खड़े हैं,
देश की एकता और अखंडता के लिए वे लड़ते हैं।

हमारा देश महान है, हमारी संस्कृति अनमोल है,
हमें अपने देश पर गर्व है, हमें अपनी संस्कृति पर अभिमान है।

हमारे देश की आजादी के लिए अनेकों वीरों ने अपने प्राण न्यौछावर किए,
हमें उनकी शहादत को कभी नहीं भूलना चाहिए।

हमारा देश हमारी मातृभूमि है, हमें इसकी रक्षा करनी चाहिए,
हमें अपने देश के लिए अपना सब कुछ न्यौछावर करने को तैयार रहना चाहिए।

जय हिंद, जय भारत, हमारा देश महान है,
हमें अपने देश पर गर्व है, हमें अपनी संस्कृति पर अभिमान है।

-- प्रणव शर्मा

बीए द्वितीय वर्ष

मित्रता

मित्रता की डोरी अनमोल है,
जो दिलों को जोड़ती है, और रिश्तों को मजबूत बनाती है।

मित्र वह है जो सुख-दुख में साथ देता है,
जो हमारी बातों को समझता है, और हमारे दिल की गहराइयों को जानता है।

मित्रता की कीमत नहीं लगाई जा सकती,
यह एक अनमोल उपहार है, जो जीवन को सुंदर बनाता है।

मित्रों के साथ बिताए गए पल अनमोल हैं,
जो हमारे जीवन को यादगार बनाते हैं, और हमारे दिलों को खुशी से भर देते हैं।

मित्रता की डोरी को मजबूत बनाने के लिए,
हमें एक दूसरे के प्रति वफादार और सहानुभूतिपूर्ण रहना चाहिए।

मित्रता जीवन का एक सुंदर उपहार है,
जो हमें खुशी, सुख, और संतुष्टि प्रदान करता है।

-- प्रवीण

बीए द्वितीय वर्ष

परिवार के मूल्य: एक सशक्त समाज की नींव

परिवार हमारे जीवन की सबसे महत्वपूर्ण इकाई है। यह हमें प्यार, समर्थन, और सुरक्षा प्रदान करता है। परिवार के मूल्य हमें एक सशक्त और संयुक्त समाज बनाने में मदद करते हैं।

परिवार के मूल्यों में से एक सबसे महत्वपूर्ण मूल्य है प्यार और समर्थन। परिवार के सदस्य एक दूसरे के प्रति प्यार और समर्थन का भाव रखते हैं, जो हमें जीवन की चुनौतियों का सामना करने में मदद करता है।

एक और महत्वपूर्ण मूल्य है अनुशासन और जिम्मेदारी। परिवार के सदस्य एक दूसरे के प्रति जिम्मेदार होते हैं और अनुशासन का पालन करते हैं, जो हमें जीवन में सफलता प्राप्त करने में मदद करता है।

परिवार के मूल्यों को बनाए रखने के लिए हमें कुछ महत्वपूर्ण बातों का ध्यान रखना होगा। हमें अपने परिवार के सदस्यों के साथ समय बिताना होगा, उनकी बातों को सुनना होगा, और उनकी जरूरतों को पूरा करना होगा।

परिवार के मूल्य हमें एक सशक्त और संयुक्त समाज बनाने में मदद करते हैं। हमें इन मूल्यों को बनाए रखने के लिए काम करना होगा और अपने परिवार के सदस्यों के साथ मजबूत संबंध बनाना होगा।

परिवार के मूल्यों को बनाए रखने से हमारा समाज मजबूत और संयुक्त बनेगा। हमें अपने परिवार के सदस्यों के साथ प्यार, समर्थन, और अनुशासन का भाव रखना होगा और उनकी जरूरतों को पूरा करना होगा।

