

HIMNOOR



MAGAZINE

2023-24

Govt. Arya Degree College
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MESSAGE

It is a matter of immense delight for me to know that your college is going to publish the school magazine.

College magazine is a very useful medium for young minds to express their bristling ideas and thoughts. It gives a chance to students, the budding writers, to get the attention of others through their creative and contemporary writings. It is an essential ingredient of college regular activities and documentation of such events. The true purpose of higher education is to open the horizons for the curious young minds and to refine and polish them in such a way that they become responsible citizens of our country.

I wish you college a great future and grand success to the college magazine. I also congratulate the Editor (s) of the magazine and wish everyone all the best in their ventures.

Jai Hind.

(Dr. Amarjeet K. Sharma)



Principal's Message

"When I was in college, I wanted to be involved in things that would change the world."

- Elon Musk

Dear students

It is with immense pleasure I present to you the latest issue of our college magazine "**HIMNOOR**". It is not merely a compilation of articles, but a living testament to the creativity, curiosity, intellect, journey of self-discovery and passion that thrives in the ignited minds of our talented students.

Education is not merely confined to the textbooks alone, but it is about nurturing the minds, fostering creativity and shaping character. I hope that this issue of the college magazine "**HIMNOOR**" will inspire, provoke thought, broaden the horizons and ignite a creative spark in the minds of readers.

I extend my heartfelt gratitude to all our students who have shared their thoughts, dreams and aspirations in this issue of the college magazine. At the same time, I expect other students, who have missed the opportunity to express their intellectual genius this time, to plan to contribute next time. Your writings and passion have put life into the pages of **HIMNOOR**. I would also like to express my appreciation to the editorial team for curating this treasure trove of talent. With this, I leave you with the words of Dr. APJ Abdul Kalam -

"Look at the sky. We are not alone. The whole universe is friendly to us and conspires only to give the best to those who dream and work."

With Best Wishes .

Compliments
Compliments
Like
Call
(Dr. Anil Kumar Thakur)

Principal
Govt. Arya Degree College
Nurpur (Kangra) H.P.



Chief Editor's Message

Yesterday is the Past ,
Tomorrow is the Future.
But Today is a gift
That's why it is called
'The Present'

- **Bil Keane**

I feel elated to present before you the new edition of our college magazine '**HIMNOOR**'. This magazine is the result of endless endeavours of the editorial board and the students. This magazine reflects the genius of our students who have learnt to look through the window of literature and their broad vision has resulted in the compilation of this beautiful magazine. I congratulate all the chief editors as well as the budding writers.

Everyone in this world want to be successful. We always strive to be at the top of the world forgetting the fact that in order to reach at the top, we shall have to begin from the bottom. Once I read somewhere that we should not make castles in the air. But I disagree with this statement. My opinion is that we should definitely make castles in the air but at the same time, we should also provide foundations and walls to that castle. The strongest pillar that we can add to that castle is to use our time cautiously. The only time that we have at our disposal is Present - We cannot go to past and change the things. At the same time we do not have any control on the future. The only time that we can use fruitfully is present. So, dear students, use this time cautiously and all your dreams will come true

Tomorrow is a myth
Get busy forthwith !
Today is a fact -
Act, man Act !

Seema Ohri
Editor-in-Chief

HIMNOOR



English Section



Session- 2023-24



Editor of English Section :-
Assistant Prof. Reema Kumari

Content

S.No.	Article	Name of Writer	Page No.
1.	From Editor's Pen	Reema Kumari Assistant Prof. in English	3
2.	Student Editor's Message	Kiran Bala	4
3.	Positive Thinking Gives You the Key to Success	Deepanshi	4
4.	Beauty of Nature	Harish	5
5.	The Graduate Leaving the college	Sargam Kapoor	5
6.	Smile	Sahil Choudhary	5
7.	Benefits of Gratitude	Deepanshi	6
8.	Positive Approach	Sahil Choudhary	6
9.	My Dream India	Shikha	6
10.	Riddles	Payal Pathania	7
11.	Om Parkash Valmiki	Kiran Bala	7
12.	Kindness	Harish	8
13.	Importance of Friends in Our Life	Priyanka Katoch	8
14.	Sister	Sparsh Dhiman	9
15.	Her & I	Mridul Rapotra	9
16.	Rabindranath Tagore	Shikha	10
17.	Jokes	Priyanka	11
18.	Success	Payal	11
19.	Yesterday, Tomorrow & Today!	Tanvi Rana	11
20.	A College Experience	Kiran Bala	12
21.	Maintaining Positivity Balance & Mental Health	Damini	12



From Editor's Pen

The aim of education is to convert the mind into a living foundation and not a reservoir, hence the creative ability of the students should be brought out. It is my proud privilege to edit the English Section of "Himnoor". It is my humble attempt to present and show the mental potential of the students.

I had the most wonderful experience and I sincerely hope that everyone will find it worth browsing. A college magazine, unlike any other periodical not only provides the students an opportunity to display their nascent talents but it also acts as the medium for the expression of the central philosophy and principles of the particular institution.

Learning never ends learning through reading is a unique blessing of God to the human beings. The civilization remains alive through the writings. I congratulate all the students whose articles have been incorporated in this section. All the articles given were incredible but due to the limited space, we are not able to publish all of them. I hope the magazine will surely provide to its readers a variety of reading material on different shades of topics.

Assistant Professor Reema Kumari
Editor, English Section

Student Editor's Message

It is great privilege for me to be the student editor of English section of our College Magazine "Himnoor". One of the key feature of this magazine is the inclusion of student voices. We have included articles, essays and poetry that are informative and interesting.

Education is vital to one's success in life. It is essential for an individual's entire growth. The process of learning and improving one's skills is referred to as education. Wisdom and the ability to handle challenges come with knowledge. Education enhances one's quality of life while also granting social recognition. Education benefits not just the individual but also the community.

Learning gives creativity,
Creativity leads to thinking,
Thinking leads to knowledge,
Knowledge makes you great.

- Dr. APJ Abdul Kalam

Happy Reading

Kiran Bala
B.A. 3rd Year
Roll No. 21ENG018

Positive Thinking Gives You The Key To Success

Effective positive thinking that brings results is much more than just repeating a few positive words, or telling yourself that everything is going to be all right. It has to be your predominant mental attitude. It is not enough to think positively for a few moments, and then letting fears and lack of belief enter your mind. Some effort and inner work are necessary.

Positive thinking brings inner peace, Success, improved relationships, better health, happiness and satisfaction. It also helps the daily affairs of life move more smoothly, and makes life bright and promising.

Deepanshi
BA Final Major English
Roll No. 21ENG017

4

Beauty of Nature

The most beautiful creation of God that exists all around us is nature, which is seen as being essence of everything. Water, air, plants and many other things have been given to us by nature so that we can survive on this earth. A person with a sense of beauty will never be able to overlook the splendor of the twinkling stars and the crimson light of the rising Sun. The beauty of nature has inspired many artistic people to compose verses of praise, show their creative side with paints and brushes, write beautiful prose and capture the beauty of nature with a camera forever.

Nature has rivers, sparkling valleys, mountains, blue oceans, white skies, the Sun, the rain, and the moon and the list is endless. Nature is indeed God's precious gift to Earth. The trees, flowers, landscapes, insects, sunlight, breeze, everything that makes our environment so beautiful and mesmerizing are part of Nature.

On high priority, we should take care of nature so that nature can continue to take care of us. "We do not see nature with our eyes, but with our understanding and our hearts."

Harish
BA 3rd Year
Roll No. 21ENG041

The Graduate Leaving The College...

What summons do I hear?

The morning peal, departure's knell:

My eyes let fall a friendly tear,
And bid this place farewell.

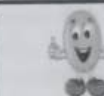
Attending servants come,
The carriage wheels like thunders roar,
To beat the pensive seniors home,
Here to be seen no more.

Pass one more transient night,
The morning sweeps the college clean;
The graduate takes his last long fight,
No more in college seen.

The bee which courts the flower,
Must with some pain itself employ,
And then flies, at the day's last hours,
Home to its hive with joy.

Sargam Kapoor
B.A 3rd Year
Major English

Smile



1. "Nothing you wear is more important
than your smile."
2. A smile is an in-expensive way to
change your look.
3. A smile is happiness you'll find right
under your nose.
4. Life is like a mirror. Smile at it and
it smiles back at you.
5. You are not fully dressed until
you wear a Smile.

STAY POSITIVE AND KEEP SMILING

Sahil Choudhary
B.A. 2nd Year
Roll No. 22POL001

5

Benefits of Gratitude

Gratitude makes us Happier.
Gratitude makes people like Us.
Gratitude makes us Healthier.
Gratitude improves career Opportunity.
Gratitude strengthens our Positive Emotions.
Gratitude makes us more Optimistic
Gratitude reduces Materialism.
Gratitude increases Spiritualism.
Gratitude makes us less Self-Centered
Gratitude increases Self-Esteem.
Gratitude increases your energy levels.
Gratitude makes us feel good.
Gratitude gives us happier Memories.
Gratitude reduces feeling of Envy.
Gratitude deepens existing Friendship.
Gratitude improves your Decision Making
Gratitude increases your Productivity.
Gratitude increases your Goal Achievement.
Gratitude strengthens your Immune System

Deepanshi
B.A. Final(Eng.)

My Dream India

In the India of my dreams, there would be no poverty. Every Indian would be able to live a comfortable life Every single person would be literate and the acquisition of knowledge would be open to one and all ,irrespective of caste, creed of religion corruption eats away a country and in my dream India, there would be no corruption. Truth and sincerity would reign.

The growth of population would be controlled and there would be no shortage of natural resources. Every man, every woman and every child would be able to hold up his/her head with dignity and self respect. There would be no dependence on other countries for the fulfilment of our basis needs. India would have her rightful place among other nations of the world.

There would be no crime ,no criminals every one would be happy and content with that they had . There would be no need to have a police force if so happens.

Shikha
BA Final Major English
Roll No. 21ENG4012

Positive Approach

Tearful eyes and face with a frown,
I was sitting alone at the beach.
Looking out my life and breach.
Looking at a boy running around,
Playing with his dog I found.
Sitting beside me he said,
Your face so sad what made?
Stupid situations of my life,
Feels like killing them with a knife.
He said look around for a while,
There is so much for you to smile.
Look at the colourful balloon,
They teach us something true.
They say not everyday is a bright boon,
Grey days will one day get a sue.
Waves tell you to never stop,
Life is like a beautiful broach.
One day you will reach the top,
Just wear it with a positive approach.

-Vaishalee Kalvankar

Sahil Choudhary
B.A. 2nd Year
Roll No. 22POL001

Riddles

- 1 Have no life, But I can Die, what Am I?
- 2 When the water comes down, when It rains, I go up ,what am I?
- 3 I Never ask question, but always answered. What am I?
- 4 You can break me easily without even touching me or seeing me. What am I?
- 5 What goes up out never comes back down?
- 6 Which building has the most stories?
- 7 What two things can you never eat for breakfast?
- 8 What has a face and two hands but no arms or legs?
- 9 The more there is, the less you see, what am I?
- 10 I am higher without a head, What am I?
- 11 What is always in front of you but can't be seen?
- 12 What belongs to you but is used more by others?



A Battery
An Umbrella
A Door bell
A Promise
Your Age
A Library
Lunch & dinner
A clock
Darkness
A Pillow
The future
Your name

Payal Pathania
B.A. 3rd Year
Roll No. 21ENG009

Om Parkash Valmiki

Omprakash Valmiki was an Indian Dalit writer and poet, well known for his autobiography, "Joothan" considered a milestone in Dalit literature. He was born at the village of Barla in the Muzzafar nagar district of Uttar Pradesh. After retirement from Government Ordnance he died of complications arising out of stomach cancer on 17 November 2013.

Being a Dalit child, he was tortured and abused everywhere in society. He was fortunate enough to be born in a household where everyone loved and cared for him. The support and encouragement he gained from the family enabled him to face the dangers of being a Dalit .Right from the early stages of his life. Valmiki was conscious of the importance of studies and hence he was always a bright student. Reading and writing made him an enlightened human being.

Valmiki shares his struggle to survive a preordained life of perpetual physical and mental persecution and his transformation into a speaking subject under the influence of the Dalit political leader. B. R. Ambedkar.

Besides Joothan (1997) Valmiki published three collections of poetry: Sadiyon Ka Santaap (1989), Bas Bahut Ho Chuka (1997) and Ab Aur Nahin (2009). He also wrote two collections of short stories, Salaam(2000) and Ghuspethiye (2004). In addition, he wrote Dalit Sahitya Ka Saundary-Shaastra (2001) and a history of Valmiki community, Safai Devate (2009), Do Chera (a play).His 15 shot stories have been translated into English by Naresh K. Jain for the collections Amma and other stories in 2008.

Kiran Bala
B.A. 3rd Year
Roll No. 21ENG018

Kindness

Kindness has the power to change the world. It is an act each individual should practice. It is a behaviour that improves our way of living and acting in different situations and surroundings. The importance of kindness involves empathetic, consideration and genuine caring for others and self. Kindness is one of the most important virtues that is developed in a society. The word "kindness" is defined as the quality of being friendly, generous and considerate. Kindness enhances positive attitude behaviour physical and mental changes through lowering stress levels and increasing the body's production of good feeling hormones. The strength to kindness is infinite. Kindness is selfless and brave. Not everyone is kind, but everyone expects others to be kind to them. It spreads happiness and the feeling of loved. Kindness is an act of being polite towards others.

Kindness is a very beautiful feeling which one person can offer to another. It bonds two people and brings them closer. Kindness can help a person to see the beautiful side of human beings. Because **"Kindness is Beautiful"**

Harish
B.A. 3rd Year
Roll No. 21ENG041

Importance of Friends In our Life

It is rightly said, "Friends are the family we choose ourselves". It is as important to have friends as it is to have a family. Friends are extremely important for everyone. Whether it is a toddler, a teenager, a middle aged person or an old person—every one needs good friends around to live life to the fullest. During childhood, friendship helps in making understand and develop the habit of sharing and caring. As teenagers, friends become all the more important for us. We go through numerous emotional, physical and mental changes during our teenage.

We have all heard about mid life crisis. More and more people these days are suffering from this problem. Their family, Job, kids and almost everyone and everything around begins to appear as a burden to them at this age. Having good friends around at this time can help bringing about positivity amid this emotional upheaval. Friends are equally important during old age. With the growing nuclear families, couples are left alone during their old age. If they have friends around, their life remains joyful and interesting instead of becoming dull.

Thus we can say that:- **"Friendship is a special kind of love in our life".**

Priyanka Katoch
B.A 3rd Year
Roll No. 21ENG019

8

Sister

Relation

A deep relation,

A true relation,

A cute relation.

You are younger but,

Sometimes act like my mother.

You are younger,

that's why you are my baby.

We fight, we don't talk,

but for how much time,

not more than an hour.

We fight, we realise, but don't

say anything to apologize,

that's "Love".

"Love" of an elder brother who will be always at your side,

who will treat you like a kid.

Yes! I dominate you, but also can't see you being

dominated by someone else, that's care

We fight, we realise

then find ways to talk.

that's connection

our fight, our cute little fight, is just a way to

make our connection better, our relation better,

our bond better and stronger than ever. Stranger

than ever!

I love you to the moon and back sister!



Sparsh Dhiman
B.A. 2nd Year

Roll No. 22ENG004

Her And I

The long lost me was so excited to grow up,

To pay the bills, own an id and drive with music bashing throughout.

She'd kill to be what I am today,

to get what I have today,

But wait, what do I exactly have,

Except the insecurities,

double and a barely there bank account.

And, what even I am,

Apart from the distressed,

lost and perplexed soul wandering around.

She used to think of me with sparkles dripping off her eyes,

The woman she always thought of growing into,

She's hardly even close to me I doubt.

I miss that child in me,

Her delusions, her giggles,

her laughter than life cries,

I lack them all,

Especially the world she created where she was the queen over the 9th cloud.

She always dreamt of longer hair and a body so perfect to be worshiped,

Well I am writing this today,

With hair barely reaching my shoulder and

a hip-dip under my clothes.

I wish I could cease her thoughts about me,

Her expectations do kill me,

eat me and stab me a million times,

Though it hurts me to hurt her,

I don't entirely regret not being absolutely what

she wanted me to be about.

Mridul Rapotra
B.A 2nd Year

Roll No. 22ENG006

9

Rabindranath Tagore

"Rabindranath Tagore was born on 7th May, 1861 at Jarasanko, Calcutta to a Bengali Brahmin family with ancestral root at Burdwan and Tessore districts. Later his house, Jorasanko Thakur Bari become a part of the Rabindra Bharati University Campus. He was the son of Debendranath Tagore, a religious reformer and Sarada Devi and belonged to one of the renowned families that played a major role during the Bengal Renaissance.



Rabindranath Tagore was an outstanding poet, philosopher, playwright, dramatist, composer, social reformer and a talented painter. He completed his higher education in England. He began writing poems and short stories at a tender age and wrote dramatic pieces such as 'Valmiki Pratibha'.

Rabindranath's best drama was 'Visarjan' and his first short story was 'Bhikharini'. He later formed a huge collection of 84 short stories called 'Galguccha'. During the period 1891- Rabindranath Tagore was awarded the Nobel prize for literature in 1913 for his collection of beautiful poetry 'Gitanjali'. Tagore despised the old learning method and conceived a new kind of university and named it Visva Bharati which was a connecting link between India and the world. He laid the foundation stone of Visva Bharati on 24th December 1918 at Santiniketan.

In 1919, Rabindranath Tagore repudiated his knighthood to protest the Jallianwala Bagh Massacre. Tagore wrote some patriotic and politically charged songs which gained mass appeal. The National Anthem of India 'Jana Gana Mana' and Bangladesh- 'Amar Shonar Bangla' were Tagore's finest compositions depicting his patriotic nature.

