



THE EDGE AGES (TEA) - A FORTNIGHTLY

NEWSLETTER



HIMACHAL PRADESH UNIVERSITY SHIMLA
DEPARTMENT OF COMMERCE

ISSUE-11



AIMS AND OBJECTIVES

The Edge Ages (TEA) is a fortnightly Online Newsletter of the Department of Commerce, Himachal Pradesh University, Shimla. It is to focus on academic and other perspectives useful for students and readers, especially for commerce and business. The Newsletter updates the activities of the Department of Commerce, Himachal Pradesh University. It is meant to enrich knowledge and encourage young and enthusiastic students and researchers to contribute their original write-ups as well as to convey updated information which is useful for synergizing knowledge in the field of commerce and is an effort for the benefit of all stakeholders and welfare of the future generations. The information and write-ups can be considered for publication if they ensure originality and recommendations of the reviewers including the editorial board.


[Read More](#)



ADVISORY BOARD

- Professor Vijay Kumar Sharma
- Professor S.S. Narta
- Professor O.P. Verma
- Professor Kulbhushan Chandel

EDITORIAL BOARD

Chief Editor:

Dr. Devinder Sharma, Professor & Chairman, Department of Commerce, H.P. University, Shimla.

Managing Editor:

Dr. Raj Kumar Singh, Professor, Department of Commerce, H.P. University, Shimla.

Editorial Committee:

Dr. Manoj Sharma, Assistant Professor, Department of Commerce, H.P. University, Shimla

Dr. Vijeta Sharma, Assistant Professor, Department of Commerce, H.P. University, Shimla

Scholars Editorial Board

1. Tarini Kanwar (Head Editor)
2. Aditi Sharma (Editorial Member)
3. Neevia Thalyari (Editorial Member)
4. Sunil Kumar (Editorial Member)





WEB MANAGEMENT BOARD

Web Manager: Shashi Dogra, Web In-Charge, Computer Centre, Himachal Pradesh University, Shimla.

• WEB MANAGEMENT COMMITTEE (SCHOLARS)

1. Vishal Kaushal (Head of Committee)
2. Parikshit Gupta (Member)
3. Satish Kumar (Member)
4. Ashish (Member)
5. Tarun Sharma (Member)



OUR MOTTO

**"समकालीन वैश्विक विकास के महत्वपूर्ण आधार:
अनासक्त भाव से कर्म एवं गुणात्मक अनुसंधान"**

MESSAGE OF THE CHIEF EDITOR

TEA

BENEDICTION FROM CHIEF EDITOR

Happy New Year-2025 to the entire team of Web and Editorial team and also the readers of Fortnightly E-Newsletter of the Department of Commerce 'THE EDGE AGES (TEA)'. The Academic Session 2024 remained quite hectic. It was full of events including programs we had scheduled to celebrate as per the Academic Calendar along with the academic curriculum, research presentations, International Conference and examinations. Now students of M.Com are getting relaxed after their Semester End examinations and Ph. D. Research Scholars are also free after their Course work examinations. We have now new Ph.D. scholars admitted in November-2024. Our team welcomes with the expectations that they will very soon adjust with the academic environment and will strengthen following of the Code of Ethics of the Department thereby devote knowledge for excelled career through which Department of Commerce would be known for growth and development of excellence in knowledge dissemination as well as establishing ethical standards. Our team of teaching faculty is trying our level best to excel and succeed. Success of students in UGC-JRF (NET) and in different places during this session has given a feeling of proud for all of us. Our E-Newsletter is a package of different activities, achievements, academic intake and information about future avenues. Definitely it is a source of knowing what we do in the institution and in what way we can help our students in developing their personalities and also to provide valuable and interesting academic and other reading materials to the readers. From January 1, 2025 to February 18, 2025, the University has vacations due to which, students and scholars may not be frequently interacting. However, the synergy of working on the E-Newsletter THE EDGE AGES (TEA) will not affect any way. We will share relevant information and our efforts to ameliorate academic reputation of the institution from the places we will be during the vacations. The Web Head and Editorial Team Head with their respective teams will be available and I wish we will be able to get the forthcoming issues of the Newsletter uploaded in the University Website at Department of Commerce web page "Newsletter". Once again I wish all a Happy and Prosperous New Year. Keep working on the Newsletter as it is our responsibility to provide reading material to our valuable readers.

CHIEF EDITOR

Professor Devinder Sharma

Chairman, Department of Commerce

MANAGING EDITOR'S DESK

Dear Students, Faculty and Staff,

The session is at the closure now. In the past more than three months whatever we have done and wherever we involved in the different activities including induction programmes, presentations, teaching-learning, research, exposure, outreach, philanthropy and celebrations, the editorial team and web committee has made a tremendous job to let the readers know about each and every activity of the Department of Commerce. The contents covered in the fortnightly newsletter “THE EDGE AGES (TEA)” is a package covering variety of aspects. It is admirable effort of the entire team of the editorial board and web management of the e-newsletter available on the web page of the Department of Commerce in Himachal Pradesh University website. This effort is instrumental to attract and captivate the interest of readers to read all aspects and to know about the activities of the department. Interesting, academic researched coverage is value addition attempt. It is a bonus as the issues of the newsletter can be read in the later stage as per the convenience of the readers as the issues are available on the University website. I am delighted to share with you the latest updates and achievements of our department as we continue to strive for excellence in education.

I urge you all to embrace the values of love, respect, non-violence, truthfulness, patience, and forgiveness, in your daily lives, and to create a wonderful, joyful and peaceful environment in the institution and society.