वृहस्पति पांडे

बीए द्वितीय वर्ष

(शीर्षक) जो तुम ना समझो वो भोर है, जिंदगी का वो दौर है ये।

सूरज महज एक चांद के
आगमन के लिए
खुद ढलने को जाता है।

ऐ बता ओ जिंदगी
कोई किसी के लिए
इतना भी कर पाता है।

ये चांद इस सफर में
यूं कुछ खुशियां लेकर आता है।

फिर देखो ये तुम चांद को
फिर सूरज के आगमन में
खुद छिपने को जाता है।

कि तुम मेरी कुछ बातों को समझ लो ,
मैं तुम्हें हूं कुछ समझाने को।

महज इस सफर में कुछ
वक्त तुम्हें थमाने को।

कुछ बेगानी बातों से
तुम्हें रूबरू कराने को।

शालीने इन कालीनों पर
कुछ वसीयत यूँ बतलाती हूँ।

फिर तुम पढ़ना महज़ सफर को मैं और सिखाती जाती हूँ।

की एक पगडंडी थी, सफर चली
थाम हाथ के पकड़ चली
मैं तो हाथ छुटाती थी,
पर वो फिर भी हाथ थमाती थी।

फिर मैंने बोल दिया जिंदगी से
तू रोज-रोज का खेल न रच

कि इतने खेल, इतने भेष
इतने नेक फरेबा।

की पता चला ना रुख मोड़ का पवन देव ने किस ओर से बदला

चलती जाती मैं भी बहती
जैसे पथिक मैं हवा का बहना।

ये सूरज चांद सितारे सारे बेगाना हो गए ये मेहता।

की सफर में खो गई थी मैं,
खेल-खेल में मोह गई
पता नहीं था, नियमों का।

जब चाबुक चुभने को तब आया
जब ख्याल सफर में पवन का आया।

फिर मोड़ वही जब चोट लगी थी फिरक-फिरक कुछ बोल रही थी नम जल, ढलता आता नैनो में।

जब नभ जल भोर सफर में आया फिर कुछ यूं अनुभव में आया।

कि समझ शाम को, अब ये ढली थी
कि भोर सवेरे सूरज क्यूं निकले
अब पगडंडी जब पथ पर आई
शाम क्यों ढलती, रात क्यूं आई।

की चांद सफर में क्यूं मुस्काया कुछ खा-कर ठोकर फूल खिलाया।

उस फूल ने यूं मुस्काके बताया
ले आज समझ, तुझे कुछ अनुभव आया।

है पंख निले शख्सियत मेरे

जब मार मोड़ की तुझे लगी हो।

कुछ राग वैरागे

सूर भरे हुए हो।

सब ताने-बाने खो देना

जब मोड़ हवा का रुख बदले

तो रस्ता पूछ समझ लेना।

बैरागी जब कुछ समझ न आए तो रुख हवा का बदल लेना॥

नाम- अंजलि

कक्षा – बीए द्वितीय वर्ष

रखमाबाई

रखमाबाई का जन्म 22 नवंबर 1864 में बाम्बे(वर्तमान मुंबई) में हुआ।

जब रखमाबाई 2 वर्ष की थी तब उनके पिता का देहांत हो गया। रखमा बाई की माता जयंती बाई ने डॉक्टर सखाराम से दूसरी शादी करने से पहले अपना घर रखमाबाई के नाम कर दिया।

रखमाबाई को बचपन से ही पढ़ाई करने का बहुत शौक था। वह अपने सौतेले पिता की तरह डॉक्टर बनाना चाहती थी क्योंकि उस समय पर महिलाएं पुरुष से इलाज करवाने में हिचकिचाती थी।

रखमाबाई का विवाह 11 वर्ष की नाबालिक उम्र में 19 वर्ष के गैर जिम्मेदार भीकाजी से हुआ था। रखमाबाई अपने घर पर रह कर पढ़ाई पूरी कर रही थी। शादी के 6 महीने बाद भीकाजी रखमाबाई पर साथ रहने का दबाव बनाने लगे। परन्तु भीकाजी की गैर जिम्मेदारी की वजह से रखमाबाई के पिता ने उनको ससुराल नहीं भेजा।

