



THE EDGE AGES (TEA) - A FORTNIGHTLY

NEWSLETTER



HIMACHAL PRADESH UNIVERSITY SHIMLA
DEPARTMENT OF COMMERCE

ISSUE-10



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: TENTH EDITION LAUNCH

The TENTH issue of the Department of Commerce Fortnightly Newsletter: THE EDGE AGES (TEA) launched on 04.01.2025 covering updates between 16.12.2024 to 31.12.2024.

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 प्रतिष्ठित 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 रेटिंग 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. देवेंद्र 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 of Department Development Club

Date: 19th December 2024

Time: 02:30AM

Agenda Items and Discussions:

1. Meeting of Department Development Club on 28th December

- o Scheduled for 28th December 2024

2. Details of the International Conference

- o Updates provided by SJVN and Bill regarding the conference.

3. Provision for Construction

- o Approval for constructing bookshelves in the computer lab

4. Lunch for Research Scholars

- o Scheduled for 21st December 2024.
- o Along with the celebration of Meditation Day.

5. Papers for Special Issue

- o Research scholars to contribute papers for a special issue of conference proceedings.

6. New Academic Calendar

- o Discussion and approval for the 2025 academic calendar.

7. Guest Lecture on GST/Tax

- o Scheduled for the first week of March 2025.
- o Conveners: Ravindra and Sandeep.

8. One-Week Workshop

- o Tentative dates: 17th to 23rd March 2025.
- o Conveners: Ashish and Sunil.

9. Trade Fair

- o Tentative dates: 4th to 6th March 2025.
- o Committees to be formed.
- o Conveners: Gunjan and Priya.

11. Cleanliness Drive & Plantation Drive

- o Scheduled for February 2025.
- o Conveners: Vishal and Gunjan

12. Women Entrepreneurs Lecture

- o Planned for 11th March 2025.
- o Conveners: Anjali, Akanksha, and Renu



1- Minutes of the Meeting

13. Newsletter Committee

- o Head Editor: Tarini Kanwar.
- o Sub-Head: Names to be finalized.

14. Web Committee

- o Head: Vishal
- o Sub-Head: Satish Kumar and Tarun.

Additional Notes:

- . o Newsletter Improvements:
 - o Monthly publication.
- . o Inviting articles and awarding the best submissions.
- o Addition of business comics in the newsletter.

WhatsApp Groups:

- o To organize communication among scholars.
- o Provision for Repairs:
 - o Improvements for the common room, entry gate, and dress code enforcement.



2. Minutes of the Meeting

Meeting of: DDC (Department Development Club)

Date: 30th December 2024

Time: 02:20 PM

Agenda of the Meeting:

1. Utilization of Funds
2. Appointment of Treasurers for Session 2025–26
3. Formation of New Editorial Board
4. Scheduling Dates for Proposals and Other Arrangements

The following decisions were made regarding fund allocation:

- Shelves for Theses/Books: To be installed in the Scholars' Lab.
- Construction of a Cabin: Approved.
- Kettle: Purchase for the Scholars' Lab.
- Racks/Shelves: To be placed in the room below the stairs (Library).
- Boards: For JRF holders and teachers.
- Notice Board: To be installed at the main gate.
- Lock for Main Gate: To be procured.
- CCTV Cameras: For corridors.
- Electric Bells: Installation approved.
- Newspaper and Journal Subscriptions: Minimum two subscriptions for the department.
- Hotcase: Procurement approved.
- Washroom Repair: Scheduled for immediate action.

2. Treasurers for the Session 2025–26

Appointed Treasurers:

- Ms. Palak Sidhu
- Ms. Alisha Sharma

3. New Editorial Board

Head: Ms. Tarini Kanwar

Members: Aditi, Neevia, Sunil, Ashish

4. Dates for Proposals and Arrangements

Reminder Date for Proposals: 22nd February 2024.