Best regards,

Professor Raj Kumar Singh Managing Editor

MESSAGE FROM THE SCHOLARS-EDITORIAL BOARD

In this edition of our newsletter, we'd like to express our gratitude to you for being a part of our community. Your engagement, feedback, and enthusiasm continue to inspire us. We are excited to share the activities that took place in the Department of Commerce, Himachal Pradesh University. Our team has worked hard to bring you the latest issue of our newsletter, and we take pride in being part of such a vibrant and dynamic community. We are committed to pushing the boundaries of knowledge and fostering a spirit of collaboration and inclusivity. Thank you for your continued support and engagement. Together, we are shaping the future, one step at a time.

Best regards,
Scholars-Editorial Board

HIMACHAL PRADESH UNIVERSITY
(NAAC Accredited 'A' Grade University)

Department of Commerce, Shimla-5

ACADEMIC CALANDER FOR THE SEMESTER W.E.F. JANUARY- 1, 2025 TO JUNE-30, 2025

MONTH	DATES FROM- TO	TEACHING DAYS	ADDITIONAL CELEBRATIONS	MODE OF CELEBRATION
JANUARY	Vacations	NIL		
FEBRUARY	19.02.2025 TO 28.02.2025	08	22nd February World Thinking Day	Cleanliness, Plantation drive
MARCH	01.03.2025 TO 31.03.2025	23	15th MarchWorld Consumers Rights Day	Special Lectures on GST, Tax and Consumer Rights
APRIL	01.04.2025 TO 30.04.2025	21	26th April World Intellectual Property Day with World Book and Copyright Day of 23rd April. Both on 26th April	Special Lectures
MAY	01.05.2025 TO 31.05.2025	24	3rd May Press Freedom Day	Students Presentations
JUNE	01.06.2025 TO 30.06.2025	21	21st June International Yoga Day and 1st July, Chartered Accountants Day. Both on 21st June	Participation of all and Special Lecture
Total Days		97	6	
Less Days due to Celebrations		6		
Effective Class Days(For M.Com I & III)		91		
Preparatory Days and Proposed Exams of M.Com.		1.07.2025 Onwards		
Additional Academic Calendar for Ph.D. Course Work Students				
They will have to attend the Viva-Voce Examination presentations of Ph.D. Scholars, give presentations on rotation basis, participate and involve in the departmental events and attend One Week Workshop on Research Methodology from 17.03.2025 to 22.03.2025.				
Attendance of M.Com. students and Ph.D. Scholars with the approval of Chairman, in the Seminar/Workshop/Special Lecture in the Semester will be considered for Academic Attendance Count as per Norms.				
In addition to the events mentioned in the Academic Calendar, such other events will be organized in the months of February and March, 2025, which have been proposed by the Department and sanction granted by the University.				

CHAIRMAN

TEA: ELEVENTH EDITION LAUNCH

THE ELEVENTH ISSUE OF THE DEPARTMENT OF COMMERCE FORTNIGHTLY NEWSLETTER:

THE EDGE AGES (TEA) launched on 26.01.2025 covering updates between 01.01.2025 to 15.01.2025.

Notices and circulars are circulated regularly off-line on the Notice Board and Online through the University Web system for interaction and updates.



प्रो. राजकुमार सिंह बने इंडियन जनरल ऑफ फाइनांस के चीफ एडीटर

शिमला, 18 दिसम्बर (अभिषेक) : हिमाचल प्रदेश विश्वविद्यालय (एच.पी.यू.) के वाणिज्य विभाग के प्रो. राजकुमार सिंह को इंडियन जनरल ऑफ फाइनांस (आई.एस.एस.एन.-0973-8711) के चीफ एडीटर के रूप में नियुक्त किया गया है। यह नियुक्ति 5 वर्षों के लिए की गई है। इंडियन जनरल ऑफ फाइनांस एक प्रतिष्ठित जनरल है जो स्कोपस डाटा बेस (क्वार्टाइल : वयू.एक्स.) में अनुक्रमित है और यू.जी.सी. केयर लिस्ट जनरल व ऑस्ट्रेलियन बिजनेस डीनस काउंसिल (ए.बी.डी.सी.- रेटिंग : सी) में भी अनुक्रमित है।

प्रो. राजकुमार ने इससे पहले भी पिछले 2 वर्षों से स्टैंडफोर्ड विश्वविद्यालय द्वारा विश्व के 2 प्रतिशत वैज्ञानिकों की सूची में अपना नाम शुमार किया है। उन्होंने अपनी नियुक्ति के उपरान्त कहा कि मेरा मुख्य उद्देश्य आने वाले समय में सर्वप्रथम इस जनरल की रैंकिंग को ऑस्ट्रेलियाई बिजनेस डीनस काउंसिल की (रेटिंग : सी) से (रेटिंग : बी) ले जाना है और इसके साथ-साथ तमाम शोधार्थियों को प्रोत्साहित करना है।

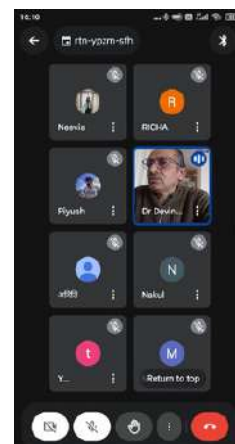
इस नियुक्ति पर हिमाचल प्रदेश विश्वविद्यालय और वाणिज्य विभाग के विभागाध्यक्ष प्रो. देवेन्द्र शर्मा व विभाग के अन्य सदस्यों ने प्रो. राजकुमार सिंह को शुभकामनाएं दीं।

Heartiest congratulations to **Professor Rajkumar Singh** on being appointed as the **Chief Editor** of the prestigious **Indian Journal of Finance** for a tenure of **five years**. This remarkable achievement is a testament to your unparalleled dedication, expertise, and academic excellence in the field of commerce and finance. As students and colleagues, we are proud to be associated with your exemplary academic journey and leadership.