Rabindranath Tagore was popularly known as "Gurudev", "Kobiguru and Biswakobi" by the people of India. He was a multi-talented personality as well-known for his noteworthy contribution to the field of literature, art, politics, and Music. The great poet, playwright and philosopher breathed his last on 7th August 1941 at his ancestral residence in Jorasanko.

"You cannot cross the sea merely by standing and staring at the water".

Shikha
B.A Final(English)

10

Jokes

- * Teacher: "I killed a person" convert this into Future Tense
Student: The Future Tense is "you will go to Jail"
- * Teacher: What is line?
Pappu: A line is a dot that's going for a walk.
Teacher: Then what are parallel lines?
Pappu: A dot going for a walk with his girlfriends.
- * Teacher: Why are you late?
Student: Mom and dad were fighting.
Teacher: So what makes you late if they were fighting?
Student: One shoe was in mom's hand and one in dad's hand.
- * Teacher: Which is the Best Month to study?
Student: Octembruary
Teacher: Don't be silly....
There is no such Month.....
Student: Exactly....!
- * Teacher: Because of Gandhiji's hard work what do we get on 15th August?
Student: A holiday



Priyanka
B.A. Final Year
Roll No. 21ENG019

Success

Take time to work,
It is the price of success.
Take time to think,
It is the source of power.
Take time to play,
It is the foundation of knowledge.
Take time to read,
It is the too short to be selfish.
Take time to laugh,
Laughter is the music of the soul.
Take time to love and be loved
love helps to be friendly,
It is the road to happiness.
"Whatever you choose to do in life ...
Do it with all of your heart."

Payal
B.A. 3rd Year
Roll No. 21ENG009

Yesterday, Tomorrow And Today!

The day before today has come and gone,
Each successive day shows a new morn !
But that day before today if well spent,
Brings happiness and cheer till our life's end!
The day after today will be another day,
What exactly lies ahead I can never say!
We can only sincerely hope and pray,
That the day after today should be a peaceful day!
But the day before tomorrow is a very special day,
It is here and now, with me to stay!
I embrace it warmly as a day I know,
Since I am living in it, a real time show!
It is a slice of that enigmatic eternity,
It is all I have for the moment, my continuity.
So let me savor it, and revel in it,
and continue to be!

Tanvi Rana
B.A. 3rd Year
Roll No. 21ENG001

11

A College Experience

College life is one of the most remarkable and lovable times of a student's life. College life has a different experience, and a person needs to have this experience in her/his life. Lucky are those who get the chance to enjoy their college life, as many people don't get this chance due to their circumstances or financial issues. For some people, college life means enjoying life to the fullest and partying hard while for others, it is time to get serious about their career and study thoroughly for a bright future.

The most common memories people have of college life are definitely goofing around with friends. They remember how the group of friends walked around the college in style and playing silly pranks on each other. Moreover, people always look back at times spent in the college canteen. It was considered the hub of every student. Another college life experience I have seen people cherish the most is the 'Annual Fest'. The 'Annual Fest' created so much excitement and buzz among the students. In college life the teacher-student relationship becomes a bit informal. They become more or less like our friends and we share our troubles and happiness with them.

The hardest part of college life is leaving college after graduation. The last days of college are the hardest, knowing that soon you will be departing your friends, the campus, teachers and completely leaving behind a part of life.

Kiran Bala
B.A 3rd Year
Roll No. 21ENG018

Maintaining Positivity, Balance & Mental Health

Positivity is something that can change somebody's way of thinking. It can revive someone full of negativity. Positive thinking or an optimistic attitude, is the process of focusing on the positive side of any situation. It plays an important role in an individual's personality. It might affect our physical and mental health. In these really challenging times, our mental health is getting badly affected by the circumstances and it has a direct impact on our professional and personal life. Maintaining positivity, balance and health is the need of the hour, for staying healthy mentally as well as physically. People with a positive attitude are more liable to live a healthy lifestyle since they have a more optimistic belief towards the future. Research had demonstrated that positive thinking helps people to manage mental illness and eases depression, regardless of whether they are generally optimistic or pessimistic. Better thinking reduces the harmful risks of diseases and mental health. Balance is very important in leading a healthy personal as well as a professional life. A balanced positive thinking is the process of establishing ambitions, stability and positive thinking skills as a foundation to build physical and psychological fitness. Optimistic people activate positive results in everything. They convert challenges into opportunities that make them happy and full of life. Believe in "There is a hope, even when your brain tells you there is not" as quoted by John Green, "Stay positive! Focus on what makes you happy and preserve your mental health."

Damini
B.A 2nd Year
Roll No. 21POL027

हिमनूर



हिन्दी

अनुभाग

सत्र 2023-2024



प्राध्यापक सम्पादक
डॉ० अनिल कुमार

विषय सूची

क्र. सं.	रचना	रचनाकार	पृष्ठ संख्या
1.	सम्पादकीय	डॉ० अनिल कुमार (प्रवक्ता हिन्दी विभाग)	15
2.	छात्र सम्पादक की कलम से	पल्लवी	15
3.	नशा निवारण	पल्लवी	16
4.	साथी हाथ बढ़ाना	मोनु देवी	17
5.	हिन्दी भाषा	पुष्पा	17
6.	गुरु	अनामिका	18
7.	जीवन की महिमा	भव्य सिंह	18
8.	अनमोल वचन	अनुराधा	18
9.	किताबें	नेहा देवी	18
10.	हिन्दी भाषा	मोनिता	19
11.	फूलों की यह सुंदर क्यारी	मेघा चौहान	19
12.	मेरे प्रिय शिक्षक	कंचन देवी	19
13.	समय	मोनिता देवी	20
14.	साहित्य	तन्वी	20
15.	कोशिश कर	वशिका शर्मा	20
16.	वीर जवान	कार्तिक	20
17.	जीवन	सेजल जम्वाल	21
18.	सफलता के लिए जरूरी है मेहनत	तमन्ना	21
19.	मजिल	पलक भारद्वाज	22
20.	पिता	अंजली	22
21.	ऐ ज़िन्दगी	काजल	22
22.	आज का भारत	सलोनी	22
23.	गुरु शिष्य भक्ति	आकाश कुमार	23
24.	नाखून	स्पर्श धीमान	23
25.	पर्यावरण प्रदूषण	आरजू	23
26.	धरती माँ को बचाओ	मोनिता	24
27.	भारतीय संविधान का विकास	काजल	24
28.	ज़िन्दगी एक किताब	काजल देवी	24
29.	सपनों में रख आस्था	पल्लवी	25
30.	आस में रख विश्वास	सुनील	25
31.	भ्रष्टाचार	सिमरन	25
32.	समय का पहिया	निताशा	25
33.	हिन्दुस्तान हमारी शान	पलक	26
34.	फौजी	नकिता देवी	26
35.	बस तुम चलते रहना	अजीत सिंह	26

सम्पादकीय



हूँ अगर मैं शब्द तो अर्थ उसका तुम हो
अगर हूँ मैं मुस्कान तो हर्ष उसका तुम ही हो ।
हूँ अगर मैं प्रार्थना तो पुकार मेरी तुम ही हो
अगर हूँ मैं पंक्ति तो विस्तार उसका तुम ही ।
हूँ अगर मैं छंद तो काव्य उसका तुम ही हो
अगर हूँ मैं इच्छा तो प्राप्य केवल तुम ही हो ।
केवल तुम ही हो । - अज्ञात

मानव जीवन अनन्त प्रवाह का प्रतीक है क्योंकि व्यक्ति ने समय के साथ-साथ अपने भाव एवं बुद्धि की अनन्तता को मापने के लिए अपने असाध्यपूर्ण मानसिक कर्म से अनेक घाट विनिर्मित किए हैं। ऐसा कोई क्षेत्र नहीं होगा जो व्यक्ति के इस बौद्धिक व्यायाम से वंचित रह गया होगा। इसमें साहित्य एक ऐसा क्षेत्र है जिसमें व्यक्ति अपनी मनोभावनाओं को सहज स्वरूप में व्यक्त कर पाता है। यही वह मनोभाव एवं कल्पनाएं होती हैं, जो आने वाले समय में नए परिवेश का निर्माण करती हैं। सामाजिक प्राणी होने के कारण व्यक्ति समाज के हर क्षेत्र विशेष से परिचित रहता है। यही कारण है कि वह प्रकृति, परिवेश, वातावरण मानवीय संबंधों एवं उनके जीवन दर्शन से प्रभावित रहता है।

राजकीय आर्य महाविद्यालय नूरपुर (कांगड़ा) हि०प्र० की वार्षिक पत्रिका “हिमनूर” विद्यार्थियों के लिए अपनी वैचारिक अभिव्यक्ति के लिए बहुत अच्छा माध्यम है। इस पत्रिका के माध्यम से विद्यार्थी अपनी भावनाओं को लिखित रूप में समाज के सामने लाते हैं और इसे ही उनके भीतर छिपी हुई प्रतिभा को अभिव्यक्ति मिलती है। विद्यार्थियों की इसी वैचारिक अभिव्यक्ति को प्रकाशनाथ संलग्न करते हुए मुझे अति हर्षोल्लास की अनुभूति हो रही है। मैं सभी को उनकी रचना कर्म के लिए शुभकामनाएं देते हुए उनके भविष्य की मंगल कामना करता हूँ।

डॉ० अनिल कुमार
प्रवक्ता हिन्दी विभाग

छात्र सम्पादक की कलम से

हमारी हिन्दी बड़ी महान् है। हमारा व्यवहार समाज से शुरू हो जाता है। जिस तरह समाज में प्रत्येक व्यक्ति अपने भावों का आदान प्रदान करता है। बात उसे सही मार्गदर्शन देने की है। समाज साहित्य सार्थक अभिव्यक्ति है। समाज में युवा पीढ़ी को सही मार्ग दर्शन की आवश्यकता है, जो भव्य समाज में अपना पूर्ण योगदान दे सकती है।

भाषा और साहित्य है एक ही विषय के दो पहलू जीवन को सफल बनाने में भाषा की जरूरत है। साहित्य हमें देती है कहानी, कविता, लेख, में लेखकों की न है कोई कमी, हिन्दी साहित्य पर बुनिया है थमी। मुंशी प्रेमचंद, अशोक चक्रधर सुभद्रा कुमारी चौहान जैसे महावीर है साहित्य नामक धनुष के कुछ तीर।

मनुष्य के जीवन में सबसे महत्वपूर्ण समय विद्यार्थी जीवन होता है और इसे महान बनाने का कार्य साहित्य करता है। अतः साहित्य ही है जो जीवन को दिशा और दशा देता है। इस साहित्य को प्रकाशित करने के लिए ‘हिमनूर’ नामक पत्रिका एक मंच है गत वर्ष की भाँति इस वर्ष भी महाविद्यालय की पत्रिका का प्रकाशनार्थ संलग्न करते हुए मुझे अति हर्षोल्लास हो रहा है और मैं इन समस्त विद्यार्थियों को उनके भविष्य के लिए मंगलकामनाएं देती हूँ।

धन्यवाद ।

पल्लवी

कला स्नातक - तृतीय वर्ष
अनुक्रमांक 21HIN048

गुरु

गुरु को बिना ज्ञान नहीं, ज्ञान को बिना कोई महान नहीं।
भटक जाता है जब इंसान तब गुरु ही देता है ज्ञान।
ईश्वर के बाद अगर कोई है, तो वो गुरु है।
दुनिया से वाकिफ जो करता है वह गुरु है।
हमें अच्छा इंसान जो बनाता है वो गुरु है।
हमें इंसानियत जो सिखाता है वह गुरु है।
हमें जो हारे की तरह तराश दे वह गुरु है।
हमारे अंदर एक विश्वास जगा दे वो गुरु है।
जिसके पास नहीं है गुरु समझ लेना वो धनवान नहीं।

अनामिका
कला स्नातक - प्रथम वर्ष
अनुक्रमांक - 23HIN026

अनमोल वचन

जीत तो सारी दुनिया, फिर भी हार जाओगे।
जीत तो अपने माँ-बाप का प्यार,
जिंदगी के हर मोड़ पर कामयाब हो जाओगे।
भरोसा खुद पर रखो, तो ताकत बन जाती है,
और दूसरों पर रखो, तो कमजोरी बन जाती है।
मंजिल उन्हीं को मिलती है, जिनके सपने में जान होती है,
पंखों से कुछ नहीं होता, हँसलों से उड़ान होती है।
कुछ भाग्य को कोसते हैं, कुछ भगवान को कोसते हैं,
सफल वही होते हैं, जो सही मार्ग खोजते हैं।
मनुष्य या कोई भी जीव अपने भाग्य का निर्माता खुद होता है
जो जैसा कर्म करता है, उसका वैसा ही भाग्य बन जाता है।
ईश्वर से हमेशा यही प्रार्थना करो,
कि हे ईश्वर मुझे अधिक लेने के नहीं,
अधिक देने योग्य बनाओ।

अनुराधा
कला स्नातक - प्रथम वर्ष
अनुक्रमांक 23HIN014

जीवन की महिमा

जीवन में मरना भला
जो मरि जानै कोय।
मरना पहिले जो मरै, अजर अमर सो होय
अर्थ :- जीते जी ही मरना अच्छा है, यदि कोई
मरना जाने तो। मरने के पहले ही जो मर लेता
है, वह अजर-अमर हो जाता है। शरीर रहते
-रहते जिसके समस्त अहंकार समाप्त हो गए,
वे वासना-विजयी ही जीवन मुक्त होते हैं।

भव्य सिंह
कला स्नातक - प्रथम वर्ष
अनुक्रमांक - 23MUS005

किताबें

अमीर हो या फिर हो गरीब
यह भेदभाव नहीं किसी से करती
जो इसको घनिष्ठ मित्र बनाता
उसकी झोली खुशियों से भरती।
एकाग्रचित होकर जो तुम
इनको पढ़ोगे निरंतर ध्यान से,
उच्च स्तर पर तुम्हें ले जाकर
बिठा देगी आदर और सम्मान से।
सदैव दो विकल्प होंगे तुम्हारे पास
परिश्रम करना है या आराम
आलसी बनाकर बिताना समय
या ज्ञानी बनकर पाना ईनाम
अगर जीवन मूल्यवान बनाना है
चुनो सफल किताबों की संगत
अमूल्य विचारों के संग रहकर
बदल जायेगी जीवन की रंगत
हर एक क्षण की कीमत समझो
सदैव पाओगे सुखद परिणाम
पुस्तक रूपी मित्र से बातें करके
बन सकते हो तुम भी अब्दुल कलाम।

नेहा देवी
कला स्नातक - तृतीय वर्ष
अनुक्रमांक - 21HIN045

हिन्दी भाषा

प्रकृति की पहली ध्वनी ऊँ है
मेरी हिन्दी भाषा भी, इसी ऊँ की देन है।
देवनागरी लिपि है इसकी देवों की कलम से उपजी
बांगला, गुजराती, भोजपुरी, डोगरी, पंजाबी और कई
हिन्दी ही है इन सबकी जननी।
प्रकृति की हर एक चीज़ अपने में सम्पूर्ण है
मेरी हिन्दी भाषा भी अपने में सम्पूर्ण है।
जो बोलते हैं वही लिखते हैं,
मन के भाव सही उभरते हैं।
हिन्दी भाषा ही तुम्हें प्रकृति के समीप ले जाएगी,
मन की शुद्धि तन की शुद्धि, सहायक यह बन जाएगा।
कुछ हवा चली है ऐसी यहाँ
कहते हैं इस मातृभाषा को बदल डालो!
बदल सको क्या तुम अपनी माता को?
मातृ भाषा का क्यों बदलाव करो।
देवों की भाषा का क्यों तुम तिरस्कार करो।
बदल सको तो तुम अपनी सोच को बदल डालो
हर एक भाषा का तुम दिल से सम्मान करो
हिन्दी की जड़ों पर आओ हम गर्व करें
हिन्दी भाषा पर आओ हम गर्व करें।

मोनिका
कला स्नातक - प्रथम वर्ष
अनुक्रमांक - 23HIN011

मेरे प्रिय शिक्षक

यदि माँ बाप हमें जन्म देते हैं तो शिक्षक हमारे जीवन को सफल बनाते हैं। शिक्षक हमारे जीवन में महत्वपूर्ण भूमिका निभाते हैं। वे हमें पढ़ाने के साथ-साथ जीवन जीने की कला भी सिखाते हैं।
हमारे महाविद्यालय में कई शिक्षक हैं और सभी शिक्षक बहुत अच्छे हैं लेकिन उन सबमें मेरे प्रिय शिक्षक डॉ० अनिल कुमार जी हैं। वे हमें हिन्दी विषय पढ़ाते हैं। उन्हें हिन्दी का बहुत अच्छा ज्ञान है। उनके पढ़ाने का तरीका बहुत सरल है।
डॉ० अनिल गुरुजी स्वभाव से सरल, शांत और विनम्र हैं। वे पढ़ाई के साथ-साथ हमें अच्छी-2 बातें बताते हैं। उनका मानना है कि जीवन के प्रति हमें सकारात्मक सोच रखनी चाहिए।
मेरे भविष्य को सँवारने में उनका बहुत बड़ा योगदान है।

कंचन देवी
कला स्नातक - तृतीय वर्ष
अनुक्रमांक - 21HIN040

फूलों की यह सुंदर क्यारी

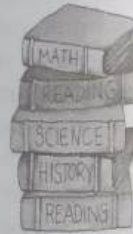
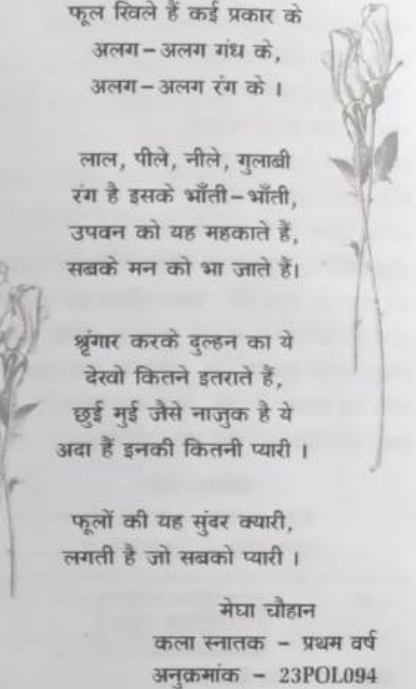
फूलों की यह सुंदर क्यारी
लगती है जो सबको प्यारी,
फूल खिले हैं कई प्रकार के
अलग-अलग गंध के,
अलग-अलग रंग के।

लाल, पीले, नीले, गुलाबी
रंग है इसके भौंती-भौंती,
उपवन को यह महकाते हैं,
सबके मन को भा जाते हैं।

श्रृंगार करके दुल्हन का ये
देखो कितने इतराते हैं,
छुईं मुई जैसे नाजुक है ये
अदा हैं इनकी कितनी प्यारी।

फूलों की यह सुंदर क्यारी,
लगती है जो सबको प्यारी।

मेघा चौहान
कला स्नातक - प्रथम वर्ष
अनुक्रमांक - 23POL094



समय

समय बड़ा बलवान है भाई, समय बड़ा बलवान,
इसके आगे टिक नहीं पाते बड़े-बड़े विद्वान,
समय के मर्म की जिसने जाना,
समझो जीवन गति पहचान,
जीवन में कुछ पाना है तो,
समय के साथ कदम मिलाना,
समय कृपा धूमता जाता,
टिक-टिक कर हमें जगाता,
यान हो विमान हो या कोई पैगाम हो,
समय सुनिश्चित होता है तो मंजिल पे हमको पहुंचता !
सही समय पर काम करो, उन्नत जीवन का नाम करो !
समय की जिनको है पहचान, बनते वे व्यक्ति महान,
जीवन उनका सुखमय होता, पाते सदा मान सम्मान !
समय बड़ा बलवान है भाई, समय बड़ा बलवान,
इसके आगे टिक नहीं पाते बड़े-बड़े विद्वान !