रखमाबाई ने भीकाजी को अपना पति मानने से इंकार कर दिया जिसके कारण भीकाजी ने बॉम्बे हाई कोर्ट में रखमाबाई पर केस कर दिया। रखमाबाई कोर्ट में गई अपना बयान दिया और केस उनके पक्ष में हुआ लेकिन भीकाजी ने फिर उन पर केस कर दिया कोर्ट में जज बदल चुका था। रखमाबाई ने कहा " जब मेरा विवाह हुआ मैं नाबालिक थी पर अब मैं

वयस्क नागरिक हु और मैं भीकाजी के साथ वैवाहिक जीवन नहीं बिताना चाहती" फिर जज साहब ने विचार किया और कहा कि" तुम भीकाजी के साथ वैवाहिक जीवन व्यतित करो या 7 महीने का कारावास का दंड मिलेगा" रखमाबाई निसंकोच 7 महीने की जेल को स्वीकार किया।

रखमाबाई की चर्चा भारत से इंग्लैंड तक हो गई भारत के लोग तो रखमाबाई की आलोचना कर रहे थे पर रानी विक्टोरिया के पास यह बात पहुंची और उनकी मदद से रखमाबाई जेल से बाहर आ गई और भीकाजी ने अपना केस वापिस ले लिया।

रखमाबाई 1889 में इंग्लैंड के 'लंदन स्कूल ऑफ मेडिसिन फॉर वूमेन ' से एम० बी० बी० एस० की पढ़ाई पूरी कर भारत लौटी। परन्तु समाज के लोगों ने उनकी खूब आलोचना की पर फिर भी 90 वर्ष की उम्र तक उन्होंने डॉक्टर के रूप में लोगों की सेवा किया।

फलस्वरूप रखमाबाई भारत की पहले महिला डॉक्टर बनी। और उनके ऊपर लगे केस के कारण भारत में 1891 में "एक्ट ऑफ फाउंडेशन" नियम आया जिसके तहत लड़कियों की शादी की उम्र कम से कम 18 वर्ष होनी चाहिए और वर्तमान में 21 वर्ष कर दिया गया है।

प्रीतिका सिंह

बी० ए० तृतीय वर्ष

अनुक्रमांक - 1220351002100

'छोटे कदम , बड़ी जीत'

महान गणितज्ञ रामानुजन का जन्म एक गरीब परिवार में 22 दिसंबर, 1887 को तमिलनाडु के इरोड कस्बे में हुआ था। उनके पिता एक साड़ी की दुकान पर क्लर्क का काम करते थे। रामानुजन के जीवन पर उनकी माता का बहुत प्रभाव था। रामानुजन ने अपने छोटे छोटे कदम बढ़ाकर एक बड़ी जीत हासिल की। जब वह 11 वर्ष के थे, तो उन्होंने " एस एल लोनी " द्वारा लिखित गणित की पुस्तक की पूरी पढ़ाई कर ली थी। रामानुजन ने गणित विषय पर इतना प्रयास किया कि 14 वर्ष की छोटी आयु में उन्हें मेरिट सर्टिफिकेट्स एवं कई पुरस्कार मिले। वर्ष 1904 में जब उन्होंने टाउन हाईस्कूल से स्नातक की पढ़ाई पास की तो उन्हें के. रंगनाथ राव पुरस्कार प्रदान किया गया।