1- Minutes of the Meeting

Meeting (January 10, 2025)

Mode: Online



An online meeting was convened with research scholars, **chaired by Prof. Devinder Sharma, Head of the Department**. The session aimed to outline various academic and professional opportunities while fostering active participation among scholars.

The discussion **began** with an emphasis on the **importance of engaging in government-sponsored projects**. Research scholars were encouraged to volunteer for these initiatives to enhance their academic and practical experience.

Plans for a workshop on R Studio were also discussed, with tentative dates under consideration.

Participants were informed that **finalised details would be shared after confirming logistical arrangements**.

The announcement of a special lecture series on SEBI and mutual funds was another highlight. Scheduled for **January 27–29, 2025**, the series aims to provide valuable insights into financial markets and investment strategies.

Additionally, research scholars were reminded about preparing and submitting abstracts for the departmental journal.

Prof. Sharma underscored the importance of maintaining high-quality standards and adhering to submission deadlines.

The meeting concluded with a call for proactive involvement, collaboration, and commitment to the outlined initiatives.

2. Minutes of the Meeting

Meeting (January 14, 2025):

Participants:

- Prof. Devinder Sharma
- M.Com Semester 1 Students
- Research Scholars:
Aditi Sharma, Neevia Thalyari, Paramjeet

Purpose:

To discuss the upcoming three-day online seminar scheduled for January 27–29, 2025, and to conduct an interactive session on the UGC NET exam.

Discussion Highlights:

1. Seminar Overview:

Prof. Devinder Sharma presented the seminar's agenda and objectives.

Research scholars emphasized the importance of thorough preparation and active participation.

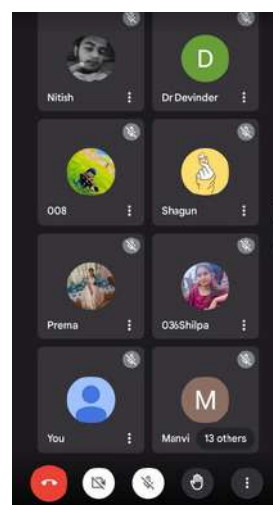
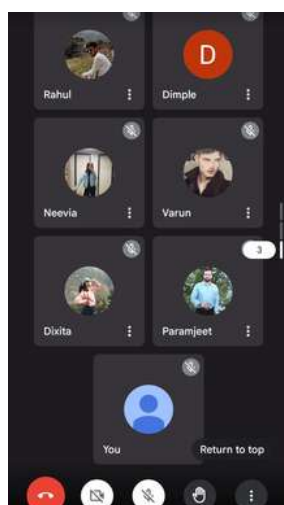
2. Interactive Session on UGC NET Exam:

Research scholars shared personal experiences and strategies for clearing the UGC NET exam.

Key tips included effective study techniques, time management and understanding the exam pattern.

Conclusion:

The meeting provided clarity on seminar objectives and inspired participants through valuable guidance on the UGC NET exam. The interactive session reinvigorated students' enthusiasm for their academic pursuits.



Day 1 investment and depositories by CDSL
Day 2 Stock Market and Mutual Fund by BSE
Day 3 Retirement and Investment Planning by PFRDA

Resource Person SEBI Expert Trainer



Indian Institute of Manage...

367,951 followers

1d · 🌐

Registrations for the second edition of the 'Annual Research Workshop on Insolvency and Bankruptcy' at IIMA are now open! Visit: <https://lnkd.in/...> see more



Misra Centre for Financial Markets and Economy

Research Institute of Management Education



Under the aegis of the Ministry of Finance, Government of India



Insolvency and Bankruptcy Board of India

TWO-DAY WORKSHOP

Second Annual Research Workshop on

Insolvency and Bankruptcy

March 1 - 2, 2025

Indian Institute of Management Ahmedabad

Organizing Team



Prof. M.P. Ram Mohan
Strategy Area, IIMA



Prof. Balgopal Jagtapachavan
Finance & Accounting Area, IIMA

REGISTRATIONS OPEN

For more details, please contact:
Email: ibc2025@iima.ac.in

REPORT SET DATE
Submission of Full Paper for consideration
▶ 15 January 2025



University of Nepal
Nepal Research Institute



विकसित भारत
अभियान
2023



UNEP
2023



विकसित भारत
अभियान
2023

International Conference on Empowering Viksit Bharat@2047

Innovations in Finance, Inclusion, & Economic Growth

13th to 14th February, 2025

Department of Management Studies & Industrial Engineering

IIT (ISM) Dhanbad, India

Track 1: FinTech Transformation & Inclusion

Track 2: Driving Economic Growth through FinTech

Track 3: Contemporary Topics in Corporate Finance



- Submission Deadline:- **January 20, 2025**
- Notification of Acceptance:- **January 21, 2025**
- Registration Commences:- **January 21, 2025**
- Registration Deadline:- **January 31, 2025**



Scan to Submit Paper



ServiceSetu
Knowledge Partner

Venue: Department of Management Studies
& Industrial Engineering
IIT (ISM) Dhanbad, India

www.issm.ac.in

<https://www.issm.ac.in/conference>

Free registration fee

UNIVERSAL GRADUATE UNIVERSITY
(HINCHINCH UNIVERSITY OF SCIENCE AND TECHNOLOGY)
OFFICE OF THE DEAN OF SCHOOLS
SHIMLA-171005.