मोनिका देवी

कला स्नातक - प्रथम वर्ष

अनुक्रमांक - 23HIN027

कोशिश कर

कोशिश कर, हल निकलेगा ।
आज नहीं तो कल निकलेगा ।
अर्जुन के तीर सा सध,
मरुस्थल से भी जल निकलेगा ।
मेहनत कर, पौधों को पानी दे,
बंजर जमीन से भी फल निकलेगा ।
ताकत जुटा, हिम्मत को आग दे,
फौलाद का भी बल निकलेगा ।
जिन्दा रख, दिल में उम्मीदों को
गरल के समन्दर में भी गंगा जल निकलेगा ।
कोशिशें जारी रख कुछ कर गुजरने की
जो है आज है थमा थमा सा, चल निकलेगा ।

वंशिका शर्मा

कला स्नातक - तृतीय वर्ष

अनुक्रमांक - 21HIN043

साहित्य

भाषा और साहित्य है
एक ही विषय के दो पहलू,
जीवन को सफल बनाने में भाषा की जरूरत है।
साहित्य हमें देती है कहानी, कविता, लेख का ज्ञान,
और बनाती है हमारे जीवन को महान ।
हिन्दी साहित्य में लेखकों की न है कोई कमी,
हिन्दी साहित्य पर दुनिया है थमी ।
मुंशी प्रेमचंद, अशोक चक्रधर, सुभद्रा कुमारी चौहान जैसे
महावीर है साहित्य नामक धनुष के कुछ तीर ।
हमारी हिन्दी बड़ी महान है।
कवियों के कवि 'हल्लड़ मुरादावादी' हमारे प्रिय हैं।
भारत में होती है हिन्दी साहित्य की पूजा,
हिन्दी साहित्य का विषय, अपने आप में ही है दूजा ।
साहित्य के कारण, भारत ने पाया है इतना ऊँचा मुकाम,
इसलिए हम हिन्दी भाषा को करते हैं सलाम ।
साहित्य बढ़ाती है छवि, जिसके कारण
हमारे जैसे बन जाते हैं कवि ।
हम हिन्दी भाषा एवं साहित्य में पढ़ते-लिखते हैं,
इस पर हमको गर्व है,
'14 सितम्बर' को इसलिए,
मनाते हम 'हिन्दी विवस' का पर्व है।
हिन्दी साहित्य का अटूट है ज्ञान,
हर क्षेत्र में आवश्यक है इस पर ध्यान ।
चाहे हो सामाजिक विज्ञान या हो विज्ञान ।
अतः प्रण ले कि अब हिन्दी को अपनाना है,
और इसे 'जन मानस' की भाषा बनाना है,
क्योंकि साहित्य का ज्ञान हमें पाना है।

तन्नीवी

कला स्नातक - तृतीय वर्ष

अनुक्रमांक - 21HIN002

वीर जवान

हम भारत के वीर जवान,
हम भारत के वीर जवान,
ऊँची रहे हमारी शान
हमको प्यारा हिन्दुस्तान
गाएँ देश प्रेम के गान
हमें तिरंगे पर अभिमान ।
इस पर तन-मन-धन कुर्बान ।

कार्तिक

कला स्नातक - प्रथम वर्ष

अनुक्रमांक - 23POL061

जीवन

जीवन सुंदर है, लेकिन हमेशा आसान नहीं होता है, इसमें समस्याएँ भी होती हैं और साहस के साथ उनका सामना करने में जीवन की सुंदरता निहित है, जो आशा प्रदान करके समय की कोशिश के दौरान दर्द सहने योग्य बनाता है। खुशी, दुःख, जीत, हार, दिन-रात जीवन रूपी सिक्के के दो पहलू हैं। इसी प्रकार जीवन दुःख, पराजय, असफलता और समस्याओं से भरे आनंद, सफलता और आराम के क्षणों से भरा है। पृथ्वी पर कोई भी ऐसा इंसान नहीं है, जो ताकतवर, शक्तिशाली, बुद्धिमान या अमीर हैं तथा जिसने अनुभव नहीं किया हो, संघर्ष, पीड़ा या असफलता आदि का सामना नहीं किया हो ।

निष्कर्ष के रूप में कहा जा सकता है, जीवन गुलाब की तरह सुंदर है, लेकिन इसमें चुनौतियाँ हैं जो काँटों की हैं और उन सभी का सामना करना पड़ता और पार करना पड़ता है। वे जो इनको स्वीकार करते हैं, चुनौती देते हैं और सफल होते हैं। वे जो जीवन को सही मायने में जीना जानते हैं। इस प्रकार जीवन का आनंद ले ।

सेजल जम्बाल

कला स्नातक - प्रथम वर्ष

अनुक्रमांक - 23SOC005

सफलता के लिए जरूरी है मेहनत

बहुत पुरानी बात है किशनगढ़ राज्य में विक्रमादित्य राजा का राज्य हुआ करता था । राजा ने एक बार अपने राज्य के लोगों की परीक्षा लेनी चाही । एक दिन उसने सुबह-सुबह जाकर रास्ते में एक बड़ा सा पत्थर रखवा दिया । अब तो सड़क से जो कोई निकलता उसे बड़ी परेशानी हो रही थी । लेकिन कोई भी पत्थर हटाने की कोशिश नहीं कर रहा था । राजा यह सब छुपकर देख रहा था । कुछ देर बाद उसके राज्य के मंत्री और अन्य धनी लोग भी वहाँ आए लेकिन किसी ने भी पत्थर हटाने की कोशिश नहीं की । बल्कि सभी राजा को ही गालियाँ दे रहे थे रास्ते में इतना बड़ा पत्थर पड़ा है और इसे हटा क्यों नहीं रहा कोई । कुछ देर बाद एक गरीब किसान आया । जिसके सिर पर सब्जी का गट्ठर रखा हुआ था । जब वह पत्थर से गुजरा तो उसे बज़न से काफी परेशानी हो रही थी। उसने सिर से गठरी उतारी और पत्थर को पूरी ताकत से हटाने में जुट गया । वह पत्थर बहुत बड़ा था लेकिन किसान ने हार नहीं मानी और कुछ ही देर में रास्ते से पत्थर हटा दिया । जैसे ही वहाँ से चला उसने देखा कि उसमें सोने के सिक्के थे और एक पत्र था , जिसमें लिखा था पत्थर हटाने वाले को राजा की तरफ से ईनाम । अब तो किसान खुशी से फुला नहीं समा रहा था ।

शिक्षा - हमें इस कहानी से यह शिक्षा मिलती है कि हमें कभी भी अपनी सोच को नकारात्मक नहीं बनाना चाहिए क्योंकि जो लोग प्रयास करते हैं वही जीवन में सफल हो पाते हैं और जो दूसरों के सहारे बैठे रहते हैं वे कभी भी सफल नहीं हो पाते ।

तमन्ना

कला स्नातक - प्रथम वर्ष

अनुक्रमांक - 23HIN032

मंजिल

रख हौसला, वो मंजर भी आएगा
प्यासे को पास चल के, समंदर भी आएगा ।
थक कर ना बैठ, ऐ मंजिल को मुसाफिर
मंजिल भी मिलेगी और मिलने का मजा भी आएगा
मंजिल उन्ही को मिलती है
जिनके सपनों में जान है
पंख से कुछ नहीं होता
हौसलों से उड़ान होती है
तालीम नहीं दी जाती परिवो को उड़ानों की
वो तो खुद ही समझ जाते हैं
ऊँचाई आसमानों की
तंग हर मोड़ पर रुक-रुक के संभलते क्यों हैं
इतना डरते हैं तो फिर घर से निकलते क्यों हैं
मोड़ तो होता है जवानी का संभलने के लिए
और सब लोग यही आकर फिसलते क्यों हैं
अपने हाथों की लकीरों को क्या देखते हो ?
किस्मत तो उनकी भी होती है जिनके हाथ नहीं होते
सोच को बदलो, नजारे बदल जायेंगे
सफर की हद है वहां तक की कुछ निशान रहे
चले चलो की जहां तक ये आसमान रहे
ये क्या उठाये कदम और आ गयी मंजिल
मजा तो तब है कि पैरों में कुछ थकान रहे ।

पलक भारद्वाज
कला स्नातक - प्रथम वर्ष
अनुक्रमांक - 23SOC023

पिता

मैं घर का गौरव तो पिता घर का अस्तित्व होते हैं
मैं के पास अश्रुधारा तो पिता के पास संयम होता है!
दोनों समय का भोजन मैं बनाती है तो जीवन भर
भोजन की व्यवस्था करने वाले पिता को सहज ही भूल जाते हैं।
कभी लगी जो ठोकर या चोट तो 'ओ माँ' ही मुँह से निकलता
लेकिन रास्ता पार करते कोई ट्रक पास आकर ब्रेक लगाये
तो 'बाप रे' यही मुँह से निकलता है।
क्योंकि छोटे - 2 संकटों के लिए माँ है पर बड़े
संकट आने पर पिता ही याद आते हैं।
पिता एक बट वृक्ष है जिसकी शीतल छाँव में
सम्पूर्ण परिवार सुख से रहता है।

अंजली
कला स्नातक - तृतीय वर्ष
अनुक्रमांक - 21HIN036

ऐ जिन्दगी

नाराज़ न हो ऐ जिन्दगी,
थोड़ा थक गयी हूँ ।
रिश्तों के बोझ से,
थोड़ा दब गयी हूँ ।
कभी तन्हाई में
बैठकर निहारूंगी तुझे ।
तू कितनी खूबसूरत है,
ये बताऊंगी तुझे ।
शर्मा के तेरा मुझसे,
यूँ नभ में लाली बिखेरना ।
और निशा कि चांदनी में,
वो तेरा झील में खिल खिलाना ।
अठखेलियां करती है मुझसे,
वो मंद पवन के झोंके तेरे ।
इशारों से आज भी दीवाना करती हैं,
वो बारिश की बुंदें तेरी।
थोड़ा ठहर जा ऐ जिन्दगी,
निभा आती हूँ रस्मों को मैं,
फिर बैठकर निहारूंगी तुझे ।
तू कितनी खूबसूरत है, कला स्नातक - प्रथम वर्ष
ये बताऊँगी तुझे । अनुक्रमांक - 23SOC023

आज का भारत

देश मेरा था सोने की चिड़िया
फँक के साड़ी उतार के चड़िया
आज यहाँ डोले पश्चिमी गुड़िया
सोना ले गए वेबर्द फिरंगी
रोये चिड़िया देख पेड़ों की तंगी
इतिहास था जिसकी महान गाथा
आज वहाँ समाज बना दोरंगी
उनके ही तन के वो हिस्से
भारत-पाक तैयार खड़े लड़ने को परमाणु जंगी
कहीं सो गए महान नेता
देश अब झोले चालें वेदंगी
उसवाद घपलों से हालत हुई बदरंगी
इंतजार है उस पल का जब
संतो की पावन धरती पर
खिलेगा कोई नेक फरिश्ता, बरसाने को मेघ सतरंगी

सलोनी
कला स्नातक - प्रथम वर्ष
अनुक्रमांक - 23HIN012

गुरु शिष्य भक्ति

गुरु होना आसान नहीं
गुरु जैसा कोई महान नहीं,
गुरु के बिना यह जीवन है अधूरा ।

गुरु मिल जाए तो हो जाए हर मकसद पूरा ।
गुरु ने अपना जीवन विद्या को सौंपा है।
गुरु भगवान का दिया एक अमूल्य तोहफा है,
गुरु से ही सीखा है दुनिया का चक्र व्यूह
गुरु की बजह से ही पास किए हैं सारे इंटरव्यू
गुरु से ही जीवन का अर्थ है ।

गुरु की शिक्षा बिना ये जीवन अधूरा है,
गुरु ही शिष्य का हुनर उभारते हैं
गुरु ही हमारी गलतियों का सुधारते हैं,
गुरु बिना ये जिन्दगी बिना रंग के चित्र है
गुरु ने खिलाए हैं कीचड़ में भी कमल
गुरु बिना कोई धर्म नहीं गुरु से अच्छा कोई कर्म नहीं

गुरु से ही समाज की एकता है
गुरु सभी शिष्यों को एक ही नज़र से देखता है।

यूँही आपका आशीर्वाद बनाए रखना
ताकि जीवन के किसी पड़ाव पे ना पड़े हमें भटकना ।

आकाश कुमार
कला स्नातक - तृतीय वर्ष
अनुक्रमांक 23HIN047

पर्यावरण प्रदूषण

“प्रदूषण” एक ऐसा शब्द है जिससे हर कोई नफरत करता है। प्रदूषण किसी को पसंद नहीं फिर आता कहाँ से है? इसके लिए इंसान के आलावा कोई और जिम्मेदार नहीं है। यह मानव और उनकी गतिविधियों है। जो पर्यावरण प्रदूषण में योगदान करती है। हमें अपने घर की सफाई करना अच्छा लगता है। लेकिन हम यह भूल जाते हैं कि जिस वातावरण में हम सांस लेते हैं वह भी हमारा घर है। बढ़ता प्रदूषण इंसानों के साथ-साथ सभी जीवित प्राणियों को भी प्रभावित करेगा ।

मनुष्यों के आलावा, प्राकृतिक संसाधन भी इस प्रमुख चिंता से ग्रस्त है। प्रदूषण के कारण हवा पीली हो रही है और पानी काला हो चुका है। पर्यावरण प्रदूषण की बढ़ती गति परिस्थितियों तंत्र के संतुलन को बिगाड़ देती है। अन्य जीव जैसे जलीय प्राणियों, पौधे और वन्यजीव भी खतरों में हैं। हम कुछ प्रजातियों में मृत्यु दर की बढ़ी हुई संख्या देख सकते हैं। कभी कभी प्राकृतिक आपदाओं जैसे भूस्खलन, बाढ़, ज्वालामुखी आदि को प्रदूषण पैदा करने के लिए जिम्मेदार ठहराया जा सकता है।

आरजू
कला स्नातक - प्रथम वर्ष
अनुक्रमांक - 23POL060

नाखून

यह नाखून है
कटता है, फिर उग जाता है,
स्पर्श के लिए प्रेरणा है,
लेकिन संसार के लिए बेकार है।
नाखून ने कहा - न जाने मैं क्या हूँ ?
स्त्री के लिए श्रंगार हूँ,
जानवरों का जानलेवा प्रहार हूँ,
चिंता के समय आहार हूँ,
दुनिया के लिए फिर भी बेकार हूँ
बेकार है इसलिए कटता है,
स्पर्श के लिए प्रेरणा है, इसलिए
फिर उग जाता है।
यह नाखून है
कटता है, फिर उग जाता है।
यह नाखून है
इसने प्रेरणा दी थी, तो लेखन पूरा हुआ
वरना लेखक लिखते-लिखते थक जाता है।
यह नाखून है
बढ़ जाता है, एक मुश्किल काम कर जाता है।
स्पर्श को प्रेरणा दे जाता है
यह नाखून है, कटता है फिर उग जाता है।