वर्ष 1910 में उनका एक ऑपरेशन हुआ। गरीब होने के कारण उनके परिवार के पास उनके ऑपरेशन हेतु पर्याप्त धन राशि नहीं थी। उनकी परिवार की दशा देखकर एक डॉक्टर ने मुफ्त में उनका यह ऑपरेशन किया। ऑपरेशन के बाद रामानुजन नौकरी की तलाश में जुट गए। नौकरी के लिए उन्हें कई जगह घूमना पड़ा लेकिन उन्हें नौकरी प्राप्त नहीं हुई। घर खर्च चलाने के लिए रामानुजन ने बच्चों को ट्यूशन भी पढ़ाया। बीमार होने पर भी उन्होंने गणित में अपना कार्य करना नहीं छोड़ा। बाद में उनका संपर्क नेल्सोन के जिला कलेक्टर रामचंद्र राव से हुआ। जिला कलेक्टर रामानुजन की मेहनत एवं लगन से बहुत प्रभावित हुए और उनकी आर्थिक मदद भी की।

वर्ष 1912 में उन्हें मद्रास में चीफ अकाउंटेंट के ऑफिस में क्लर्क की नौकरी भी मिल गई। रामानुजन अपना ऑफिस का कार्य जल्दी खत्म करके अपने गणित के रिसर्च(अनुसंधान) में जुट जाते। अनुसंधान करने के बाद वह इंग्लैंड चले गए और वहाँ उनके कार्य की बहुत प्रशंसा हुई। उनके गणित के अनूठे ज्ञान और उनकी मेहनत और उनकी लगन के लिए उनको खूब सहायता मिली। वर्ष 1918 में उन्हें ट्रिनिटी कॉलेज कैम्ब्रिज का फेलो चुना गया। ऐसा पद पाने वाले वह पहले भारतीय थे। रामानुजन पहले भारतीय बने जिन्हें ट्रिनिटी कॉलेज कैम्ब्रिज के फेलो के सम्मान के लिए चुना गया।

रामानुजन बहुत ही मेहनती और अपनी धुन के पक्के थे। कोई भी विषम परिस्थिति, आर्थिक कठिनाइयाँ, बीमारी और अन्य परेशानियाँ उन्हें अपने लक्ष्य को पाने से नहीं रोक पाई। वह अन्ततः सफल हुए।

आज रामानुजन विश्व के महान गणितज्ञों में गिने जाते हैं। 32 वर्ष की छोटी उम्र में उनका देहांत हो गया।

हमें रामानुजन के जीवन से प्रेरणा लेनी चाहिए कि कोई भी विषम परिस्थिति हमें हमारे लक्ष्य को पाने से नहीं रोक सकती। सपना चाहे कितना बड़ा क्यों न हो उसे पूरा करने की शुरुआत हमेशा छोटे कदमों से ही होती है। मेहनत और धैर्य से सब कुछ प्राप्त किया जा सकता है। अगर हम अपने छोटे छोटे कदम बढ़ाकर कोशिश करें तो किसी भी लक्ष्य को प्राप्त किया जा सकता है।

तनीषा शर्मा

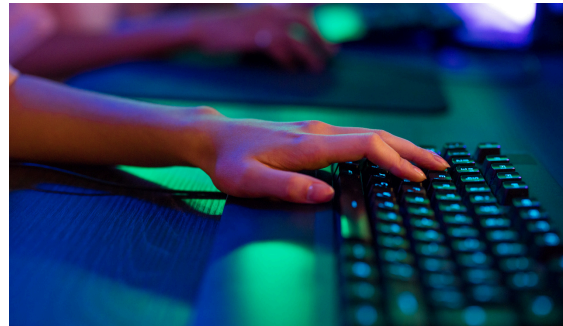
बी.ए. तृतीय वर्ष

COMPUTER SCIENCE SECTION

TABLE OF CONTENTS

Cybersecurity for Students: Are You Safe Online? 81

Bridging the Gender Gap in Tech: Women Shaping the Future 83



How Computer Science is Driving Modern Healthcare Innovations 84

Programming Languages in 2025: Trends and Predictions 85

AI Made Simple: Build Your First AI Model in Minutes 86



CYBERSECURITY FOR STUDENTS: ARE YOU SAFE ONLINE?