No. U-2024/HUGS-
Dated: 11/12/2024

NOTICE

In continuation of this office notice of event no. dated 13.08.2024 regarding HPU-DAT, The Hinchin
Pradesh University Senior Research Fellowship (HPU-SRF) are available in the following faculties for respo-
sible positions for a period of two years @ Rs. 8000/- p.m. with a contingent grant of Rs. 6000/- p.a.

GROUP - I	i) Faculty of Languages.
	ii) Faculty of Performing & Visual Arts.
	iii) Faculty of Social Sciences.
GROUP - II	i) Faculty of Education.
	ii) Faculty of Commerce & Business Admin.
	iii) Faculty of Law.
GROUP-III	i) Faculty of Physical Sciences.
	ii) Faculty of Life Sciences.
	iii) Faculty of Health Sciences.

The eligible students are once again advised to apply on the prescribed application form obtainable
free of cost from the Office of the Deans of Schools, H.P. University, Shimla-5 with attached copies of marks lists
and certificates, research experience and publications, if any. The applications complete in all respects, should
be made the undersigned on or before **23/12/2024**.

ELIGIBILITY CONDITIONS:

i) To be eligible for the award of HPU-DAT, a person must be a holder of Doctoral Degree and must have
published original research work in earned journals of standing.

In case there is more than one eligible candidate, the performance in the following examinations and
research work shall be taken into consideration:-

- Master's Degree / U.G.
- Post Graduate life cycle of the candidate joined PND, directly without M.Phil.
- M.Phil./I.M.
- Number of research papers published in journals of repute.

(Prof. D.K. Sharma)
Dean of Schools
Dated: 11/12/2024

Exdt. Mr. Even
Copy to:-

- All the Chairpersons/Directors of the Teaching Departments and Institutions of HPU Shimla-
171005 with the request to please bring the above to the notice of the students in their respective
departments.
- All members of the Hostels with the request to display the above on the notice board of respective
hostels.
- The Dean Students' Welfare, HPU, Shimla-5.
- The Finance Officer, HPU, for information.
- The D.R. (Acad.) S.O. (Budget), HPU, Shimla-5.
- The SPS to the Vice-Chancellor/Pro Vice-Chancellor, HPU, Shimla-5 for his kind information.

Dean of Studies

SmartPLS

4 Days Webinar

on SEM using SmartPLS

JOIN US ON ZOOM

TIME: 4:00 PM TO 5:30 PM IST



DR. DHAIVAL MAHETA
Professor

Veer Normal Institute (Deemed to be University), Surat



DATE

15 TO 18

JAN, 2025

BASIC TO ADVANCE TOPIC

- Justification of using SmartPLS
- Reflective x/y's Formative Models
- Reflective Model Assessment
- Formative Model Assessment
- Measurement Model and Structural Model
- Confirmatory Tetrad Analysis
- Bootstrapping
- PLS Predictive Analytics
- Importance Performance Analysis
- Mediation Analysis
- Moderation Analysis
- Multi-group Analysis
- Higher Order Constructs

TAKEAWAYS:

- E-Certificates to all the participants.
- Recorded Videos for 30 Days.
- Free Trial License of SmartPLS for 2 Months*
- Opportunity to clarify your research doubts.
- Boosted skills in SEM and interpretation of results.

REGISTRATION OPEN

Click Here

Form: <https://shorturl.at/d8vM>

SCAN & PAY

Pay Via

SCHOLAR - 700 INR

*No cash or bank transfer

FACULTY - 100 INR

*Non-refundable, payable before 15 JED



FOR MORE INFORMATION

Website: www.smartpls.com / www.vnu.ac.in

Support Email: support@smartpls.com / support@vnu.ac.in

ACADEMIA



Two Week
Workshop-cum-Training Programme
on
*Research Methodology in Social Sciences for Research
Scholars/Faculty Members*
(February 10th – 20th, 2025)



Indian Council of Social Science Research
North-Western Regional Centre Panjab
University, Chandigarh-160014
Website: WWW.ICSSRNWRC.ORG.IN

Two Week
Workshop-cum-Training programme

edataminers presents

Online RESEARCH WORKSHOP SERIES

Our research workshop is your gateway to success, offering invaluable insights and strategies for growth in the field of research.

MONDAY - FRIDAY

27TH-31ST JANUARY 2025



REGISTER NOW

<https://forms.gle/TJvsgmg3kuAgkWQc8>

TIME

8:30 PM - 10:00 PM



FEES:

INDIAN : INR 1200

FOREIGNER: USD 45



KEY FEATURES

- Video recordings of all lectures.
- PPTs, Datasets, eBooks, Research Papers will be shared.
- E Certificate will be provided.

MORE INFO

Dr Himani Gupta: 9899177358
edataminers@gmail.com

ACHIEVEMENTS



"From Aspiration to Achievement: M.Com Students Conquer NTA-NET!"

Vanita M.com – 3rd SEMESTER



Vishal M.com – 3rd SEMESTER



"The road to success is paved with determination—take the first step today, just like our M.Com students did!"

01 JANUARY 2025 - 15 JANUARY 2025



The Buzz Around IPOs: A Gateway to Wealth or a High-Stakes Gamble?

In the world of investing, few events create as much excitement as an **Initial Public Offering (IPO)**. It's like the grand debut of a brand-new company, stepping out into the spotlight, ready to dazzle the financial world with its potential. But just like any debut, an IPO is both an opportunity and a risk.

For eager investors, it's a chance to get in on the ground floor of a growing company—think of it as the financial equivalent of catching the next big superstar before they hit the mainstream.

When a company decides to go public, it opens up its shares to the public for the very first time. These shares, which are often priced based on the company's performance, industry standing, and future projections, allow the company to raise funds for expansion, innovation, or simply to pay off debts. It's a chance for the public to become part of the company's journey.