स्पर्श धीमान
कला स्नातक - द्वितीय वर्ष
अनुक्रमांक 22ENG004

धरती माँ को बचाओ

मनुष्य ने पिछले कुछ वर्षों में इतनी उन्नति कर ली है कि उन्नति की राह चलते-चलते वह अपने भविष्य के लिए चिन्तित नहीं है। आज भौतिक वस्तुओं को प्राप्त करने की लालसा में उसने अपने मन की शांति स्वास्थ्य और नैतिक मूल्यों को खो दिया है। आज मनुष्य बेचैन और अस्वस्थ है। नैतिक मूल्य उनमें उनमें न के बराबर रह गए हैं। भौतिकतावादी समाज की जो नींव मनुष्य ने रखी थी, उसे क्या पता था कि वह नींव उसकी सदियों से चली आ रही परम्पराओं को खत्म कर देगी और जिस परिवेश में वह सुकून महसूस करता है, उसका पतन कर देगी। आज हमारा पर्यावरण इतना दूषित हो चुका है कि स्वच्छ हवा, स्वच्छ भोज्य पदार्थ प्राप्त करना दुर्लभ लगता है। आज मनुष्य धनवान है परंतु नींद नहीं खरीद सकता। उसके पास खाने के लिए भोज्य पदार्थ हैं, परन्तु स्वास्थ्य नहीं है। संस्कारों पर उपदेश देने वाले हैं, पर उन पर चलने वाले बच्चे नहीं हैं। इन सब का बस एक ही कारण है। कि भौतिकवादी मनुष्य ने अपनी तरक्की की राह बनाने के लिए पर्यावरण को नज़र अंदाज किया है। उसने धरती को कीटनाशकों से दूषित कर दिया है। आज जल ही इतना दूषित है कि अनेक रोगों को जन्म देता है। इन रासायनिक खादों से धरती इतनी प्रदूषित हो चुकी है कि हमारी आने वाली पीढ़ियों को काल का यास बनते देर नहीं लगेगी। यदि मनुष्य ने अभी भी इस धरती के बारे में नहीं सोचा तो अपने पतन का वह स्वयं उत्तरदायी होगा। इसकी भावी पीढ़ी को कदम उठाने होंगे। तभी यह समाज में आने वाली कठिनाइयों से बच सकेगा।

मोनिका

कला स्नातक - प्रथम वर्ष
अनुक्रमांक - 23POL049

भारतीय संविधान का विकास

16वीं शताब्दी के अंत में लंदन के कुछ व्यापारियों ने भारत से व्यापार करने के लिए लंदन कंपनी की स्थापना की। 1600 ई० के अंतिम महीने में लंदन कंपनी को भारत में व्यापार करने का अधिकार पत्र मिला। इस कंपनी ने ईस्ट इण्डिया कंपनी के नाम से भारत में व्यापार करना शुरू किया। 1707 में औरंगजेब की मृत्यु के बाद केन्द्रीय प्रशासन के शक्तिहीन होने के साथ-साथ ईस्ट इण्डिया कंपनी ने यहां के आंतरिक राजनीतिक गतिविधियों में हस्तक्षेप करना प्रारंभ कर दिया। 1757 में प्लासी के युद्ध में सिराजुद्दौला को पराजित कर कंपनी ने बंगाल पर अधिपत्य जमाया। 1764 में बक्सर के युद्ध में कंपनी ने जीत हासिल की।

काजल

कला स्नातक - प्रथम वर्ष
अनुक्रमांक - 23POL089

जिन्दगी एक किताब

मैं जिन्दगी पर एक किताब लिखूंगी,
उसमें अपने हर सुख दुःख का हिसाब लिखूंगी,
जो सुख में साथ थे मेरे वो चेहरे और
जो दुःख में काम आए मेरे वो नाम याद रखूंगी
मैं जिन्दगी पर एक किताब लिखूंगी
इस किताब में मैं अपनी जिन्दगी के हर पल की कहानी लिखूंगी,
इसमें मैं अपने बनते-बिगड़ते रिश्ते का हिसाब लिखूंगी,
मैं जिन्दगी पर एक किताब लिखूंगी ॥



काजल देवी

कला स्नातक - द्वितीय वर्ष
अनुक्रमांक - 23POL068

24

सपनों में रख आस्था

सपनों में रख आस्था कर्म तू किए जा,
त्याग से ना डर आलस परित्याग किए जा।
गलती कर ना घबरा,
गिरकर फिर हो जा खड़ा।
समस्याओं को रास्तों से निकाल दे
चट्टान भी हो तो ठोकर से उछाल दे।
रख हिम्मत तूफानों से टकराने की,
जरूरत नहीं है किसी मुसीबत से घबराने की।
जो पाना है बस उसकी एक पागल की तरह चाहत कर,
करता रह कर्म मगर साथ में खुदा की इबादत भी कर!
फिर देख किस्मत क्या रंग दिखलाएगी,
तुझको तेरी मजिल मिल जाएगी।

पल्लवी चौधरी

कला स्नातक - प्रथम वर्ष
अनुक्रमांक - 23HIN022

भ्रष्टाचार

आओ निर्माण करें भ्रष्टाचार मुक्त भारत का।
हर सिर को मिल जाए मकान
आओ निर्माण करें ऐसे सपनों के भारत का।
आओ निर्माण करें भ्रष्टाचार मुक्त भारत का।
एक-दो, एक-दो,
भ्रष्टाचार को फेंक दो।
जब से आया ये दुनिया में भ्रष्टाचार
तब से लोग कर रहे हैं खूब दुराचार।
इसकी छाया बन रही है सर्वव्यापी,
पर परमात्मा के प्रति यह है पापी।
हे नेता भ्रष्टाचारी, तो है दुनियां दुराचारी,
हे भगवान! पकड़ो बैया और पार करो नैया।
लोगों भ्रष्टाचार को मारो ऐसे गोली।
ताकि हर बच्चा सिर्फ यही बोले,
कि..... एक दो, एक दो।

सिमरन

कला स्नातक - प्रथम वर्ष
अनुक्रमांक - 23HIN015

आस में रख विश्वास

रे इंसा,
रख आस में विश्वास
आस है जीत का लिबास
जितना तू हारेगा उतना तू सीखेगा।
छोटी-छोटी कोशिशें करता जा इनसे ही तू जीतेगा
पर सवाल उठा है कभी मन में तेरे
क्या यही है तेरी असली जीत
फिर क्यों रहा है तू आँखें मीच ?
जिंदगी के पहिए को जब तू ईमानदारी से खिंचेगा
असल में तू उस दिन जीतेगा
आस है प्यास को कि पानी जरूर मिलेगा।
आस है भँवरे को कि कली फूल बनकर खिलेगा।
सब रख अभी शुरूआत है
तुझे तेरे हर कर्मों का हिसाब मिलेगा।

सुनील

कला स्नातक - प्रथम वर्ष
अनुक्रमांक - 23POL101

समय का पहिया

समय का पहिया चलता जाए,
जीने का पाठ पढ़ाए।
कभी न थकता कभी न रुकता।
निरंतर आगे बढ़ता जाता।
जिसने किया समय खराब,
उसका समय आया खराब।
समय का पहिला चलता जाए।
जीवन का एक पाठ पढ़ाए।
राह में चाहे कांटे आए,
समय का पहिया चलता जाए।
ना कोई मजिल ना कोई ठिकाना।
तूफानों से लड़ते जाना,
अधियारे में चलते जाना।
समय का सभी से यही है कहना,
समय के संग संग चलते रहना।

निताशा

वाणिज्य स्नातक - तृतीय वर्ष
अनुक्रमांक - 23HIN020

25

हिन्दुस्तान हमारी शान

हिन्दी-हिन्दु-हिन्दुस्तान,
कहते हैं, सब सीना तान,
पल भर के लिये जरा सोच इन्सान
रख पाते हैं हम इसका कितना ध्यान,
सिर्फ 14 सितम्बर को ही करते हैं
अपनी राष्ट्र भाषा का सम्मान
हर पल हर दिन करते हैं हम
हिन्दी बोलने वालों का अपमान
14 सितम्बर को ही क्यों
याद आता है बस हिन्दी बचाओ अभियान
क्यों भूल जाते हैं हम
हिन्दी को अपमानित करते हैं खुद हिन्दुस्तानी इंसान
क्यों बस 14 सितम्बर को ही हिन्दी में
भाषण देते हैं हमारे नेता महान
क्यों बाद में समझते हैं अपना
क्यों बाद में समझते हैं अपना
हिन्दी बोलने में अपमान
क्यों समझते हैं सब अमेज़ी बोलने में खुद को महान
भूल गये हम क्यों इसी अमेज़ी ने
बनाया था हमें वर्षों पहले गुलाम
आज उन्हीं की भाषा को क्यों करते हैं
हम शत शत प्रणाम
अरे ओ खोये हुये भारतीय इंसान
अब तो जगाओ अपना सोया हुआ स्वाभिमान
उठे खड़े हो कर मिलकर प्रयास हम
दिलाये अपनी मातृभाषा को हम अन्तराष्ट्रीय पहचान
ताकि कहे फिर से हम
हिन्दी-हिन्दु-हिन्दुस्तान,
कहते हैं, सब सीना ताने ।

पलक

कला स्नातक - प्रथम वर्ष
अनुक्रमांक - 23POL011

26

फौजी

ना हिन्दू हैं हम, ना ही मुस्लिम हैं
ना सिक्ख ना ईसाइ हमारी पहचान हैं।
धर्म जात से ऊँचे हैं हम
बस, भारत की संतान हैं।
इस माता के खातिर ही हम,
हर दिशा में बिखरे अपनी शान है।
भारत के फौजी हैं हम,
बस इसी में अपनी आन है।
ना सदी हमें सताती है,
ना गर्मी से हम परेशान हैं ।
कर्ण-कवच है वहीं अपनी,
तिरंगे में अपनी जान है ।
सियाचिन ग्लेशियर पर अडिग हैं हम,
वेली बिज के सूत्रधार हैं।
धरा ही नहीं, जल और आसमां पर भी
बनाई हमने अपनी पहचान है।
गांव-घर को पीछे छोड़,
देश प्रेम को हम आते हैं।
वेतन के लिए नहीं हम,
वतन के लिए जान गंवाते हैं ।
लड़ते-लड़ते शहीद होना,
यही हमारा गौरव है।
पर मरने से पहले सौ को मारना,
बस यही हमारी चाहत है।
भारत के फौजी हैं हम
बस यही अपनी पहचान है।

नकिता देवी

कला स्नातक - प्रथम वर्ष

अनुक्रमांक - 23HIN016

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बस तुम चलते रहना

हो सकता है तुम थक जाओ,
थक कर थम जाओगे,
बस तुम खुद पर यकीन रखना,
थक कर भी चल पाओगे ।
कांटे चुभेंगे, दर्द होगा,
हो सकता है, रास्ता भटक जाओगे ।
पर तुम लक्ष्य याद रखना,
दर्द में भी चल पाओगे ।
किस्मत बदलती जाएगी,
रास्ते निकलते जाएंगे ।
तुम बस चलते रहना,
मंजिल पर पहुंच जाओगे ।
हो सकता है तुम थक जाओ,
थक कर थम जाओगे ॥

अजीत सिंह

कला स्नातक - प्रथम वर्ष
अनुक्रमांक - 23HIN001

26

हिमनूर



संस्कृत अनुभाग

सत्रम् : 2023-24

प्राध्यापक सम्पादिका -
डॉ. चंचल शर्मा

27

विषय सूची

क्र. स.	रचना	रचनाकार	पृष्ठ संख्या
1.	सम्पादकीयम्	डॉ. चंचल शर्मा (प्राध्यापक सम्पादिका)	29
2.	शान्ति मंत्र	पलवी शर्मा	29
3.	सदाचार	रिया	30
4.	सत्य वचनानि	सानिया शर्मा	30
5.	सूक्तयः	नसता	30
6.	सुभाषितानि	पल्लवी राजपूत	31
7.	मंत्र	जसविन्द्र सिंह	31
8.	सरस्वती पूजा	पलवी शर्मा	31
9.	प्रकृतिः	रीना ठाकुर	32
10.	देश भक्ति पर संस्कृत निबंध	प्रिया चौधरी	32
11.	महाकविः कालिदासः	वर्षा देवी	32
12.	विद्या	प्रीति	33
13.	मङ्गलाचरणम्	प्रीति	33
14.	श्लोकाः	स्नेहा देवी	34
15.	सत्संगतिः	चाहत कैथ	34
16.	संस्कृत भाषाया महत्त्वम्	चाहत कैथ	34
17.	गीत	चाहत कैथ	34

सम्पादकीयम्



हर्षस्य विषयोऽयं यत् गतवर्षवत् अस्मिन् वर्षेऽपि अस्माकं महाविद्यालये 'हिमनूर' पत्रिका प्रकाश्यते । छात्राणाम् कृते स्वकीयभावानां विचाराणां च प्रकटीकरणस्य समुचितोऽयमवसरः । एनेन छात्राः भाषा - प्रयोगवैशिष्ट्यं शिक्षन्ते । वस्तुतः विद्यालयाः, महाविद्यालयाः, विश्वविद्यालयाश्च छात्राणां सर्वाङ्गीणविकासस्य प्रयासं कुर्वन्ति । छात्राणां भाविजीवनस्य दिग्दर्शनं पथ प्रदर्शनञ्च अत्रैव भवति ।

भावाभिव्यक्तिः मानवजीवनस्य सर्वातिशायिनी शक्तिः भवति, अनया बिना मानवः मूकः भवति । अध्ययन - मननविर्मशनान्तरमेण अस्याः विकासो जायते । यः कश्चिदपि भावनां प्रकाशने दक्षः भवति सः समाजे आदरभाजनं भवति एव नात्र संशयः ।

संस्कृतस्य प्राध्यापकत्वादहं तारस्वरेण ब्रवीमि यत् सर्वे एव भारतीयैः संस्कृत-भाषा अवश्यं पठनीया । इयमस्माकं संस्कार - भाषा । अत्र जीवनस्य सर्वविधविषयानां प्रचुर ज्ञानं लभते, 'वसुधैवकुटुम्बकम्, सर्वजनहिताय, स्वान्तसुखाय यत् किञ्चिदपि भवितव्यम् तत्तु विद्यते अस्याः साहित्ये । किम्बहुना 'यन्नेहास्ति न तत् क्वचिदपि ।

प्राचीनत्वात् अस्यामेव भाषायां अस्माकं ऐतिहासिकं ग्रन्थाः अस्माकं सभ्यतायाः संस्कृतेऽपि प्रकाशकाः, आस्था विश्वासयोः चोद्घाटकाः ग्रन्थाः सन्ति । किम्बहुना इयं अस्माकं राष्ट्रस्य सर्वस्वमेव ।

डॉ. चंचल शर्मा

प्रवक्ता संस्कृत विभाग

शान्ति मंत्र

ॐ श्रौः शान्तिरन्तरिक्षः शान्तिः,
पृथ्वी शान्तिरापः शान्तिरोषधयः शान्तिः
वनस्पतयः शान्तिर्विश्वे देवाः शान्तिर्ब्रह्म शान्तिः
सर्वे शान्तिः, शान्तिरेव शान्तिः, सामा शान्तिरेधि ॥
॥ ॐ शान्तिः शान्तिः शान्तिः ॥

पलवी शर्मा

कला स्नातकः - तृतीय वर्षम्

अनुक्रमांकः - 21SKT005

हिन्दी अनुवाद :- शान्ति मंत्र में सृष्टि में मौजूद समस्त कारकों एवं तत्वों में शान्ति बनाए रखने की प्रार्थना की जाती है। इसमें कहा गया है। युलोक में, अंतरिक्ष में, पृथ्वी पर, जल में, औषधियों में, वनस्पतियों में, विश्व में, सभी देवता गणों में शान्ति हो, ब्रह्मा में सब में शान्ति हो, चारों ओर शान्ति हो, शान्ति हो, शान्ति हो ।

सदाचार

यस्मिन् देशे या आचारः पारमर्त्यकमागतः ।

वर्णानां सान्तरालानां सः सदाचारः उच्यते ॥

सरलार्थः :- जिस देश में जो व्यवहार परम्परा से आया हुआ होता है। समस्त वर्णों तथा वर्गों के मध्य आए हुए उसी व्यवहार को सदाचार कहा जाता है।

सत्यं ब्रूयात् प्रियं ब्रूयात् न ब्रूयात् सत्यमप्रियम् ।

प्रियं च नानृतं ब्रूयात् एष धर्मः सनातनः ॥

सरलार्थः :- सत्य बोलना चाहिए प्रिय बोलना चाहिए । परन्तु अप्रिय सत्य नहीं बोलना चाहिए । दूसरे को प्रिय लगने वाला झूठ भी नहीं बोलना चाहिए । यही सदा से चला आ रहा धर्म है।

श्रेष्ठं जन्मं गुरुं चापि मातरं पितरं तथा ।

मनसा कर्मणा वाचा सेवेत सततं सदा ॥

सरलार्थः :- सदा ही सज्जन, गुरु, माता तथा पिता की मन कर्म और वाणी से सेवा करनी चाहिए ।

मित्रेण, कलहं कृत्वा न कदापि सुखी जन्मः ।

इति ज्ञात्वा प्रयासेन तदेन परिवर्जयेत् ।

सरलार्थः :- मनुष्य अपने मित्र के साथ झगड़ा करके कभी भी सुखी नहीं रह सकता ।

इस बात को जानकर मित्रों के साथ झगड़ने का प्रयत्न छोड़ देना चाहिए ।

रिया

कला स्नातकः - तृतीय वर्षम्

अनुक्रमांकः - 21SOC092

सत्य वचनानि

- 1) यः परिश्रमं करोति सः सुखं प्राप्नोति
जो परिश्रम करता है वह सुख प्राप्त करता है।
- 2) निजपितुराज्ञां पालयम् ।
अपने माता - पिता की आज्ञा का पालन करो ।
- 3) विद्याविनयेन शोभते ।
विद्या विनय से शोभा देती है।
- 4) सदाचारेण सदा प्रशंसा भवति ।
अच्छे आचरण से सदा प्रशंसा होती है।
- 5) मृत्युकाले मनुष्यः स्वकर्मणि स्मरति ।
मृत्यु के समय मनुष्य अपने कर्मों को याद करता है।
- 6) संसारे गुरुबिना न किमपि कार्यं सिद्धयति ।
संसार में गुरु के बिना कोई भी कार्य सिद्ध नहीं होता ।

सानिया शर्मा

कला स्नातकः - तृतीय वर्षम्

अनुक्रमांकः - 21SKT001

सूक्तयः

1. उद्योगिनं पुरुषसिंहमुपैति लक्ष्मीः ॥
उद्यमी पुरुष सिंह को लक्ष्मी प्राप्त होती है।
2. सम्पत्तौ च विपत्तौ च महताम् एकरूपता ॥
सम्पत्तिकाल या विपत्तिकाल में महापुरुषों का व्यवहार समान रहता है।
3. सोत्साहानां नास्त्यसाध्यनराणाम् ॥
उत्साही मनुष्यों के लिए कुछ भी असाध्य नहीं है।
4. आरब्धम् उत्तमजनाः न परित्यजन्ति ॥
श्रेष्ठ व्यक्ति प्रारम्भ किए कार्यों को नहीं छोड़ता ।
5. क्षणशः कणश्चैव विद्याम् अर्थं च साधयेत् ॥
एक - एक क्षण और एक - एक कण बचाकर विद्या और धन का संचय करना चाहिए ।

नम्रता

कला स्नातकः - तृतीय वर्षम्

अनुक्रमांकः - 8156

सुभाषितानि

मूर्खस्य पञ्चचिह्नानि गर्वो दुर्वचनम् तथा ।

क्रोधश्च दृढ़वादश्च परवाक्येष्वनादरः ॥

सरलार्थः :- मूर्खों के पांच लक्षण हैं - गर्व अपशब्द क्रोध हठ और दूसरों की बातों का अनादर ।

आलस्यस्य कुतो विद्या अविद्यस्य कुतो धनम् ।

अधनस्य कुतो मित्रम् अमित्रस्य कुतः सुखम् ॥

सरलार्थः :- आलसी को विद्या कहाँ ? अनपढ़ मूर्ख को धन कहाँ ? निर्धन को मित्र कहाँ ? और अमित्र को सुख कहाँ ?