In an increasingly digital world, college students are more connected than ever. From online banking and academic portals to social media and cloud storage, the average student interacts with dozens of digital platforms every day. But with this convenience comes a silent threat—cybersecurity risks that many students either overlook or misunderstand.



The Growing Threat

According to recent cybersecurity reports, students are among the most targeted groups for cybercrime. Hackers see them as easy prey—young, tech-savvy individuals who often underestimate the risks or fail to follow best practices.

Phishing emails disguised as scholarship opportunities, fake tech support calls, compromised Wi-Fi networks, and stolen credentials are all common attack vectors. With colleges storing sensitive information like ID numbers, financial aid data, and academic records, a breach doesn't just impact personal security—it can compromise entire institutions. In a world where digital identity is everything, being lax about cybersecurity can lead to serious consequences: identity theft, drained bank accounts, lost academic work, or even expulsion in the case of compromised institutional systems.

Common Mistakes Students Make

One of the biggest cybersecurity issues among students is poor password hygiene. Using “123456” or “password” across multiple platforms, failing to change passwords regularly, and storing them in notes apps or browsers can spell disaster.

Another issue is connecting to unsecured public Wi-Fi—like in cafes or libraries—without any protection. Cybercriminals often create fake hotspots with names like “Free Campus Wi-Fi” to intercept data. Even a simple action like logging into your college portal on an unprotected network can expose you to risk.

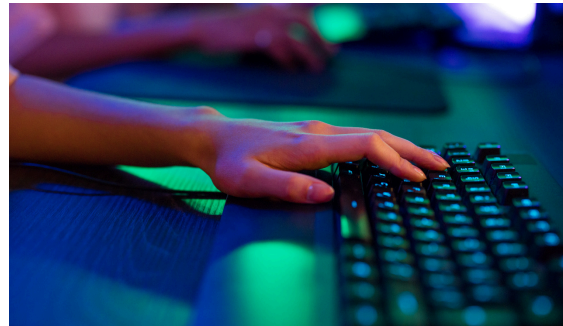
And then there's social media. Oversharing personal details—such as your birthdate, pet's name, or your location—can give hackers just enough information to guess your security questions or target you with personalized phishing attacks.

COMPUTER SCIENCE SECTION

TABLE OF CONTENTS

Cybersecurity for Students: Are You Safe Online? 81

Bridging the Gender Gap in Tech: Women Shaping the Future 83



How Computer Science is Driving Modern Healthcare Innovations 84

Programming Languages in 2025: Trends and Predictions 85

AI Made Simple: Build Your First AI Model in Minutes 86



Cyber Caution: Online Safety Tips

01

Passwords and privacy settings matter.

Choose strong passwords and never share them with anyone else. Regularly check your privacy settings, too.

03

Be careful with your online social life.

Exercise caution with each online interaction so you can steer clear of scammers and fake users. Do not give personal information or send private photos.

05

Think before you post.

Be mindful of every post you create. Do not publish content you wouldn't want family, friends, and potential employers to see.

02

Enable Two-Factor Authentication (2FA)

Turn on 2FA wherever available—especially for email, banking, and cloud storage. Even if your password is compromised, this extra step helps keep intruders out.

04

Shop safely.

Shop from secure websites, and avoid saving your credit card information. Take time to read reviews and ask questions when making purchases.

06

Avoid Public Wi-Fi Without a VPN

When connecting to public Wi-Fi, always use a VPN (Virtual Private Network) to encrypt your data.