For those who bought shares early, IPOs have often been a ticket to financial prosperity, with some stock prices soaring on the very first day of trading. Yet, it's not all rosy. Not every IPO goes as planned. In fact, some have been known to crash and burn, leaving investors scrambling to recover their losses. The excitement surrounding IPOs often leads to a rush, making some investors forget the crucial question:

Is this company truly worth the hype?

So, while IPOs can offer a golden opportunity, they're also a reminder of the roller-coaster nature of the stock market. Just like with any investment, research, patience, and caution are key. Whether an IPO will lead to riches or regrets is a story that only time can tell. But one thing's for sure: IPOs are always worth keeping an eye on!

Here are some notable IPOs in India that have made waves in recent years:

1. Zomato (2021)

Zomato, one of India's leading food delivery platforms, had one of the most eagerly awaited IPOs of 2021. The company raised ₹9,375 crore with an issue price of ₹76-₹76 per share. Zomato's listing was met with immense enthusiasm, reflecting the growing appetite for tech-driven companies in India. While the stock experienced some volatility after its debut, it marked a significant moment for India's digital economy.

2. Paytm (2021)

Paytm's IPO, valued at ₹18,300 crore, was one of the largest in India's history. The company, which revolutionized digital payments in India, set its issue price at ₹2,150 per share. Despite the initial hype, Paytm faced a lackluster performance post-listing, with its stock price falling below the issue price. The company's IPO highlighted the potential and challenges of fintech businesses in India.



3. LIC (Life Insurance Corporation of India) (2022)

The much-anticipated LIC IPO was India's biggest public offering ever, raising ₹21,000 crore. The state-owned insurance giant, one of the oldest and largest financial institutions in India, set its issue price at ₹949 per share. The LIC IPO attracted massive retail participation, but it faced a dip in its post-listing performance, reflecting market sentiment toward large, government-backed entities.



Afghanistan Under Taliban Rule: A Deep Dive into Economic and Financial Challenges

The Taliban's return to power in Afghanistan in August 2021 has not only led to political upheaval but also triggered a catastrophic economic and financial collapse. Since then, Afghanistan has been grappling with severe financial isolation, widespread poverty, and an alarming decline in commerce. This downturn has been exacerbated by international sanctions, the freezing of foreign assets, and the suspension of foreign aid, all of which have hindered any prospects for recovery.

Economic Isolation and Currency Devaluation

One of the most immediate and devastating impacts of the Taliban's takeover was Afghanistan's economic isolation from the international financial system. As soon as the Taliban took control, foreign nations and international organizations froze Afghanistan's foreign assets, most of which were held in U.S. and European banks. This not only prevented the country from accessing vital funds but also stymied any efforts to stabilize the national economy. With Afghanistan unable to tap into its reserves, the Afghan Afghani witnessed an extraordinary loss of value, plummeting by over 70% against the U.S. dollar. This rapid depreciation triggered massive inflation and an increase in the cost of living, leaving ordinary citizens unable to afford basic goods.

Inflation in Afghanistan has become a significant challenge, with food prices rising by more than 40% since the Taliban took over. The World Bank has reported that around 70% of the population now lives below the poverty line, a stark contrast to the pre-Taliban era when the poverty rate was much lower. Unemployment has surged to over 40%, leaving millions of Afghans without a source of income and pushing them further into financial hardship.

Suspension of International Aid and Trade Routes

Afghanistan's reliance on foreign aid, which previously constituted nearly 40% of the country's GDP, has vanished with the suspension of most international assistance. The abrupt cessation of financial support from Western governments and global institutions has led to the closure of critical public services, including healthcare, education, and infrastructure development. These services were vital not only for the welfare of the population but also for sustaining economic growth and human development.

Trade has also been severely affected. Afghanistan's geographic location once allowed it to act as a key trade hub connecting Central Asia with South Asia and the Middle East.

However, international sanctions and the closure of trade routes have effectively halted the movement of goods across its borders. Afghan industries that relied on exports, particularly agriculture, textiles, and carpets, have seen a dramatic reduction in activity.



Prior to the takeover, agriculture alone contributed over 25% to the country's GDP, with exports such as fruits, nuts, and saffron driving significant revenue. However, today, these sectors are struggling to regain access to international markets due to logistical disruptions, security concerns, and the Taliban's policies, which have also made it difficult for Afghan products to meet global standards.

The country's export sector, which was valued at approximately \$1 billion annually before the Taliban's return, has faced a decline of over 50% in just a few months. The absence of reliable trade partners and a stable logistics network has left many Afghan farmers, manufacturers, and entrepreneurs unable to export their products, which has added to the broader economic collapse.

Informal Economy and Employment Crisis

INSIGHTS CORNERS



Afghanistan's informal economy, which employs a large portion of the population, has also been hit hard. Small businesses, markets, and informal laborers have seen dramatic reductions in activity. The country's extensive network of small businesses, which often operate without formal registration or access to banking services, forms the backbone of its economy. However, under Taliban rule, small business activity has decreased by as much as 30%. Restrictions on mobility, market access, and a lack of funding have left entrepreneurs struggling to maintain operations.

In addition, the lack of access to financial services, including credit and loans, has created an impossible situation for those hoping to restart businesses or expand their operations. Afghanistan's banking sector, largely cut off from the international financial system, cannot offer the basic financial services required to stimulate growth or provide the capital necessary to keep businesses afloat.

With unemployment rates exceeding 40%, millions of Afghans have lost their jobs, leading to widespread economic despair. Many have turned to informal labor or illicit activities to survive, while others have fled the country in search of safer and more prosperous opportunities. The informal economy, which once provided a buffer against formal sector instability, can no longer be relied upon to sustain livelihoods for the vast majority of the population.