आलस्यं हि मनुष्याणां शरीस्थो महान् रिपुः ।

नास्त्युद्यमसमो बन्धुः कृत्वा यं नावसीदति ॥

सरलार्थः :- मनुष्य के शरीर में रहने वाला आलस्य ही उसका सबसे बड़ा शत्रु है। परिश्रम जैसा दूसरा अन्य मित्र नहीं होता क्योंकि परिश्रम करने वाला कभी दुःखी नहीं होता ।

अयं निजः परोवेति गणना लघु चेतसाम् ।

उदारचरितानां तु वसुधैव कुटुम्बकम् ॥

सरलार्थः :- यह मेरा है वह उसका है। ऐसी सोच संकुचित चित वाले व्यक्तियों की होती है। इसके विपरीत उदार चरित्र वाले लोगों के लिए तो सम्पूर्ण धरती ही एक परिवार जैसी है।

पल्लवी राजपूत

कला स्नातकः - तृतीय वर्षम्

अनुक्रमांकः - 21HIS037

मंत्र

ॐ भूर्भुवः स्वः तत्सवितुर्वरेण्यं भर्गो
देवस्य धीमहि धियो यो नः प्रचोदयात् !

ॐ - सर्व रक्षक परमात्मा

भू - प्राणों के प्रिय

भुवः - दुःख विनाशक

स्वः - उस

तत् - उत्पादक

सवितुर्वरेण्यं - करने योग्य

भर्गः - शुद्ध ज्ञान स्वरूप

देवस्य - देव का

धीमहि - हम ध्यान करें

धियोः - बुद्धि को

योः - जो

नः - हमारी

प्रचोदयात् - शुभ कार्यों में प्रेरित करें ।

भावार्थः :- उस प्राण प्रिय दुःख विनाशक सुख

स्वरूप श्रेष्ठ तेजस्वी, पापनाशक, देवस्वरूप परमात्मा

को हम अन्तर आत्मा में धारण करें । वह परमात्मा

हमारी बुद्धि को सन्मार्ग में प्रेरित करे ।

जसविन्द्र सिंह

कला स्नातकः - प्रथम वर्षम्

अनुक्रमांकः - 23SKT011

सरस्वती पूजा ...

सरस्वती अस्माकं एका देवी अस्ति इयं ज्ञानस्य देवी अस्ति । सरस्वत्याः चत्वारः हस्ताः भवन्ति । तेषु एकस्मिन् हस्ते पुस्तकं धारयति, एकस्मिन् हस्ते मालां धारयति, एकस्मिन् हस्ते वीणां धारयति तथा एकैकं हस्तेन वीणां वादयति ।

सरस्वत्याः वाहनं हंसः अस्ति । इयं पदनासेन तिष्ठति । इयं शुक्लानि वस्त्राणि धारयति । अस्याः मूर्तिः अतीव मनोहरा गम्भीरा शान्तिमयी प्रसन्नकारा च भवति । सरस्वती ज्ञानस्य अधिष्ठात्री देवी अस्ति । इयं ज्ञानमयी अस्ति । इयं ज्ञानं ददाति अज्ञानं च निवारयति । इयं विवेकं ददाति, अविवेकं च निवारयति । इयं विद्यां ददाति अविद्यां च नाशयति ।

अतएव सर्वे विद्योपासकाः सरस्वतीं सेवन्ते । सरस्वतीं प्रणमन्ति, सरस्वतीं पूजन्ति, सरस्वतीं स्तुवन्ति तथा सरस्वती एव उपासते ।

सरस्वती एव विदुषां विद्यार्थिनां च महामान्या देवी अस्ति । अत एव वसन्तपञ्चम्यां भारतस्य सर्वेषु विद्यालयेषु अपि महता समारोहेण सरस्वत्याः पूजा भवति ।

पल्लवी शर्मा

कला स्नातकः - तृतीय वर्षम्

अनुक्रमांकः - 21SKT005

प्रकृति:

प्रकृतिः माता सर्वेषाम्
बहुनाम अपि फलानाम्
बहुनाम अस्ति वृक्षाणाम्
पुष्पाणाम् चापि मातेयम् ।
भ्रमराणां पशूनां
पक्षिणां च मातास्ति
जनेभ्यः जीवनं सदा
ददाति प्रकृतिः माता ॥
अस्ति सा तु मनोहरी
मातृणाम् अपि मातास्ति
प्रकृतिः माता सर्वेषाम्
नमोऽस्तु ते मात्रे प्रकृत्यै ।



रीना ठाकुर
कला स्नातकः - प्रथम वर्षम्
अनुक्रमांकः - 23SKT003

देशभक्ति पर संस्कृत निबंध

यस्मिन् देशे वयं जन्मधारणं कुर्मः स
हि अस्माकं देशः जन्मभूमिः वा भवति ।
जननी इव जन्मभूमिः पूज्या आदरणीय ।
च भवति । अस्याः यशः सर्वेषां देशवासिनां
यशः भवति । अस्याः गौरवेण एव देशवासिनां
गौरवम् भवति । ये जनाः स्वाभ्युदयार्थं
देशस्याहितं कुर्वन्ति ते अधमाः सन्ति ।
देशभक्तिः सर्वसु भक्तिषु श्रेष्ठा कथ्यते ।
अनया एव देशस्य स्वतंत्रतायाः रक्षा भवति ।
अनया एव प्रेरिताः बहवः देश - भक्ताः
भगत सिंहः, चन्द्रशेखरः आजादः
प्रभृतयः आत्मौत्सर्गम् अकुर्वन् ।
झाँसीवरी लक्ष्मीबाई, राणाप्रतापः
मेवाड़केसरिः शिववीरः च प्रमुखाः देशभक्ताः
अस्माकं देशे जाताः । देशभक्तिः व्यक्ति -
समाज - देश कल्याणर्थस्य परमम् औषधम्
अस्ति ।

प्रिया चौधरी

कला स्नातकः - तृतीय वर्षम्
अनुक्रमांकः - 002

महाकविः कालिदासः

महाकविः कालिदासः मम प्रियः कविः अस्ति । सः संस्कृतभाषायाः श्रेष्ठतमः कविः अस्ति । यादृशः रस - प्रवाहः
कालिदासस्य काव्येषु विद्यते तादृशः अन्यत्र नास्ति । सः कविकुलशिरोमणिः अस्ति । कालिदासः प्राचीनकालिकः
राष्ट्रकविः आसीत् । कालिदासेन त्रीणि नाटकानि (मालविकाग्नि मित्रम्, विक्रमोर्वशीयम् अभिज्ञानशाकुन्तलम् च) द्वे
महाकाव्ये (रघुवशम् कुमारसम्भव च) द्वे गीतिकाव्ये (मेघदूतम् ऋतुसंहारम् च) च रचितानि । कालिदासस्य
लोकप्रियतायाः कारणं तस्य प्रसादगुणयुक्ता ललिता शैली अस्ति । कालिदासस्य प्रकृतिचित्रणं अतीव रम्यम् अस्ति ।

चरित्रचित्रणं कालिदासः अतीव पटुः अस्ति । कालिदासः महाराजविक्रमादित्यस्य सभाकविः आसीत् ।
अनुमीयते यत् अस्य जन्मभूमिः उज्जयिनी आसीत् । मेघदूते उज्जयिन्याः भव्य वर्णनं विद्यते । कालिदासस्य काव्यानां
प्रमुख वैशिष्ट्यम् उपमासौन्दर्यम् तत्र कृत्रिमता क्लिष्टता च किञ्चित् मात्रनास्ति । विश्वसाहित्ये अयं शेक्सपियरेण
कविना सह समतां धारयति । अयं महाकविः संस्कृतसाहित्ये अद्वितीयं स्थानं धारयति । कालिदासस्य उपमा प्रयोगः अपूर्वः
अतः साधूच्यते - उपमा कालिदासस्य ।

वर्षा देवी

कला स्नातकः - प्रथम वर्षम्
अनुक्रमांकः - 23HIN043



NSS ACTIVITIES



B.VOC DEPARTMENT



NCC CADETS IN ACTION



ECO CLUB ACTIVITIES



विद्या

विद्या मानवस्य तृतीयं नेत्रं भवति । अनया बिना नेत्रवानपि अन्धः एव भवति । अतः विद्योपार्जनमतीव आवश्यकम् अस्ति । विद्याप्राप्तिकालः ब्रह्मचर्य-आश्रमः कथ्यते । एतत् कालं ये जीवनस्य अन्येषाम् सुखानां उपभोगे यापयन्ति ते आजीवनं पश्चात्तापं कुर्वन्ति । ये एतस्य कालस्य सदुपयोगं कुर्वन्ति ते जीवनस्य सर्वाणि सुखानि चिरकालं यावत् अनुभवन्ति । अतः गुरुन् प्रति श्रद्धायुक्तैः अस्माभिः विद्योपार्जनं कर्तव्यम् । एतत् धनं एतादृशं विचित्रं धनं वर्तते यं चोराः चोरयितुं न शक्नुवन्ति राजानः हर्तुं न प्रभवन्ति, अस्य न भारं भवति न च अस्य कृते स्थानस्य आवश्यकता भवति । अत एव विद्याधनं सर्वश्रेष्ठं धनं कथ्यते । विद्याविहीनः मानवः पशुरेव भवति । अत एवोक्तं भर्तृहरिणा -

साहित्यसंगीत कलाविहीनः साक्षात्पशुः पुच्छविषाणहीनः ।

तृणं न खादन्नपि जीवमानस्तद् भागधेयं परमं पशूनाम् ॥

प्रीति

कला स्नातकः - प्रथम वर्षम्

मङ्गलाचरणम्

ब्रह्मापि या नोतिनुतः सुरेन्द्रायामर्चितोऽप्यर्चयतीन्दुमौलिः ।

यां ध्यायति ध्यानगतोऽपि विष्णुस्तामादि शक्तिं शिञ्सा प्रपद्ये ॥

सरलार्थ - अर्थात् - देवताओं से वन्दित ब्रह्मा भी जिन्हें प्रणाम करते हैं देवों से पूजित चन्द्रशेखर (शिव) जिनकी पूजा करते हैं एवं देवों से ध्याये जाने वाले विष्णु भी जिनका ध्यान करते हैं, उन जगज्जननी आदि शक्ति भगवती को मैं नतमस्तक होकर प्रणाम करता हूँ ।

केयूराणि न भूषयन्ति पुरुषं हारा न चन्द्रोज्ज्वलाः,

न स्नानं न विलेपनं न कुसुमं नालङ्कृता मूर्धजाः ।

वाण्येका समलं करोति पुरुषं या संस्कृता धार्यते,

क्षीयन्ते खलु भूषणानि सततं वाग्भूषणं भूषणम् ॥

सरलार्थ - अर्थात् - परिष्कृत वाणी को मनुष्य का सर्वश्रेष्ठ आभूषण कहा गया है कि मनुष्य को वास्तव में न तो बाजूबन्द अलंकृत करते हैं, न चन्द्रमा के समान उज्ज्वल हार, न स्नान, न ही चन्दनादि का लेप, न फूल और न ही सजाये संवारे बाल अपितु परिष्कृत रूप में प्रयुक्त एक वाणी ही मनुष्य को भलीभांति अलंकृत करती है। शेष आभूषण तो निश्चित रूप से नष्ट हो जाते हैं, परन्तु वाणीरूपी आभूषण मनुष्य का नित्य आभूषण है।

साहित्यसंगीतकलाविहीनः, साक्षात्पशु पुच्छविषाणहीनः ।

तृणं न खादन्नपि जीवमानस्तद्भागधेयं परमं पशूनाम् ॥

सरलार्थ - भर्तृहरि जी ललित कलाओं की प्रशंसा करते हम कहते हैं कि साहित्य संगीत तथा अन्य उपयोगी कलाओं से विहीन मनुष्य तो मानों पूँछ एवं सींग से रहित निरा पशु ही होता है। घास न खाकर भी वह नररूपी पशु जीवित रहता है, वह पशुओं का सौभाग्य है। (अन्यथा घास के लिए सर्वत्र त्राहि - त्राहि मच जाती है।)

प्रीति

कला स्नातकः - प्रथम वर्षम्

श्लोकाः

नास्ति मातृसमा छाया,
नास्ति मातृसमा गतिः ।
नास्ति मातृसमं त्राणं,
नास्ति मातृसमा प्रिया ॥

अर्थात् - माता के समान कोई छाया नहीं है। माता के समान कोई सहारा नहीं है। माता के समान कोई रक्षक नहीं है। और माता के समान कोई प्रिय चीज़ नहीं है।

नास्ति विद्या समं चक्षु
नास्ति सत्य समं तपः ।
नास्ति राग समं दुःखं
नास्ति त्याग समं सुखं ॥

अर्थात् - विद्या के समान औरख नहीं है, सत्य के समान तपस्या नहीं है। आसक्ति के समान दुःख नहीं है और त्याग के समान सुख नहीं है।

स्नेहा देवी

कला स्नातकः - प्रथम वर्षम्
अनुक्रमांकः - 23ECO006

संस्कृत भाषाया महत्त्वम्

संस्कृत हि सर्वासां भाषाणां जननी अस्ति । इयं भाषा सर्वभाषासु प्राचीनतमा अस्ति । अस्यां वेदज्ञानं वर्तते । वाल्मीकि मुनिना रामायणं नाम काव्यम् संस्कृते एव लिखितम् । महाभारतम् अपि संस्कृत काव्यम् अस्ति । प्राचीनकाले सर्वे जनाः संस्कृत भाषायामेव वदन्ति स्म । देशस्य एकतायै विश्वस्य शान्त्यै संस्कृतस्य महद् योगदानं भवितुं शक्नोति । प्राचीनसाहित्यं पठितुं संस्कृतस्य अध्ययनम् आवश्यकम् । संस्कृतस्य व्याकरणं सुव्यवस्थितं वैज्ञानिकं च अस्ति । अस्य शब्द रचनाशक्तिः अपि अद्भुता वर्तते ।

चाहत कैथ

कला स्नातकः - प्रथम वर्षम्
अनुक्रमांकः - 23SKT009

सत्संगतिः

सज्जनां संगतिः सत्संगतिः कथ्यते । मनुष्यस्तु सामाजिको प्राणी । मनुष्याः सज्जनाः दुर्जनाश्च परेषां हितसाधनं सर्वदा सज्जनां कुर्वन्ति । मानवः केनचित् संगमवश्यं करोति । सज्जनानां संगत्या मनुष्य उन्नतिं प्रति गच्छति । दुर्जनास्तु सर्वदा स्वार्थपरायणाः अहंकारिणः च भवन्ति । तेषां संगत्याः मनुष्यः सदावनतिं प्रति गच्छति । संगते प्रभावः अवश्यं भवति । पुण्याणां संगत्या कीटोऽपि सता शिरसि आरोहति । अश्वपि देवत्वं याति । कमलपत्रे पतितं जलं मौक्तिकशोभां धारयति । सत्संगत्याः मनुष्यः महान् जायते । महापुरुषाः सत्संगत्या प्रभावेण संसारे सुप्रसिद्धाः अभवन् । स्वोन्नत्यै दुर्जनानां संगतिः त्यज्या । सज्जनानां संगतिः सर्वदा कर्तव्या ।

चाहत कैथ

कला स्नातकः - प्रथम वर्षम्
अनुक्रमांकः - 23SKT009

गीत

सर्वलोकेषु रम्यं हि भारतमस्मदीयं, मदीयम् ।
'बुलबुलाः' हि नः सर्वे, देशः सूनस्तबकम् मदीयम् ॥
सर्वलोकेषु रम्यं हि भारतमस्मदीयं, मदीयम् ।
पर्वतो हि सर्वोच्चः

विहायसः शिरश्चुम्बि ।

स्वप्रहरिणः सुवीराः

सुसैनिकाः अस्मदीयाः, मदीयाः ॥

सर्वलोकेषु रम्यं हि भारतमस्मदीयं, मदीयम् ।

क्रोडे च क्रीडारताः

नद्यः सहस्त्रधाराः ।

सपुष्टप्राणैः सनीरैः

स्वर्गमिदं मुदितं मुदितम् ॥

सर्वलोकेषु रम्यं हि भारतमस्मदीयं, मदीयम् ।

धर्मस्य मे न शिक्षा

वैरिता न विधेया

'हिन्दी' हि वयं हिन्दी हि वयम् ।

'हिन्दी हि वयं' स्वभूमिः,

भारतमस्मदीयं मदीयम् ।

सर्वलोकेषु रम्यं हि भारतमस्मदीयं, मदीयम् ।

चाहत कैथ

कला स्नातकः - प्रथम वर्षम्
अनुक्रमांकः - 23SKT009

HIMNOOR



Science Section

Session- 2023-24

Editor of Science Section -
Dr. Diljeet Singh
Associate Prof. Zoology

Content

S.No.	Article	Name of Writer	Page No.
1.	From Editor's Pen	Dr. Diljeet Singh	37
2.	Student Editor	Kajal Devi	37
3.	Kindness to Animals	Monika Sharma	38
4.	How light works in Space	Piyush Kaushal	38
5.	Fungi	Kanika	38
6.	Black Hole A Mystery in the Universe	Kanika Rana	39
7.	Science	Minakshi	39
8.	Science As a Boom	Minakshi	39
9.	Black Holes : Gravity Monsters	Aryan Sharma	40
10.	The Noble Prize in Chemistry	Ishita Verma	40
11.	Recombinant DNA Technology	Naznee	41
12.	Henneguya Salminicola Anaerobic Parasite	Bhabna Pathania	41
13.	DDT - dichloro diphenyl trichloroethane	Ankash Pathania	42
14.	Chandrayaan	Vansh Kumar	42

From Editor 's Pen

"When you have a vision, you find yourself against the winds; when you have creativity, you make it beyond the common horizons; but when you have opportunity, you have paths to travel and realize all you envision and wish to create."