-Priyanka Balhara
Assistant Professor

BRIDGING THE GENDER GAP IN TECH: WOMEN SHAPING THE FUTURE

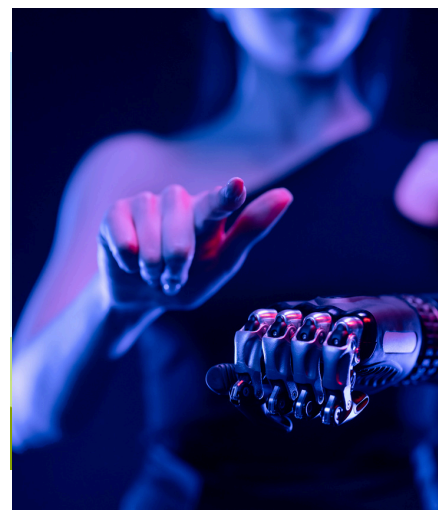
DR NEELAM DAHIYA

Technology drives modern life — from smartphones and AI to space exploration — yet women remain underrepresented in the very field building the future. Although women have made pivotal contributions to computing since the days of Ada Lovelace and Grace Hopper, the tech industry today still reflects a significant gender gap.

Globally, women make up only about 25–30% of the tech workforce, with even fewer in leadership and core technical roles. The barriers include cultural stereotypes, lack of mentorship, and limited access to STEM education — especially for girls in under-resourced regions. But change is underway.

Organizations like Girls Who Code, She Loves Tech, and Women in Tech are creating opportunities, offering coding education, mentorship, and platforms for innovation. Universities are also beginning to adopt more inclusive approaches, with women-led hackathons, tech clubs, and scholarship programs encouraging female participation. Technology itself is becoming a tool of empowerment. In rural areas, mobile apps are helping women farmers access critical data. In cities, remote work and online learning are enabling more women to join tech from home. These aren't just conveniences — they're lifelines for independence and opportunity.

Representation is key. Leaders like Fei-Fei Li (AI pioneer), Reshma Saujani (founder of Girls Who Code), and Gwynne Shotwell (President of SpaceX) are redefining what leadership in tech looks like. Their visibility inspires a new generation to see themselves as coders, engineers, and innovators. Bridging the gender gap in tech isn't just a matter of equality — it's a matter of progress. Diverse teams bring broader perspectives, fuel better innovation, and build technology that works for everyone. The future of tech should be inclusive — not just built for women, but with women leading the way.



HOW COMPUTER SCIENCE IS DRIVING MODERN HEALTHCARE INNOVATIONS



In recent years, the intersection of computer science and healthcare has transformed the way we diagnose, treat, and manage diseases.

From AI-powered diagnostics to wearable health tech, computer science is not just supporting healthcare—it's revolutionizing it. As we move deeper into the 21st century, this synergy is becoming increasingly vital in shaping the future of global health.

The Power of Data

Modern healthcare generates massive volumes of data—from electronic health records (EHRs) to real-time readings from wearable devices. Computer science enables the storage, management, and analysis of this data, unlocking insights that were once impossible to detect. Using advanced algorithms, healthcare professionals can now predict disease risks, identify patterns, and make more informed decisions.

AI and Machine Learning in Diagnostics

Artificial Intelligence (AI) is perhaps the most talked-about innovation in health tech. Machine learning algorithms are being trained to analyze medical images, detect anomalies, and even suggest diagnoses. For instance, AI tools can now detect early signs of cancers, such as breast or skin cancer, with accuracy levels comparable to trained radiologists. This not only speeds up diagnosis but also reduces human error.

Telemedicine and Remote Care

Computer science has played a pivotal role in expanding telemedicine, especially during the COVID-19 pandemic. Remote consultations, digital prescriptions, and virtual monitoring have allowed doctors to reach patients in rural or underserved areas. Apps and platforms now make it possible for people to consult with specialists across the world without ever leaving their homes.

Enhancing Healthcare Security

As healthcare data becomes more digital, cybersecurity becomes more critical. Computer scientists are developing encryption technologies and secure systems to protect sensitive medical information from breaches and cyberattacks. In an age where data is as valuable as gold, safeguarding patient privacy is a top priority.