Foreign Investment and Prospects for Recovery

Before the Taliban took over, Afghanistan had made tentative progress in attracting foreign investment, particularly in sectors like mining, infrastructure, and telecommunications. However, these investments have now largely disappeared. Foreign direct investment (FDI) has all but ceased, as the political instability and lack of legal infrastructure present insurmountable risks for investors. While Afghanistan is rich in natural resources, including significant deposits of lithium, copper, and natural gas, the potential for development is currently unrealized due to security concerns and the lack of reliable governance.

Countries like China, which had previously expressed interest in Afghanistan's mineral wealth, have shown some caution in engaging with the Taliban due to concerns about long-term security and the absence of a reliable legal framework to protect investments. The lack of infrastructure and an unstable security situation make it unlikely that foreign investors will return in the near future, leaving Afghanistan to rely solely on domestic resources, which are insufficient to stimulate widespread economic recovery.

Conclusion: A Long Road to Recovery



The Taliban's return to power has placed Afghanistan in a deep economic crisis, with financial instability, disrupted trade, and widespread poverty affecting millions of lives. While the country's natural resources may hold future promise, Afghanistan's economic prospects are currently bleak without political stability, international cooperation, and a functioning financial system.

The long-term recovery of Afghanistan will depend on restoring basic infrastructure, rebuilding trade relations, and addressing the severe humanitarian needs of its people. For the international community, the challenge lies in navigating this complex and uncertain landscape while supporting the Afghan population, who are bearing the brunt of the crisis. Until these foundational issues are addressed, Afghanistan's economic future remains uncertain, with no clear path to stability or prosperity.

Your Next Big Break: Jobs That Match Your Ambitions

NATIONAL RESEARCH & TECHNOLOGY CONSORTIUM

Deptt. of Industries Complex, Sector-1, Parwanoo-173 220, H.P.

Expression of Interest

The interested candidate may attend Walk-in-Interview scheduled on 29.01.2025 at 11:00AM at Sector 1 office premises, at Parwanoo for the posts of Environmental Specialist/ Expert, IT Professional (GIS), IT IT Professional (MIS) and Junior Accountant for project time bound activity for one year. Please bring application along with recent passport size photograph and complete set of attested copies of

CLOSING DATE OF ONLINE APPLICATION & FEE : 10.02.2025 at 11:59 PM

"ADVERTISEMENT NOTICE"

The High Court of Himachal Pradesh invites Online Recruitment Applications (ORA) on the above-mentioned Recruitment Portal from all the eligible desirous candidates for filling up clearcut/anticipated vacancies of the following posts on the Establishment of HP High Court as per "The Himachal Pradesh High Court Officers and the Members of Staff (Recruitment, Promotion, Conditions of Service, Conduct & Appeal) Rules, 2015" (R&P Rules, 2015):

Sl. No.	Name of Post(s)	No. of Vacancies (Category-wise)	Pay Matrix	Essential Edu. Qualification/ Criterion/ Experience etc.
1.	Personal Assistant/Judgment Writer (Mode e) (Group-B) (Regular)	Total Post(s)- 05 (Five) 02-SC 01-ST 01-EWS 01-PH	Pay Level 12 i.e., Rs. 43,000- 1,36,000/- of the Pay Matrix	<ul style="list-style-type: none"> Graduation from a recognized University with experience of Eight (8) years either as Stenographer, Judgment Writer, Junior Scale Stenographer or Steno Typist in any reputed organisation including any government department /agency. Candidates must be having speed of 110 W.P.M., in English Stenography and accurate transcription of the matter dictated within a period of 5 times to the time allotted for dictation and typing speed, in English, at 55 W.P.M., on computers, wherefor a separate test shall be held. Direct recruitment on the basis of competitive proficiency test as per Schedule-IV (Part-D) of the "R&P Rules, 2015. Provided that only 10% of the mistakes in transcribing the dictated matter and typed matter in typing test shall be allowed. In other words, the candidates committing more than 10% mistakes in transcribing the dictated matter and the typed matter, in typing test, shall be declared as unqualified. PH reservation shall be provided as per Rule 17 of the R&P Rules 2015, only to the candidates suffering from loco-motor disability; (Note: Person with normal upper limb can also be considered).
2.	Clerk/Proof Readers (Mode a) (Group-C) (Regular)	Total Post(s)- 02 (Two) 02 - PH	Pay Level 03 i.e., Rs. 20,200- 64,000/- of the pay Matrix	<ul style="list-style-type: none"> Graduation from a recognized University. Screening Test, Written & Typing Test, and Interview as per R&P Rules, 2015. The candidates shall have to qualify the Typing test at a speed of 30 WPM (in English) on computer, wherefor separate test shall be held, after qualifying the Screening Test. Recruitment on the basis of competitive examination as per Schedule-IV (Part-K) of the R&P Rules, 2015 ibid.

Highlights of the Month

Celebrating Makar Sankranti and the Maha Kumbh Mela

India, a land of festivals and spirituality, is home to some of the most vibrant and grand celebrations. Among them, Makar Sankranti and the Maha Kumbh Mela stand out for their cultural, religious, and astronomical significance. While Makar Sankranti marks a celestial event and the onset of harvest season, the Maha Kumbh Mela is a confluence of devotion, tradition, and unparalleled human gatherings. This documentary delves into the essence of these two iconic events, exploring their historical roots, cultural practices, and spiritual significance.