It's my proud privilege to be part of our college magazine for this edition of the current session. This is the right place where dreams, talents, potentials, achievements and aspirations of students are reflected. Some of the inspiring ideas often start as crazy concepts and allowing these to express may possibly blossom them into something really useful. It plays an important role in developing the thinking abilities, innovative ideas, creativity, writing skills and compilation of the latest knowledge about science and technology.

We intend to bring the best out of our students through this venture. So, the collection of articles presented here will definitely help in enriching the knowledge and broadening the horizon of our students.

I would like to congratulate and thank all the contributors of the magazine for putting their heart and soul into it and making it a memorable document. In the end, I wish them good luck for new milestones to be achieved in their future life.

"It's better to be a man of value than a man of success."

Dr. Diljeet Singh

(Associate Professor Zoology)

Student Editor

Dear readers,

As we welcome the new academic year, it is my pleasure to be a part of the latest edition of our college magazine. This magazine is a culmination of the hard work and creativity of our talented students. One of the key features of this magazine is the inclusion of student voices & we believe that the best way to understand diversity is to hear directly from those who have experienced it. Moreover, the students have presented their articles covering diverse areas of the scientific field.

I hope that this magazine will encourage all members of our community to engage in meaningful conversations about diversity and inclusion.

Kajal Devi
B.Sc. - 2nd Year
Roll No. 22ZOO018



Kindness to Animals

Kindness and justice to animals is an essential part of human virtue. They deserve kindness because they are helpless and cannot plead their own cause. Cruelty to animals is often due to thoughtlessness and lack of Imagination. Prevention of cruelty to animals must be considered as a very important need. Cruelty to animals is the poor and violent treatment towards them. Animal cruelty often leads to painful life and painful death of the creatures. It is a punishable offence, People should know that animals are also living beings. They love to move and live freely.

It is important to understand the value of kindness and why we need to be kind towards everyone. It is our responsibility to protect the animals and to be kind towards them.

Monika Sharma
B.Sc. 2nd year
Roll No. 22ZOO007

How Light Works In Space

Let's say if you try to see the Earth from 65 million light years away from some other planet with a unique telescope, you will also see dinosaurs roaming on the earth. This also applies to us on earth when we look at the night sky, we actually see stars and galaxies as they appear, the reason is that when we see a star, its light has to travel a very long journey to reach our eyes, so the star we see happens before the light begins its journey, for example, it takes 8(eight) minutes for the sunlight to reach the Earth. It seems so, because the sunlight we see happens 8 minutes earlier. The surprising keys to the universe that you see, as captured by the Hubble telescope, are approximately 13 billion years old.

Piyush Kaushal
B.Sc 2nd Year
Roll No. 22PH4002

Fungi

Practical uses of Fungi :-

- * Food : Humans eat many fungi and use other to make cheese, alcoholic beverages and bread.
- * Some fungi are used to produce antibiotics for the treatment of bacterial infections.
For example the Ascomycete Penicillium.
- * The decay of dead plants and animals resulting in recycling of nutrients in nature.

Kanika
BSc. 2nd Year
Roll No. - 22ZOO014

38

Black Hole: A Mystery In The Universe

Have you ever wondered what "Black Holes" really are and how they exist. Most people believe that they are only "black invisible holes spinning in the space that sucks up all things surrounding it". But that's not completely true. The term 'Black Hole' was first introduced by an American physicist J. A. Wheeler because everything including the light wave and any E.H. wave that went into its Zone was not able to get out and consequently it was appeared as "Black". To an observer it will just appear as a sphere of perfect black. At the centre of a black hole is an object called a singularity, a point of Zero size and infinite density. Black hole is an object for which nothing can have a high escape velocity to become free from it.

Basically, how does black holes form? The common way of forming black hole is probably in a supernova /a star 25 times the mass of sun, will explode). If you ever fall into a black hole, you are doomed. Once you fall into the black hole you'll never get out again and you would ever be dead before you get there. However, there is a theory that a black hole can form in space, called a "worm hole" Through wormhole, you would be able to travel to another place in space, maybe another galaxy or planet. But this is still a theory, not proven to be true.

Kanika Rana
B.Sc 2nd Year
Roll No. 22PCH006

Science

- 1) Science is a logical, systematic understanding of things to enhance our knowledge.
- 2) Galileo Galilee is the father of Modern Science.
- 3) Science has made our life easier and improved our living standards.
- 4) Science is unlimited and it is for betterment of mankind.
- 5) Science has made our life easier and improved our living standard.

Minakshi
B.Sc 1st Year
Roll No. 23BSM011

Science As A Boom

Science has gathered many type of resources for services of man today.

it is possible only by science to go from one place to another by airplane, ruining places of enemies in a moment.

Science has proved to be a boom for human life. Earlier it was difficult to take long trips.

Not only on Earth, today man has set his steps on Moon as well.

Minakshi
B.Sc 1st Year
Roll No. 23BSM011

39

Black Holes: Gravity Monsters

Black Holes are the gravitational monsters of the universe. The regions of space time possess very powerful gravitational pull, so intense that nothing, not even light, can escape their grasp.

Black hole are born from massive stars that have exhausted their nuclear fuel either the star goes supernova or it collapse under its own gravity to form a black hole. Our sun is too small to a black hole and need 100 more solar masses to form one.

At the centre of Black Hole lies a singularity, a point of infinity density. The event horizon us the boundary around a black hole beyond nothing can escape it's gravitational pull. It is often described as "Point of no Return".

Black holes remain an area of active research, with many mysteries yet to be unraveled.

Aryan Sharma
B.Sc. Ist Year
Roll No.- 23PHY011

The Noble Prize In Chemisty 2023

The Noble Prize in chemistry is given to Moungi G. Bawendi, Louis E. Brus and Alexei I. Ekimov "for the discovery and the development of quantum dots"

The name quantum itself indicates its quantum confinement and optical properties, also known as semi conductors nano crystals. They are the nano particles, so tiny that their size determines their properties Quantum dots have many unique properties and their clear light can illuminate tumor tissue for a surgeon, also they are important part of nano technology. they function as photo catalyst for the light driven chemical for the conversion of water into hydrogen as a pathway to solar fuel.

Quantum dots are thus bringing the greatest benefit to humankind. Researchers believe that in future they could contribute to flexible electronics, tiny sensors, thinner solar cells and encrypted quantum communication. Thus, this work of humankind is selected for the Nobel Prize in chemistry, 2023

Ishita Verma
B.Sc 2nd Year
Roll No. 22PCH003

Recombinant DNA Technology

Recombinant DNA technology involves using enzymes and laboratory techniques to manipulate and isolate DNA segments of interest. This method can be used to combine (or splice) DNA from different species or to create genes with new functions. The resulting copies are often referred as "Recombinant DNA".

Such work typically involves propagating the recombinant DNA in bacterial or yeast cell, whose cellular machinery copies the engineered DNA along with its own. Recombinant DNA technology is an extremely important research tool in biology. It has been successfully applied to make important proteins used in the treatment of the human diseases such as insulin and growth hormone. In this technique, by using a variety of laboratory methods, a piece of DNA is put into the bacterial or yeast cell. Once in the bacteria and yeast copy the DNA along with own. A new product is formed or produced in large scale. In this way, the DNA Recombinant technology helped a lot in the research sector in worldwide.

Naznee
B.Sc. 1st Year
Roll No. - 23ZOO003

Henneguya Salminicola Anaerobic Parasite

In the case of this non-oxygen breathing organism, evaluation turned it into a simpler organism that shed "Unnecessary genes" responsible for aerobic respiration. The organism is Henneguya Salminicola, also known as Henneguya Zschokkei, is a fewer-than-10-celled microscopic Parasite that lives in salmon muscle.

As the organism evolved, it gave up breathing after stopped the consumption of O_2 for the production of energy, to rely on anaerobic respiration. "They lost their tissues, nerve cells, muscles, everything as reported by co-author Dorothee Huchon, an evolutionary biologist at Tel Aviv University in Israel. And now we find they have lost their ability to breathe".

Other organisms such as fungi and amoebas that are found in anaerobic environments lost the ability to breathe over time. The new study shows that the sample can happen in the case of animals, too.

During sequencing of genes, one of the researchers saw that it did not have a mitochondrial genome. Mitochondria is the "Power house" of the cell, which captures O_2 to make energy & its absence in the H. Salminicola genome indicates that the parasite does not breathe O_2 .

Bhabna Pathania
BSc. 1st Year
Roll No. 23ZOO021

DDT-(dichloro-diphenyl-trichloroethane)

The Insecticide dichloro-diphenyl-trichloroethane (GESAROL) widely known as DDT, ant powder etc. is a synthetic insecticide of very large scale. It was considered as a Public Health Miracle because of its success in the prevention of malaria and other disease spread by insects. DDT is prepared by the condensation of chlorobenzene and chloral hydrate in the presence of sulfuric acid.

First synthesized by a German graduate student in 1873, it was rediscovered by Dr. Parul Mueller, a Swiss chemist and entomologist, in 1939. He won a Nobel Prize in 1948 for the discovery of DDT is a very stable against acid but it becomes dehydrochlorinated in alkaline condition. Decomposition of DDT in air or ultra violet light is rare: Unfortunately, today it is this stability of DDT that is one of the biggest threat to our environment. It contaminates the fertile soil and also seeps through the upper level crust of the earth to the water table and contaminate the ground water. Grazing animals take in the DDT from the grass and water. It is then transferred to humans through meat and milk. DDT accumulates in the subcutaneous fat of human body and disrupts the delicate balance of sodium and Potassium with in neurons. As a result of it, human being suffer from delayed nerve conditions, immune system disorder, reproductive organs malfunction. That's why, the use of DDT is banned in so many countries.

Ankash Thakur
B.Sc. 1st Year (Zoology)
Roll No. 23ZOO020

Chandrayaan-3

Chandrayaan -3 has made history by becoming the first mission to soft -land on the lunar South Pole , a region that has never been explored before . The mission aimed to demonstrate safe and soft lunar landing, rover mobility and in -situ scientific experiments.

Chandrayaan-3's successful landing came after the setback of the Chandrayaan-2 mission's landing failure in 2019. The Vikram Lander of Chandrayaan-2 had lost control and communication during descent, leading to a crash on the lunar surface.

Chandrayaan-3 aimed to investigate "Permanently Shadowed Regions" near the South Pole for potential water-ice and resources.

Chandrayaan-3 is expected to operate for at least one lunar day (14 Earth days) on the Lunar surface." the Pragyan rover will move around the landing site within a radius of 500 meters, conducting experiments and sending data and images to the lander. The Vikram Lander will relay the data and images to the orbiter, which will then transmit them to Earth.

Land and Rover modules are collectively equipped with advance scientific payloads.

Vansh Kumar
B.Sc. 1st Year
Roll No. 23BSM039

HIMNOOR



Economics & Planning Section



Session - 2023-2024

Editor :-
Asstt. Prof. Pearl Bakshi

Contents

S.No.	Article	Name of Writer	Page No.
1.	From Editor's Pen	Ms. Pearl Bakshi (Asstt. Prof. of Economics)	45
2.	World Bank	Rahul	45
3.	Social Cost of Development	Sneha Devi	46
4.	Indian Economy	Aaditi Devi	46
5.	Importance of Water	Diksha Pathania	46
6.	Poverty	Sanjna Devi	46
7.	The Economics of Happiness	Anu Choudhary	47
8.	Scope of E-Tourism	Anu Choudhary	47
9.	Green Economy	Sonia	47
10.	Current Scenario of Economics	Nikita Guleria	48
11.	Economics	Priya	48
12.	Health	Diksha	48
13.	The Economics of Globalization	Akhil	49
14.	Scope of Pharmaceutical Industry in Indian Economy	Nainvi	49
15.	Sustainable Economics Growth	Gulshan	50
16.	Inflation	Abhishek	50

From Editor's Pen

"My task, which I am trying to achieve is,
by the power of the written word,
to make you hear,
to make you feel,
It is before all, to make you be".

-Joseph Conrad



To put in great amount of effort for its readers to experience the surreal and unalloyed joy of reading. Through these articles students have displayed blooming creative minds and potential to excel in every aspect of life.

I am thankful to the institution Principal Dr. Anil Kumar Thakur, Chief Editor Prof. Seema Ohri and my co-editors for having faith in me as one of the editors of the "HIMNOOR" Magazine. Not the least, In the end I want to thank my students who made effort for writing and joyful experience.

To all the readers, I hope you have joyous and informative experience reading these articles and hope they bring a change in your perception and way of living for better.

Thank You.

Pearl Bakshi

Asstt. Prof. of Economics

World Bank

The World Bank is an International Development organization owned by 187 countries. Its role is to reduce poverty by lending Money to the Governments of it poorer members to improve their economies and to improve the standard of living of their people.

The Bank is also one of the world's largest research centers in development. It has specialized department that use this knowledge to advice countries in areas like health, education, Nutrition, Finance, Justice, law and the environment. Another part of the Bank, the world Bank institutes, offers draining to government and other training to government and other officials in the world through local research and teaching institutions.

Rahul
B.A. 1st Year
Roll No. 23ECO004

Social Cost Of Development

Social costs cover all the costs associated with a particular activity. They include those cost for which the producing firm and in turn the consumer pay. Such as the costs of labour, capital, and materials. These are called internalized costs, since the firm or party that uses these resources pay for them.

Example:- The social costs include all these private costs(fuel, oil, maintenance, insurance, depreciation, and operators driving time) and also the cost experienced by people other than the operator who are exposed to the congestion and air pollution resulting from the use of the car.

Sneha Devi
B.A. 1st Year
Roll No. 23ECO006

Indian Economy

India Economy is made up of the service sector, agriculture sector and manufacturing sector distributed across the length and breadth of the country. The Service sector contributes more than 60% to the Indian GDP. The agriculture sector in the country provides the highest employment in rural India. Rs 2.72 lakh Crore is the total Gross Domestic Product(GDP) of India as of 2020 India has a population of 135 crore people and is the second-most populous country in the world after China.

Aaditi Devi
B.A. 3rd Year
Roll No. 21BAM005

Importance Of Water

Water is the basic necessity for the functioning of all life forms that exist on earth. It is safe to say that water is the reason behind earth being the only planet to support life. This universal solvent is one of the major resources we have on this planet. Water is used for showering, cleaning cooking etc. There is no life without water. Water is not only important for human beings but for the entire ecosystems. There is no life if there is no water.

Diksha Pathania
B.A. 1st Year
Roll No. 23POL009

Poverty

Poverty in India has also declined at the state level rapidly. In Madhya Pradesh, the poverty rate fell from 43.42% to 37.43%.

Not only this, but in other states like UP and Orissa too, the poverty rate has gone downwards. However, even though there is a downfall in the country's poverty rate, to eradicate it from the routes, we must make use of some effective programs with combined efforts of Government.

Sanjna Devi
B.A. 3rd Year
Roll No. 21BAM004

The Economics of Happiness

Most of us, I think it is safe to say would like to be happier, and to hold the "Keys to happiness" for centuries this subject was the exclusive preserve of Philosophers and theologians. who speculated and offered prescriptions on the good life" only fairly recently has it come into the domain of social science, first in Psychiatry (where the inverse of Happiness, depression was the object of concern) and then, since around 1950, in the mainstream social science. The impetus for social science research in the last half century has been the development of population surveys inquiring into people's feelings of well-being. A very simple survey question, for example, might ask a respondent "in general, how happy would you say you are-very happy pretty happy, or not so happy?" Another question might be, "How satisfied are you with your life as a whole-very, somewhat, so-so, hot-very, or not at all?" Each of US, I imagine, could readily respond to such queries on our overall feeling of well-being as also survey respondents generally.

Over the years a substantial methodological literature has developed on the value of the answers to such question. The professional consensus is that the responses, through not without their problems, are meaningful and reasonably comparable among groups of individuals among groups of individuals. Although there are subtle differences between happiness and life satisfaction. I will treat them for the present purpose as interchangeable measures of overall feelings of well-being, that is of subjective well-being, that is of subjective well-being. My focus will be on what we are learning from the survey data on the causes of subjective well-being, and based on this, what we might do, as individual, to improve it.