Looking Ahead

The marriage of computer science and healthcare is only getting stronger. With advancements in robotics, augmented reality (AR), and brain-computer interfaces (BCIs), the next decade promises even more groundbreaking changes. As students and future innovators, we stand at the exciting crossroads of two of the most impactful fields—technology and health. Whether you're a coder, researcher, or simply curious, one thing is clear: computer science isn't just changing the future of healthcare—it is the future of healthcare.

venu

Assistant Professor

PROGRAMMING LANGUAGES IN 2025: TRENDS AND PREDICTIONS



As technology races forward, programming languages continue to evolve to meet the demands of modern development. In 2025, developers aren't just choosing languages based on syntax—they're selecting tools that align with performance, scalability, and emerging tech trends. Let's dive into the most influential programming languages of 2025 and where they're headed.

PYTHON: THE VERSATILE GIANT

Python remains one of the most widely used languages, thanks to its simplicity and powerful ecosystem. It's dominant in AI, machine learning, data science, and automation. While it's not the fastest in terms of execution speed, improvements like Cython and PyPy help bridge the gap.

RUST: THE FUTURE OF SYSTEMS PROGRAMMING

Rust is gaining major traction for its memory safety, concurrency support, and performance—without the headaches of C/C++. It's becoming a favorite for system-level programming, game engines, and secure applications, with adoption from tech giants like Microsoft and Amazon.

JAVASCRIPT & TYPESCRIPT: THE WEB STAYS STRONG

JavaScript still powers the web, but in 2025, it's all about TypeScript. Adding static typing and improved scalability, TypeScript is now the standard for building large web apps. Frameworks like Next.js, Svelte, and React keep JavaScript at the heart of full-stack development.

2025 isn't about chasing the "best" language—it's about choosing the right one for the task. Whether it's Python for AI, Rust for performance, or Go for scalable cloud systems, each language has its place. As students and future developers, the best thing we can do is stay curious, adaptable, and always ready to learn something new.



RAKHI SONI
ASSISTANT PROFESSOR

AI Made Simple: Build Your First AI Model in Minutes

By Abhishek, MCA 2nd Year

Artificial Intelligence (AI) sounds like rocket science to many students. When we hear the word "AI," we often imagine robots, self-driving cars, or super-smart systems. But what if I told you that you can build your own AI model in just a few lines of Python code? Sounds exciting, right?



In this article, I'll guide you step by step on how to create a simple AI model that even beginners can understand. This article is especially for computer science students who want to explore AI but feel it's too complex. Let's break that myth!

What is an AI Model?

An AI model is just a program that learns from data. Think of it like this: just like we humans learn from examples, an AI model also learns from past data and then makes predictions or decisions based on new inputs.

For example, if we give it data about students and their study hours, it can learn to predict whether a student will pass or fail.

What You Need

To get started, you only need:

- Python (Use Google Colab online or install it locally)
- A Python library called scikit-learn (used for creating models easily)

Let's Build It: Predicting Pass or Fail

We'll build a model that predicts whether a student will pass based on how many hours they studied.

Step 1: Import the Tool

We'll use a simple algorithm called a Decision Tree Classifier.

```
from sklearn.tree import DecisionTreeClassifier
```

Step 2: Prepare the Data

We'll give the model some basic data — study hours and whether the student passed (1) or failed (0).

```
X = [[1], [2], [3], [4], [5], [6]]  
y = [0, 0, 0, 1, 1, 1]
```

Step 3: Train the Model

Now the magic begins. We'll teach the model using the `.fit()` method.

```
model = DecisionTreeClassifier()  
model.fit(X, y)
```

Step 4: Make Predictions

Let's test it. What happens if someone studies for 2 hours? Or 5 hours?

```
print(model.predict([[2]])) # Output: 0 → Fail  
print(model.predict([[5]])) # Output: 1 → Pass
```

Even if you give it something it hasn't seen before like 3.5 hours, it will make a guess based on what it learned!

```
print(model.predict([[3.5]])) # Likely 1 → Pass
```

How It Works – In Simple Words

Imagine teaching a child that if they study less than 4 hours, they might fail. And if they study 4 hours or more, they usually pass. The child remembers this pattern and makes guesses next time. That's what our AI model does too.