Chapter 1: Makar Sankranti - The Festival of the Sun

1.1 The Celestial Connection

Makar Sankranti, celebrated on 14th January (or sometimes 15th, depending on the solar calendar), marks the sun's transition into Makara Rashi (Capricorn) and the beginning of Uttarayan, the sun's northward journey. This astronomical event signifies longer days and the end of winter solstice, bringing warmth, hope, and prosperity.

1.2 Regional Variations

Makar Sankranti is celebrated across India with different names and customs:

Pongal in Tamil Nadu, a four-day harvest festival.

Magh Bihu in Assam, featuring feasts and bonfires.

Lohri in Punjab, celebrated with dances and communal bonfires.

Kite Festival in Gujarat and Rajasthan, where the sky becomes a canvas of colorful kites.

1.3 Rituals and Traditions



Holy Bathing: Devotees take a dip in sacred rivers like the Ganga, Yamuna, and Godavari, believing it purifies the soul and washes away sins.

Food and Feasting: Special dishes like tilgul (sesame and jaggery sweets), khichdi, and gur laddoos are prepared, symbolizing unity and sweetness in relationships.

Charity: Giving alms to the poor is considered auspicious, emphasizing the festival's spirit of sharing and gratitude.



Highlights of the Month

Celebrating Makar Sankranti and the Maha Kumbh Mela

Chapter 2: Maha Kumbh Mela – The World's Largest Congregation

2.1 The Mythological Origins

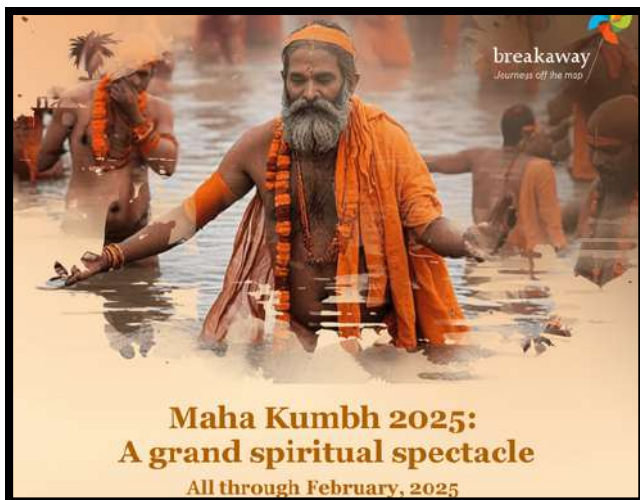
The Maha Kumbh Mela's origins are deeply rooted in Hindu mythology. It is said that during the churning of the ocean (Samudra Manthan), the celestial nectar of immortality (amrit) emerged. In a bid to save it from demons, Lord Vishnu's vehicle, Garuda, flew across the sky, spilling drops of amrit at four locations: Prayagraj, Haridwar, Ujjain, and Nashik. These places became sacred sites for the Kumbh Mela.

Maha Kumbh 2025

The Maha Kumbh Mela 2025 commenced on January 13, 2025, with the Paush Purnima Snan and is scheduled to conclude on February 26, 2025, aligning with Maha Shivratri. This grand festival is taking place at the Triveni Sangam in Prayagraj, Uttar Pradesh, India.

The Kumbh Mela is a significant Hindu pilgrimage held every 12 years, rotating among four locations: Prayagraj, Haridwar, Ujjain, and Nashik. The 2025 Maha Kumbh Mela is particularly special as it marks the completion of 12 Kumbh Mela cycles, making it a once-in-144-years event, with the previous occurrence in 1881. During the festival, millions of devotees gather to bathe at the confluence of the Ganges, Yamuna, and the mythical Saraswati rivers, believing that this act purifies them of their sins and aids in attaining Moksha, or liberation.

The event features several auspicious bathing dates, known as 'Shahi Snan' or 'Amrit Snan,' which are considered highly sacred.



Highlights of the Month

Lohri: The Festival of Harvest and Happiness

Lohri, celebrated on 13th January every year, marks the end of the winter solstice and the beginning of longer days. Primarily observed in Punjab, Haryana, Himachal Pradesh, and parts of northern India, Lohri is more than just a festival; it is a vibrant cultural expression of gratitude, unity, and joy.

Significance of Lohri

Lohri is deeply rooted in the agrarian traditions of India. It is celebrated to thank nature for a bountiful harvest, especially of rabi crops like sugarcane, wheat, and mustard. Farmers pray for prosperity and express their gratitude to the Sun God, as Lohri signifies the sun's transition towards the northern hemisphere, known as Uttarayan.

The festival also has mythological significance. Many people associate it with the legendary tale of Dulla Bhatti, a Robin Hood-like figure in Punjab folklore who fought against injustice and rescued young girls from oppression. Folk songs narrating his bravery are sung during Lohri celebrations.

Rituals and Celebrations

1. Bonfire:

The bonfire is the centerpiece of Lohri. Families and communities gather around it, offering sesame seeds, jaggery, puffed rice, and popcorn to the flames while singing traditional songs. The bonfire symbolizes the spark of life and the warmth that unites people during the chilly winter nights.

2. Folk Music and Dance:

Lohri celebrations are incomplete without the rhythmic beats of dhol and traditional Punjabi dance forms like bhangra and gidda. These performances reflect the exuberance and zest for life that this festival embodies.

3. Special Delicacies:

Food plays a significant role in Lohri. People prepare a variety of traditional dishes, including:

- o Makki ki Roti and Sarson ka Saag: A quintessential Punjabi winter meal.
- o Til Ladoo and Gajak: Made from sesame seeds and jaggery, these sweets symbolize prosperity and sweetness in relationships.
- o Rewari and Peanuts: Commonly distributed among friends and family.