Anu Choudhary
B.A 1st Year
Roll No. 23BAM010

Scope of E-Tourism

Tourism is the largest and fastest growing industry across the world. It is a source of revenue and employment. It also gives the opportunity for people to understand the culture, civilization and religious aspects of a country. There are many countries whose main source of revenue is Tourism. It is an expert that is not visible which earns valuable foreign exchange without and substantial or actual loss of internal resources. Tourism is a unique type of highly labor intensive industry.

Anu Choudhary
B.A. 1st Year
Roll No. 23BAM010

Green Economy

The role of Green Economy, Sustainable Consumption and production and Resource Efficiency for Sustainable Development Sustainable Consumption and production aims to improve production processes and consumption, waste generation and emissions across the full life cycle of processes and products. While Resource Efficiency refers to the ways in which resources are used to deliver value to society and aims to reduce the amount of resources needed and emissions and waste generated, per Unit of product or service. The Green Economy provides a macro economic approach to sustainable economic growth with a central focus on investments, employment and skills.

Sonia
B.A 1st Year
Roll No. 23ECO001

Current Scenario Of Economics

Over the years, the Indian government has introduced many initiatives to strengthen the nation's economy. The Indian government has been effective in developing policies and programmes that are not only beneficial for citizens to improve their financial stability but also for the overall growth of the economy over recent decades. India's rapid economic growth has led to substantial growth, increase in its demand for exports. India is primarily a domestic demand driven economy with consumption and investment contributing to 70% of the economic activity with an improvement in the economic scenario and the Indian economy recovering from the Covid-19 pandemic shock several investments and developments have been made across various sector of the economy. According to world Bank, India must continue to prioritise lowering inequality while also putting growth oriented policies into place to boost the economy.

Nikita Guleria

B.A. 1st Year

Roll No. 23ECO002

Economics

- E- Education is important to teach people how to use money
- C- Construction is essential for economy and life
- O- O lives are in the Primary Sector
- N- Normally the Government in Spain is not very good at Economy
- O- One of the most important service activity in Spain is Tourism
- M- Manufacturing industries transform raw materials into products
- I- Inactive population are the people who cannot work, too many inactive population is not good for the economy
- C- Construction is very important for the economy and it is on the secondary sector
- S- Sectors of Economy

Priya

B.A. 3rd Year

Roll No. 21BAM003

Health

Health economics is a branch of economics concerned with issues related to efficiency, effectiveness, values, and behavior in the production and consumption of health and health care.

Principles of health economics including: The notion of scarcity, supply and demand, distinctions between need and demand, distinctions between need and demand, opportunity cost, discounting, time horizons, margins efficiency and equity.

Health economics seeks to examine the factors that influence the industry's costs and quality of care. How do patients and the government influence how health care is distributed and in what health care is distributed and in what ways can it be improved?

Diksha

B.A. 1st Year

Roll No. 23POL067

48

The Economics of Globalization

Globalization has been a defining feature of the Global Economy in recent decades, with increased interconnectedness and integration of Markets across the world. This article exam in the economic benefits and challenges of Globalization including the impact on trade, investment, and income distribution.

One of the key economics benefits of Globalization is the potential for increased efficiency and productivity through Specialization and comparative advantage. By allowing countries focus on their areas of expertise and trade with other nations Globalization can lead to higher levels of economic output and improved living standards. Additionally, Globalization can facilitate the flow of capital, technology and knowledge across borders, leading to increased innovating and economic growth.

Globalization also presents challenges, particularly in terms of income distribution, while some individuals and industries may benefit from increased global trade of investment, others may face job displacement or ways stagnation. This can contributed to rising income inequality within and between countries, leading to Social and Political tensions.

Globalization can also lead to increased vulnerability to external shocks such as financial crises or distribution in Global Supply Chains, This interconnectedness can amplify the impact of economic downturns and create systemic risks that spread across borders.

In conclusion, Globalization offers significant economic benefits in terms of efficiency productivity and innovation it also presents challenges in terms of income distribution and vulnerability to external sheets. Policy makes must carefully consider these trade-offers and implement measures to ensure that the benefits of Globalization are should equitably and that economics are resilient to potential disruptions.

Akhil

B.A. 2nd Year

Scope of Pharmaceutical Industry in Indian Economy

As India completes 75 years of independence, the country's pharmaceutical industry can look back with pride on its journey thus far. After independence for more than two decades, India railed heavily on imports. The sector has grown exponentially to produce close to 85% of the domestic needs. Over the last two decades particularly, the pharmaceutical industry has grown from strength to strength, turning into a major exporter of generic medicines and vaccines. It is one of the top five sectors contributing to foreign exchange earnings and provides employment to over 2.7 million people thus playing a major role in the Indian economy. The size of the industry is USD 50bn (2022-2023) and contributes a net annual trade surplus of USD 17bn.

Nainvi

B.A. 1st Year

Roll No. 23BAM004

49

Sustainable Economic Growth

Sustainable economic growth refers to economic activities that improve the quality of life and the welfare of society. Sustainable economic growth also refers to a rate of economic growth maintained without creating future significant problems. Current economic growth may lead to resource exhaustion and environment problems in the future. Sustainable economic development considers future needs and limits the depletion of fish, natural gas, live stock and fish. Sustainable economic growth also prevents future global warming.

Barriers to Sustainable Economic Growth

There are hurdles associated with embracing sustainable economic development in organizations. These are risks that stakeholders encounter while reducing the environmental impact of business activities and balancing different aspects for long-term sustainable economic growth. The following are the barriers to sustainable economic growth in the real world.

How can Businesses promote Economic Sustainability

Business should promote sustainability by instituting measures for economic development and preserving the environment as they improve human life.

Gulshan

B.A. 2nd Year

Roll No. 22ECO012

Inflation

Inflation is a term that resonates through every market and affects the lives of individuals worldwide. It is a phenomenon where the general price of goods and services rises, eroding the purchasing power of a nation's currency often perceived as an economic menace. Inflation possesses layers of complexities, impacting various facets of an economy.

One of the primary causes of inflation is the excessive demand for goods and services surpassing their supply. When demand outstrips supply, prices surge, a fundamental principle of market dynamics. Moreover, inflation can be fueled by factors like escalating production costs, currency depreciation or government policies like excessive money printing.

Understanding inflation's repercussions is crucial on the surface; it might seem beneficial stimulating spending and economic growth. However, persistent high inflation leads to diminished savings value, reduced purchasing capacity and social inequities, disproportionately affecting fixed income groups.

Governments employ monetary policies to manage inflation, often through central banks controlling interest rates or regulating the money supply. Fiscal measures such as taxation and government spending also play a pivotal role in curbing inflationary pressures.

Furthermore, inflation bears a close kinship with concepts like deflation and stagflation. Deflation, the opposite of inflation, entails a general decrease in prices, often leading to economic stagnation.

In conclusion, inflation stands as a multifaceted economic phenomenon. While moderate inflation can stimulate economic activity, unchecked inflation can be detrimental. A delicate balance between growth and stability is imperative. Understanding its mechanism and adopting prudent policies are the keys to managing inflation's impact, fostering a stable economic environment for nations and individuals alike.

Abhishek

B.A 2nd Year

Roll No. 22ECO010

HIMNOOR



Commerce Section

Session - 2023-24

Editor of Commerce Section :-
Assistant Prof. Kiran Bala

Contents

S.No.	Article	Name of Writer	Page No.
1.	Words From Editor	Smt. Kiran Bala (Asstt. Prof. in Commerce)	53
2.	Bhim App	Smt. Kiran Bala (Asstt. Prof. in Commerce)	53
3.	Student Editor	Kritika Jariyal	55
4.	Electronic Payment System	Kritika Jariyal	55
5.	Corporate Governance	Suhani	55
6.	Overview of GST in India	Simran	56
7.	The Impact of E-Commerce on Business	Anjali Jamwal	56



Words From Editor

It's being a pleasure for me to be the editor of commerce department magazine named "Himnoor". The magazine publication is both for students and faculty members.

The section specially focuses on various topics related to commerce and provides a platform for students and teachers to share their views and ideas with others. This magazine further comprise of summary of events and activities organized by the commerce department throughout the year starting from 1st June 2023 to 31st March 2024.

I thank all the member of the editorial team (teachers and students) as well as the contributors to this magazine who helped us to issue this magazine and make it all real. We believe that in future "Himnoor" will reach and develop its wider networks.

***** Kiran Bala

Asstt. Prof. in Commerce



BHIM APP

BHIM (Bharat Interface for Money) is a Mobile App developed by National Payments Corporation of India (NPCI) based on the Unified Payment Interface (UPI). It was launched by Shri Narendra Modi, the Prime Minister of India, at Digi Dhan Mela, Talkatora Stadium in New Delhi on 30 December 2016. It has been named after Dr. Bhimrao R. Ambedkar and is intended to facilitate e-payments directly through banks as part of the 2016 Indian banknote demonetization and drive towards cashless transactions.

Working of BHIM App :-

BHIM allow users to send or receive money to or from UPI payment addresses or to non-UPI based accounts (by scanning a QR code with account number and IFSC code or MMID (Mobile Money Identifier) Code). Unlike mobile wallets (PayTM, MobiKwik, mPesa, Airtel Money etc.) which hold money, the Bhim App is only a transfer mechanism, which transfers money between different bank accounts. Transactions on BHIM are nearly instantaneous and can be done 24/7 including weekends and bank holidays.

BHIM also allows users to check the current balance in their bank accounts and to choose which account to use for conducting transactions, although only one can be active at any time. Users can create their own QR code for a fixed amount of money, which is helpful in merchant -seller-buyer transactions. Users can also have more than one payment address. If the 12-digit Aadhaar number is listed as payment ID, the BHIM app will not require any biometric authentication or prior registration with the bank or Unified Payment Interface. Version 1.3 allows user to use mobile numbers from their contact book to send money and also save payment addresses for future use without needing to type the address again. User can also check the Transaction History, which only shows transaction through BHIM. BHIM app currently supports 12 languages (including English), though there are totally 22 of the official languages of India (excluding English) under 8th schedule

of Constitution of India, in near future BHIM app is expected to support all 22 official languages of India along with other regional languages which were spoken widely next to the scheduled languages.

Which banks support the BHIM app?

The list is long : Allahabad Bank, Andhra Bank, Axis Bank, Bank of Baroda, Bank of Maharashtra, Canara Bank, Catholic Syrian Bank, Central Bank of India, DCB Bank, Dena Bank, Federal Bank, HDFC Bank, ICICI Bank, IDBI Bank, IDFC Bank, Indian Bank, Indian Overseas Bank, IndusInd Bank, Karnataka Bank, Karur Vysya Bank, Kotak Mahindra Bank, Oriental Bank of Commerce, Punjab National Bank, RBL Bank, South Indian Bank, Standard Chartered Bank, State Bank of India, Syndicate Bank, Union Bank of India and Vijaya Bank.

BHIM APP has 125 Lakhs Downloads

BHIM app or otherwise known as Bharat Interface for Money is currently being used by over 125 lakh Indian citizens, Union Finance Minister Arun Jaitley said in his Budget 2017 speech on Wednesday. Launched on December 30, the Unified Payments Interface (UPI) based BHIM app is currently available on Google's Play Store.

Reasons why BHIM APP is better than any other app :-

1. All in one app for All Bank Accounts :- The biggest USP for BHIM is that it works across all banks and users do not need to use separate apps in case they have multiple accounts in different banks. So, if a user has bank accounts in 3-4 UPI enabled banks and then BHIM will join all his banking functions and enable cashless transactions by saving time and hassles of having multiple mobile wallet accounts. Whereas for Paytm transactions you need to add money to the Paytm wallet via net banking or credit/debit card each time it runs out of money.

2. No Internet Connectivity Required :- The BHIM App can transfer funds from one bank account to another without an internet connection. For that, you need to dial *99# from a mobile phone and this will show a welcome screen with seven options - to send money, check your balance or see transaction history. So, with BHIM app, a non-smartphone user can also do any transaction from anywhere. Paytm has also introduced a new feature that will allow anyone to make payments using a Paytm wallet without Internet or smartphone. But for transferring your funds from the bank accounts one still needs internet.

3. Government-backed App Vs Privately-owned Apps :- The BHIM app is backed by the government of India which makes it the most secure and reliable cashless payment option. At present, there are 5 payment options on this app - including mobile number, bank account, IFSC code and Aadhar number. On the other hand, Paytm is backed by a private mobile internet company One97 Communications. One97 investors list include Ant Financial (AliPay), SAIF Partners, Sapphire Venture and Silicon Valley Bank.

4. Authentication & Security :- The BHIM app has three level authentications, which makes it more secure option from a customer point of view. The three levels of authentication include device ID or mobile number, the bank account which you are linking to this app and third the UPI Pin to complete the transaction. Paytm does not ask for any PIN or password when you are paying using your wallet balance. Hence, anyone can make payments using Paytm balance.

Prof. Kiran Bala
Department of Commerce

54

Student Editor

As we welcome the new academic year, it is my pleasure to be a part of the latest edition of our college magazine. College magazine is a platform for students to exhibit their talent through writing articles. It provides our youngsters to speak their mind out and thus instills in them a sense of independence and individuality.

Moreover, it becomes imperative to students to share their own articles, thus promoting literary insight.

***** Kritika Jariyal
B.Com. 2nd Year
Roll No. 22BCM011

Electronic Payment System

Electronic Payment technology is one of the most important aspects in the development of E-commerce. E-payment is a system that provides tools for payment of services or goods carried on the internet. E-payment system provides the ease of transaction processing in E-commerce between consumers and sellers. Using the E-payment system has many benefits for payers, payee, banks. These benefits can lead to widespread electronic payment system in the world. The global potential of E-commerce made it attractive for many companies that hope to achieve considerable gains from e-commerce activities.

***** Kritika
B.Com. 2nd Year
Roll No. 22BCM011

Corporate Governance

The root of the word governance is from 'Gubernate', which means to steer. Corporate governance would mean to steer an organisation in the desired direction. The responsibility to steer lies with the board of directors/ governing board.

Corporate of a corporation is derived from the latin term "Corpus" which means a "body". Governance means administering the processes and systems placed for satisfying stakeholder expectation. When combined, corporate governance means a set of systems, procedures, policies, practices, standards put in place by a corporate to ensure that relationship with various stakeholder is maintained in transparent and honest manner.

Corporate governance may be defined as a set of system, processes and principles which ensure that a company is governed in the best interest of all stakeholders. It is the system by which companies are directed and controlled. In other words 'good corporate governance' is simply 'good business'. In conclusion, good corporate governance is essential for the long term success of a company.

Suhani
B.Com. 2nd Year
Roll No. 22BCM014

55

Overview of GST in India

Tax is one of the major sources of revenue for any government across the world. In India tax policy constitutes a significant portion of government revenue. Taxes in India can be classified into two broad categories direct tax and indirect tax. Goods and services tax is a single comprehensive tax in place of all existing indirect taxes. As the name suggests it covers both goods and services. It is levied at each point of sale or provision of service with applicable set off in respect of tax paid at previous stage. GST regime seller goods or provide of service has to pay tax levied on sale or provision of service net of input credit of all taxes paid while purchasing any goods or obtaining any service. It is a single national uniform tax levied across India on all goods and services. GST works on the fundamental principle of "One country one tax".

Simran
B.Com. 2nd Year
Roll No. 22BCM009

The Impact of E-commerce on Business

The internet has charged people's lives in many ways : our social interaction and communication, access to information and business activities. The internet has made shopping exponentially more convenient for consumers. Online shopping has become the norm for many people over the last few year, especially during the pandemic.

Electronic commerce is the buying and selling of goods and services through the internet. The transmission of funds or data is also done over an electronic network. In the digital age, nearly anything can be done through online transactions which explains its growing popularity.

E-commerce is one of the fastest growing industries worldwide & is one of the most rapidly evolving areas of national and international trade. Using internet to carry out business has been deemed to be the most current innovation in the world of business and carry out business through electronics.

It is apparent that since the inception of computers and internet, everything particularly on how business is carried out has tremendously changed. Firms have rushed to adopt e-commerce the belief that it will help them gain competitive advantages and increase their market shares as well as revenue.

Anjali Jamwal
B.Com. 2nd Year
Roll No. 22BCM048

Role of Agriculture in the Indian Economy

Agriculture is one of the most important sectors of the Indian economy. It supplies food and raw materials in the country. At the time of independence, more than 70% of India's population depended on agriculture to earn a livelihood.

Accordingly, the share of agriculture in the national product income was as high as 56.6% in 1950-51. However with the development of industries and the service sector, the percentage of the population depending on agriculture as well as the share of agriculture in the national product, has come down. Agriculture is the source of food supply. Agriculture is also a major source of foreign exchange earnings through export. The share of agriculture in India is 12.3%.