- fit() = learning from examples
- predict() = answering based on what it learned

Why This is Exciting

This tiny model is just the beginning. From this concept, you can build:

- Spam email detectors
- Movie recommendation engines
- Medical diagnosis tools
- And even smart chatbots!

The possibilities are endless.

Conclusion: You Can Do It Too!

Building an AI model doesn't have to be difficult or scary. With simple tools like Python and scikit-learn, anyone can get started. I hope this article helps you take your first step into the world of AI.

If you enjoyed this, try changing the data, use your own examples, or test with other algorithms. AI is like a playground for curious minds — and the best part is, you don't need to be an expert to start.

Let's make AI easy and fun — one line of code at a time.

— Abhishek
MCA 2nd Year

IN HER OWN WORDS

I have written my poems here for the college magazine. Each piece reflects moments of thought, emotion, and quiet reflection — woven together through the lens of everyday life and experience. It is my humble attempt to capture fleeting feelings and lasting truths through poetry.

I hope these words resonate with you in some way, just as they did with me while writing them.

Warm regards,



REENA
ASSISTANT PROFESSOR



J o u r n e y o f L i f e

गहरे कुएं की गहराई नाप गई, वो अंधेरी काली रात जेल काट गई। कभी रुकती तो कभी चलती गई, वो रुकती सांसें बहुत कुछ कहती गई।

एक पल में सौ साल देख गई, बंद होती आँखें जिंदगी देख गई। कहने को तो भीड़ थी यारों प्यारों की पास, सिरहाने बैठे वो जो कभी थे नहीं आस पास।

सीखता रहा उम्र भर जीने का सलीका, जाते हुए जिंदगी हुनर खुद का बतलाकर गई। ना अब कोई दौड़ थी ना ही कोई सोच थी, जिंदगी आखिरी समय को भी सुकून देकर गई।

थी हर घड़ी वो एक कशमकश में, आज बिन चाबी के सारे ताले खोलकर गई। ना बोलकर ना कहकर नाही सुनकर के गई, जिंदगी खुद को यूँ समेट कर ले गई।

आशा और निराशा

रूबरू रूह से वो फिर हुई,

शख्सियत आज दो कदम पीछे हुई।

बुनती रही चाहतों को किरोसिए से,

मौसम ने जल्दबाजी फिर क्यों की।

बीता हुआ तो बीत के जा चुका है, नए पत्तों ने पेड़ पर फिर दस्तक दी। फैली है आग जेहन
और जहाँ में, हल्की फुहारों ने फिर राहत दी।

कल आया एक खुशनुमा सुबह लेकर, घबराई सी रात ने फिर झूठी आस दी। आज़ाद
होता हर परिंदा कुछ बतलाता है, पिंजरा बड़ा आसमान को छोटा फिर पाता है।

आदतन नाप कर कदमों को अपने, पुराने पते पर फिर खत लिखवाता है। कहते सुनते
निकल जाएगा ये वक्त, खत्म होने पर जिंदगी फिर किसने जी।





ठहराव

ठहराव गांव में था, नीम की ठंडी छांव में था। दादी की मुस्कान में था,
भाई से खींचतान में था।

पापा की दुलार में था, माँ की मार में था। चाची से बतियाने में था, नानी
की मिठाई में था।

नाना की कहानियों में था, मामा के प्यार में था। बहनों की सामाजिक राय
में था, मुंडेर पे बोलते काव काव में था।

लहराते खेतों की चाह में था, भैंस की आवाज़ में था। नीम की निम्बोलियों
में था, कनचों की जीत में था।

भूत के डर में था, चहकती सुबह में था। पीली सी शाम में था, मंदिर की
आरती में था।

हंसी के ठहाकों में था, नहर के बहाव में था। ठहराव सोच में था, ठहराव
सबके साथ में था।