4. Community Bonding:

Lohri is also a celebration of togetherness. It strengthens familial bonds and fosters community spirit as neighbors come together to sing, dance, and share meals.

do you know ?

Neuromarketing: What You Need to Know

What is Neuromarketing?

Neuromarketing leverages brain science to measure and analyze consumers' subconscious reactions to advertisements, products, packaging, and other marketing elements. It uses tools like EEG (Electroencephalography), fMRI (Functional Magnetic Resonance Imaging), eye-tracking, and biometrics to study emotional and cognitive responses.

Key Concepts in Neuromarketing

1. Emotion-Driven Decisions: People often make decisions emotionally and justify them rationally later.
2. The Power of the Subconscious Mind: Neuromarketing focuses on tapping into the subconscious, which drives most consumer decisions.
3. Sensory Influence: Elements like colors, sounds, and smells significantly influence purchasing behavior.
4. Priming: Subtle cues in marketing content can subconsciously influence how people perceive a brand or product.

Applications of Neuromarketing

1. Ad Optimization: Testing ad content to identify elements that evoke strong emotional responses.
2. Product Design: Understanding how consumers interact with products and packaging to improve appeal.
3. Website UX Design: Studying how users navigate websites to enhance usability and conversion rates.
4. Branding: Ensuring consistent messaging that aligns with emotional triggers relevant to the target audience.

Tools & Techniques

1. Eye Tracking: Identifies what catches a viewer's attention.
2. EEG & fMRI: Measures brain activity in response to stimuli.
3. Facial Coding: Analyzes microexpressions to gauge emotional reactions.
4. Galvanic Skin Response (GSR): Detects physiological arousal through skin conductivity.

Benefits of Neuromarketing

1. Deeper insights into consumer behavior.
2. Improved ROI by targeting what resonates most.
3. Enhanced emotional connection with the audience.
4. Better product and content development.

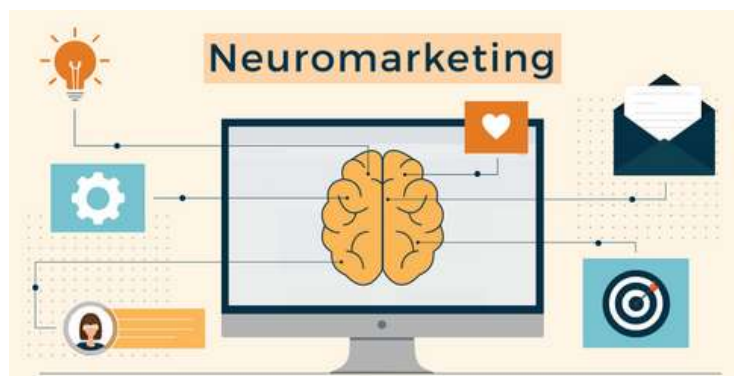
Ethical Considerations

Neuromarketing raises ethical concerns about manipulation and privacy. Transparency, informed consent, and ethical use of data are essential to maintaining trust and integrity.

Why is Neuromarketing Important?

In a competitive marketplace, understanding consumer behavior at a deeper level can give brands a significant edge. By unlocking how emotions and subconscious drives influence decisions, businesses can craft marketing strategies that truly connect.

Would you like insights into specific case studies or tools?



Chronicles of the Year's Endeavors

Celebrated scholars whose successful thesis have not only earned them the title of “Dr.” but also brought immense pride to our department.”

1. Anjna Kumari (03.08.2024)

Supervised by Prof. Kuldeep Kumar Attri.

2. Vinta Devi (23.08.2024)

Supervised by Prof. Arti Dhawan.

3. Neetika (27.08.2024)

Supervised by Retd. Prof. Maneet Kumar Mahajan.

Topic: "An Evaluation of Selected Rural Employment Schemes in Punjab."

4. Sanjay Kumar (27.08.2024)

Supervised by Prof. Kulbhushan Chandel.

Topic: "Developmental Schemes in Tribal Region of Himachal Pradesh: An Evaluation."

5. Rajesh Kumar (17.09.2024)

Supervised by Dr. Suresh Sharma.

Topic: "A Study of Non-Performing Assets in Cooperative Banks of Himachal Pradesh."

6. Anupam Verma (05.10.2024)

Supervised by Dr. O.P. Verma.

Topic: "A Study of Non-Performing Assets in Cooperative Banks of Himachal Pradesh."

7. Sandeep Kumar (28.10.2024)

Supervised by Dr. Devinder Sharma.

Topic: "Development Opportunities of Small Land Holders in Agriculture and Livestock in Himachal Pradesh."

8. Dhan Parkash (11.11.2024)

Supervised by Retd. Dr. Maneet Mahajan.

Topic: "An Evaluation of Saving and Investment Patterns of Apple Growers in Himachal Pradesh."

9. Indu Thakur (13.11.2024)

Supervised by Retd. Dr. Prakash Chand Chandel.

Topic: "An Assessment of Public Distribution System in Himachal Pradesh: A Study of Kangra and Mandi Districts."

10. Meenakshi Jaswal (14.11.2024)

Supervised by Dr. Sanjeet Sharma.

Topic: "Evaluation of Technical Analysis as a Predictive Tool with Special Reference to the Indian Stock Market."

11. Poonam (25.11.2024)

Supervised by Dr. Vijeta Sharma.

12. Zulfikar Ali (09.12.2024)

Supervised by Dr. Kuldeep Kumar Attri.

Topic: "An Analytical Study of Corporate Social Responsibility Practices of Public Sector Hydro Power Companies in Himachal Pradesh."

“A *PhD* is a testament to your perseverance, intellect, and dedication—cheers to the scholars who have reached this monumental milestone!”



TO BE CONTINUED.....