Kamni
B.Com. 2nd Year
Roll No. 22BCM004

GLIMPSES OF ANNUAL FUNCTION



ROAD SAFETY CLUB ACTIVITIES



TALENT HUNT FUNCTION 'AAGAAZ



HIMNOOR



B. Voc. Section



Session- 2023-24



Editor of B. Voc. Section
Dr. Sohan Kumar

Contents

S.No.	Article	Name of Writer	Page No.
1.	Editorial	Dr. Sohan Kumar (Nodal Officer)	59
2.	Student Editor	Sidhant Singh Pathania	59
3.	Tourism in India	Rahul Singh	59
4.	Food As A Source of Nutrients	Manoj Kumar(Sr. Trainer(H&T))	60
5.	Impact of Retail in the Growth of India Economy	Shruti Sen	60
6.	Vrindavan - Prem Mandir	Sagar Singh	61
7.	Travel Agency	Komal Kumari	61
8.	Hospitality & Tourism	Komal Kumari	61
9.	Point of Sale's	Deeksha Sharma	61
10.	Front Office Department of a Hotel	Abhinandan	62
11.	Hospitality & Tourism Industry	Sidhant Singh Pathania	62
12.	Cross Merchandising	Taniya	63
13.	2023 Retail Industry Outlook	Anmol	63
14.	You Know What the 5 A's Concept is ?	Jatin Kumar	64
15.	Retailing	Abhay Mahajan	64
16.	Store Layout	Sunny Kumar	65
17.	Role of Advertising in Promoting A Product	Muskan Thakur	65
18.	Why Retail is Important ?	Shivali Devi	65
19.	Effective Advertising	Mamta	66
20.	E-Commerce & Digital Marketing	Prashant	66
21.	Teamwork	Mansi Rana	67
22.	The Future of Retailing	Tanu Devi	67
23.	Buying Behaviour Pattern of Customers	Suhani Sharma	67

Editorial

It gives me pleasure to edit B.VOC. Section of Magazine "HIMNOOR" of our college. This magazine will give a clear picture of the way the students of Vocational studies think. It is a matter of great pride that indirectly the talent of students have come out. Vocational studies is not a knowledge only but practical experience of knowledge. It requires skills as well as knowledge to do a work. In our college two trades of vocational studies are running. The main intent of the programmes is to fill the gap of skilled and unskilled candidate in the respective industry so that further employment can be generated for the skilled youth.



Through this section students have displayed their creative mind by giving knowledge of their respective areas in the form of small articles.

To all the readers, I hope you will have wonderful experience reading these articles.

*** Dr. Sohan Kumar
Nodal Officer

Student Editor

Greeting to all!

A few months ago I got the opportunity to be the student editor of our College Magazine. I feel great joy and happiness while presenting you our B.VOC. Section for the academic year in "HIMNOOR".

"HIMNOOR" is more than first a magazine where the potentials talents, achievement and vision get reflected. This is that hardwork and cherish their fruit of sincerity.

Hope that you the readers enjoy reading B.VOC. section as much as we enjoyed working on it.

*** Sidhant Singh Pathania
B.Voc(H&T) 3rd Year

Tourism In India

One of the most well-liked tourist destinations in Asia is India. India's secularism and culture have captivated people from all over the world. India therefore, has a lot of potential for tourism. India offers a variety of rights to see and things to do. The Himalayan ranges boarder it in the North and the Arabian Sea, Bay of Bengal and the Indian Ocean on three sides. India is beautiful because of its picturesque backwater, hill towns and landscapes. Thus it was a lot to offer to the tourist. It encourages global fraternity and national integration.

Rahul Singh
B.Voc(H&T) 1st Year
Roll No. 23HT24

Food As a Source of Nutrients

Nutrition is a science which studies the relationship between diet, the state of health and diseases. Food is essential for human existence just like air we breathe or the water we drink. The food that we eat is utilized in the body and the assimilated substances are used for the growth and maintenance of tissues. A human being requires more forty five different nutrients for its well being. A number of food stuffs have to be selected to get all the nutrients. The health of a person depends on the type and quality of food stuffs he chooses to make his diet. The constituents of food which helps us to maintain our body functions, to grow and to protect our organs is basically known as nutrients. Major nutrients in our body are carbohydrates, proteins, lipids, vitamins and minerals. Our human body requires 17 vitamins and 24 minerals elements for various day to day activities.

Achieving a healthy diet is popularly misperceive as being attainable by eating healthy foods. Very less people know that there are good and bad foods. The consumption of nothing but substances that are deemed healthy, such as all grain diet or a diet considering only of pasta or other than foods would most likely result in deficiencies becomes some of important nutrients are missing. Foods such as grains, fish, corns etc. are healthy when consumed with a balanced diet, because in combination they supply us with all of the required nutrients. The most important aspect of any diet is maintaining a healthy intake and balance food.

Although a healthy diet is based upon nutrition. People eat food not nutrients, as a very few people know which food supply which nutrients. Due to past difficulties of educating people about nutrients intake, now Government has opted to counsel on what foods to eat rather than on what nutrients to ingest. Thus to maintain a good health we need to have all the essential nutrient in a correct proportion as required by our body.

Manoj Kumar

Sr. Trainer (H&T Level-7)

Impact of Retail In The Growth of Indian Economy

Retailing, one of the principal sectors in the large-scale market, is going through a transition phase not only in India but all over the world. India has emerged as the hottest retail destination. Most of the structured retailing in India has started recently and is engaged mainly in urban cities. Indian retail sector has been hailed as one of the sunrise sectors in the Indian Economy. The retail industry in India is the second largest employer with an estimated 35 million people engaged by the industry. Though initially the retail industry in India was mostly unorganised, however with the change of taste and preferences of consumers, the Industry is getting more popular these days and percent of the country's GDP and around 8 percent of the employment.

Shruti Sen

B.VOC(RM).L-6

Roll No. - 22RM007

Vrindavan-Prem Mandir

Prem Mandir is the best tourist attraction in India. Prem Mandir also known as the temple of divine love. Prem Mandir is dedicated to Goddess Radha & Lord Krishna and Lord Rama & Goddess Sita. It was shaped & designed by Jagadguru Shri Kripaluji Maharaj in 2001 and is sprawled over 54 acre considered as one of the most beautiful and elegant structure in Vrindavan. This Italian while marble temple is dedicated to the major events of Lord Krishna's life and the interiors depict those scenes including the raising of Govardhan Hill.

Travel Agency

A travel agency is a private retailer or public service that provides travel and tourism-related services to the general public on behalf of accommodation or travel suppliers to offer different kinds of traveling packages for each.

Travel agencies can also service of general sales agents for airlines that do not have offices in a specific region. A travel agency's main function is to act of an agent, selling travel products and services on behalf of a supplier. They do not keep inventory in hand unless they have pre-booked hotel rooms or cabin on a cruise ship for a group travel event such as a wedding honeymoon or other group events.

Sagar Singh
B.Voc. 1st Sem
Roll No. 23HT025

Komal Kumari
B.Voc. (HT)
5th Semester

Hospitality and Tourism

Hospitality is a broad career field that provides many opportunities for international career progression. In the hospitality industry alone(hotels, events, restaurants etc) graduates with hospitality degree can become managers in a variety of departments and sectors, or choose to specialize in one area.

The career paths are as diverse as the industry, and with so many new hospitality concepts and innovation changing the industry, the carrier paths will continue to grow and evolve with technology and trends of the 21st century.

Komal Kumari
B.VOC (HT)
5th Semester

Point of Sale's

Point of sale display (POS display is a specialised form of sale promotion that is found near on our nest to a checkout counter ("the point of sale"). They are intended to draw the customers attention to products. Which may be new products or on special offer and are also used to promote special events e.g seasonal or holiday-time sales. POS displays can include free standing display limits (FSDU), shelf edging dummy packs, strut cards, standees, hanging signs Counter Display Unit (CDU), display packs, endcaps, display stands mobiles posters. POS also refer to systems used to record transactions between the customer and the commerce.

Deeksha Sharma
B.VOC (RM)
Roll No. 23RM008

Front Office Department of A Hotel

The front Office Department is the first point of contact for your customers and the main point of contact while they stay with you. All your guests will interact with your Front office department.

They will book reservations through the front desk and then check -in when they arrive. If they have problem or queries the front office is th department that will deal with them. They will interact with the front office again when they check-out and leave. The front office will also assign their rooms and keep the room status update.

Abhinandan

B.VOC (HT)

Roll.No. -23HT16

Hospitality & Tourism Industry

Tourism and hospitality are thriving industries encompassing many sectors, including hotels, restaurants, travel, events and entertainment. The tourism and hospitality industry offers a diverse range of career opportunities that cater to various interests, skills and qualifications, with positions available from entry-level to executive management. The booming tourism and hospitality industry also offers job security and career growth potential in many hospitality-related occupations. Tourism is traveling for leisure, pleasure, or business purpose and visiting various destinations, such as cities, countries, natural attractions, historical sites, and cultural sites and environments.

Tourism can take many forms, including domestic, or traveling within your country, and international tourism, or visiting foreign countries. It can also involve sightseeing, adventure tourism, eco-tourism, cultural tourism and business tourism, and it's a huge contributor to the global economy, generating jobs and income in many countries. It involves many businesses, including airlines, hotels, restaurants, travel agencies, tour operators and transportation companies. Hospitality includes a range of businesses, such as hotels, restaurants, bars, resorts, cruise ships, theme parks and other service-oriented businesses that provide accommodations, food and beverages. Hospitality is all about creating a welcoming and comfortable environment for guests and meeting their needs.

The industry employs millions globally, from entry-level to high level management positions, including hotel managers, chefs, tour operators, travel agents, and executives. It provides diverse opportunities with great career progression and skill development potential. To prepare for a career in tourism and hospitality management, you should focus on researching the industry and gaining relevant education and training, such as a hospitality degree.

Sidhant Sing Pathania
B.Voc.(H&T) 3rd Year

62

Cross Merchandising

Retailing refers to the concept of selling merchandise in small quantities to the customers for their end use. According to retailing, the individual can walk up to an near by retail store and purchase products as per his need and pocket in small units for his own consumption. Cross merchandising refers to the display of opposite and unrelated products together to earn additional revenues for the store. Products from different categories are kept together at one place for the customers to find a relation among them and pick up all.

Example of cross Merchandising

- Mobile covers displayed nest to mobile phones.
- Recharge coupons with new Sim cards.
- Batteries with electronic appliances.
- Neck ties or cuff links displayed with men shirt.
- Fashion jewellery, ring, anklets, hand bags with female dresses.
- Shoe laces, shoes shiners, shoe racks with shoes.
- Audio CDs with CD players.

Taniya

B.VOC. (RM)

Roll No. - 23RM003

2023 Retail Industry Outlook

Embrace the changing consumer to bolster growth in inflationary times.

Labour pressures and supply chain constraints, how can retailers sustain the resiliency of the last few years to better navigate the current headwings? Our 2023 industry outlook explores retail trend's to help your company elevate its business strategy beyond traditional cost-cutting. Learn how your oraganization can help drive future profitability by ensuring the consumer experience is at the heart of investments.

3 Retail Industry trends and priorities:-

Supply Chain:- Seven in 10 leaders say that are very confident that they will be able to deliver a seamless experience to consumer across channels.

Omni Channel:- Every return is an opportunity for retailers to save a sale. Retailers should look to take advantage of in -store reverse logistic capabilities.

Digital:- The cost of enquiring a new customers can be up to Six to Seven times more than retailing old customers, and social commerce can help reinforce existing customer loyalty retailers should invest is technologies.

Anmol
B.VOC. (RM)
Roll No. 23RM002

63

You Know What The 5 A's Concept is ?

ASK: Explore your customer's knowledge, belief and values. Does the customer believe he/ She able to self manage?

Advice: Share with the customer information about product and services in detail. The current plethora of information available on the internet often means people have already accessed information. Ensure information is both accurate and current.

Assess: Jointly set goal. This goal needs to be important and valued by the customer something that the customer wants to do. It must be achievable and measurable.

Assist: Help the customers to identify barriers and problem solve to identify potential solutions. Discuss strategies and resources available to help them.

Arrange: Arrange a follow up or visit before the customer leaves. This provides the customer with a time frame for achieving some or all the goals and indicates support.

Jatin Kumar

B.Voc. (RM) 1st Sem.

Retailing

India at the top position among 30 developing countries on ease of doing business in the retail sector and has become seventh largest consumer market in world (At Kearney, 2017). As per the estimates of the Associated chamber of Commerce industry (Assocham) presented in one of its recent retail reports, the contribution of both organised and unorganised retail stood at 22% of G.D.P This would mean that Indian retail industry with several size should measure closer to Rs-19.2 million in 2012-2013.

Term And Definition Of Retailing:-

Retailing is the final stage of any economic activity. It encompasses the business activities involved in selling goods and services to customers for their personal family or household use. The word "retail" is derived from the french word. A retailer is a person, agent, agency, company or organization.

Retail Sector In India:-

In 2004, the high court of Delhi defined the term "retail as a sale to customers for their personal use. Thus, retailing can be said to be the interface between the producer and the individual consumer buying for personal consumption.

Abhay Mahajan

B.Voc. (RM)

Roll No. - 23RM004

64

Store Layout

Retail store layout means the strategic design and use of physical space specially, it defines how retailers arrange their merchandise, how they display products, and how shoppers navigate through the store.

Why is retail store layout importance

instead, store layout influence customer behaviors to enhance the overall shopping experience.

The main 4 types at store layouts

Grid Store layout

Herring bone store layout

Loop (Racetrack) store layout

Free-flow store layout

Sunny Kumar

B.VOC (RM)

Roll No.-22RM041

Role of Advertising In Promoting A Product

The retailer through various ways of advertising strives hard to Promote his brand amongst the masses for them to visit the store more often.

Advertisements attract the customers into the store. They act as a catalyst in bringing the Customers to the stores.

The tagline has to be crisp and impressive to create the desired impact.

The tagline should not be lengthy else the effect gets nullified.

It has to be catchy.

It should be simple to memorize.

Muskan Thakur

B.Voc. (RM)

Roll No. 23RM034

Why Retail is Important

Retail stores play a crucial role in the everyday life of modern people. Retailers enables consumers to access a wide variety of products and services worldwide. The retail business helps support the country's economy and create additional workplaces first of all, the retail industry is about customer's convenience.

Retail is the activity of selling goods direct to the public, usually in small quantities Retail Sale of consumer goods, or final goods by businesses to end consumers.

5 R's of Retailing

The Right Merchandise

In The Right Quantities

At The Right Time

At The Right Price

In The Right Place

Shivali Devi

B.Voc. (RM)

Roll No. 23RM025

65

Effective Advertising

The main purpose of any advert is to make the advertised product sell more. Therefore any advertising product sell more. Therefore any advertising producer will do everything possible to ensure that he or she ends up with an effective advert. An effective advert in this contest is one that will sell out a product or even services through fulfilling promises made about it. For that reason an effective advertising will have to adhere to the following characteristics. They include, creativity hard hitting, memorable, clear, informative and distinctive.

It is through adherence to these features that some of the world wide products like COCA- COLA have managed to stand out among others. This explains another fact about effective advertising, which is brand establishment. For example, when an individual mentions the term beverage in any context, COCA- COLA will be among the first things to pass through the minds of people. This is because of the branding made about it through advertising.

Mamta

B.Voc.(RM) 2nd Year

Roll No. 23RM028

E-Commerce And Digital Marketing

The term E-Commerce is used to describe businesses that are carried out over the internet. E-Commerce describes how businesses are conducted using internet applications such as shopping carts, e-mails, web services, electronic data interchange (EDI) and instant messaging. Electronic Commerce can be carried out between two or more businesses. The online business involves transaction of funds, data, goods and services. The success and efficiency of E-Commerce typically depends on digital marketing which uses search engine optimization as the main tool to promote the products and services in the E-Market. The best way through which an E-business can prosper is building a competitive advantage through relevant people. E-Commerce has brought about a new idea in the field of business and this concept is growing very fast and is almost bringing the traditional business techniques to an end. E-Commerce has provided not only a quick way to exchange products and services, but also provided the most efficient and convenient way of accomplishing the transactions involved in this trade.

Prashant

B.Voc. 2nd Year

Roll No. 22RM035

66

Teamwork

The Word "teamwork means working together as a team to achieve a particular goal. Humans are social animals. We tend to stick together and work alongside others in almost every phase of life. Be it in an office or home everyone has his responsibilities to meet. Performing these responsibilities every day makes us a part of team we are in upon doing their assigned work with proper coordination, a team always wins a achieving its goal.

In a team, there is a hierarchical system where one leads the other to follow. The leaders has more experience than the other teammates. It is his experience that helps him to lead a team with proper supervision. If you look at an organization, you will find that leaders show the path to the teammates to follow and complete their respective assignment. Every assignment is a small piece to a big puzzle. This puzzle will only take the right shape when the piece fall in the right place. Hence, the contribution of each team member is extremely crucial for the success of a team.

Mansi Rana

B.Voc. 1st Year

Roll No. 23RM015

The Future of Retailing....

In the rapidly evolving retail landscape, consumers need still drive their purchase decisions. Shoppers make most consumption decisions, yet newer technologies, newer business models, and big data/predictive analytics suggest that the shopping process is on the verge of a quantum leap into an unknown shopping realm. The result is a powerful need to understand critical retailing areas in which innovations are changing the game, so that we can better understand where the retailing field will be devaluing in the future.

In modern, multifaceted, omnichannel environments, consumers are bombarded with information about goods and services. Retailers than can connect with their customers by providing targeted information and offering value stand apart and have the potential to create deep customer engagement. Technology also enables consumers to make better informed decisions about which products or services to make be consume. Yet not all consumer decisions rely on extensive information searches and detailed decision processes. Some decisions are spontaneous, produced quickly while shopping online or in stores often prompted by strategic visual presentations and merchandise assortments crafted by the retailer.

Tanu Devi

Roll No. - 23RM037

Buying Behaviour Pattern of Customers

For understanding the buying behaviour of the customers in retail stores it is very important to analyze the customer psychology, the factors which influence a customer for buying certain products/services from the store and also an analysis of the customer's response towards a sales promotion is very critical.

A consumer is the ultimate user/beneficiary of the product/services where as a customer is the one who purchases the products or a service.

A customer also becomes the consumer of a product and their purchasing decisions are based on a number of factors like personal need or requirement, buying capacity etc.

Suhani Sharma

B.Voc(RM)

Roll No. 22RM005

67

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I, Associate Prof. Seema Ohri, hereby declare that the particulars given above are true to the best of my knowledge and belief.

Prof. Seema Ohri

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