Details of Arrangements: To be submitted by the set c

Prepared by:

Aditi Sharma [Recorder]

Approved by:

[Chairperson]



ACADEMIA



IGDTUW is a Technical University exclusively for Women, with the mission to foster an environment for attaining excellence in professional education and promoting active participation in the Field of Engineering & Technology, Science, Management and Architecture. The University invites applications for the Ph.D. Programs for the Academic Year 2024-25 (Winter Session)

University is also offering admission to Direct Ph.D. Program (full-time) after 4 year Bachelor's degree/1st year Master's Degree (ME/M.Tech or equivalent).

SCHOLARSHIP & STIPEND

- JRF/SRF scholarships available to eligible Ph.D. candidates.
- Rs. 10,000/- per month to all full time Ph.D. Scholars not availing JRF/SRF Stipend.
- Attractive Cash prizes and Awards for Research Paper & Patent upto Rs. 5,00,000/-
- Attractive research options for Dual Ph.D. Program with International Universities

Ph.D. PROGRAMS

ENGINEERING & TECHNOLOGY, SCIENCE, MANAGEMENT, HUMANITIES AND ARCHITECTURE PROGRAMS

Artificial Intelligence, Computer Science & Engineering, Machine Learning, Cyber Security, Information Technology, Computer Applications, Electronics and Communication Engineering, Mechanical & Automation Engineering, Electrical Engineering, Mathematics, Physics, Chemistry, Management, Architecture & Planning

ADMISSIONS OPEN 2024-25 Ph.D. - WINTER SESSION

IGDTUW is a Technical University exclusively for Women, with the mission to foster an environment for attaining excellence in professional education and promoting active participation in the Field of Engineering & Technology, Science, Management and Architecture. The University invites applications for the Ph.D. Programs for the Academic Year 2024-25 (Winter Session)

University is also offering admission to Direct Ph.D. Program (full-time) after 4 year Bachelor's degree/1st year Master's Degree (ME/M.Tech or equivalent).

SCHOLARSHIP & STIPEND

- JRF/SRF scholarships available to eligible Ph.D. candidates.
- Rs. 10,000/- per month to all full time Ph.D. Scholars not availing JRF/SRF Stipend.
- Attractive Cash prizes and Awards for Research Paper & Patent upto Rs. 5,00,000/-
- Attractive research options for Dual Ph.D. Program with International Universities

Ph.D. PROGRAMS

ENGINEERING & TECHNOLOGY, SCIENCE, MANAGEMENT, HUMANITIES AND ARCHITECTURE PROGRAMS

Artificial Intelligence, Computer Science & Engineering, Machine Learning, Cyber Security, Information Technology, Computer Applications, Electronics and Communication Engineering, Mechanical & Automation Engineering, Electrical Engineering, Mathematics, Physics, Chemistry, Management, Architecture & Planning

For further information, candidates are advised to visit the university website: www.igdtuw.ac.in
Contact No.: 011-41063959
Email: pgphdadmissionofficer@igdtuw.ac.in

REGISTRAR

Ph.D Admissions in Indira Gandhi Delhi Technical University for Women, Kashmere Gate, New Delhi

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!"

INSIGHTS CORNERS

What is Gastronomic Tourism?



In an era where travel enthusiasts increasingly seek authentic and immersive experiences, gastronomic tourism has emerged as a unique avenue for exploring the culture and traditions of a destination through its food. As a result, the concept of gastronomic tourism has gained traction over the years, shaping how people view global culinary scenes.



We have already elaborated multiple guides on what to eat when traveling to other places; for example, we explained to you what to eat in Tenerife; also, we recommended some catalan dishes and talked about the difference between tapas and pintxos. Today, instead of talking about tasting food in different places, we focused on the abstract concept. Here's everything you need to know about gastronomic tourism.

What is the Meaning of Gastronomic Tourism?

As the name suggests, gastronomic tourism is a modern form of globetrotting where people travel across the world to sample cultural diversities through their cuisines. This exploration involves a wide range of activities, including visiting breweries, food spots, trying out local dishes, and participating in cooking classes or food festivals.

Some tourists prefer wandering through local food markets as a way of learning about the culinary traditions, history, and culture of a country or people.

What is the Difference between Culinary Tourism and Gastronomic Tourism?

Culinary tourism and gastronomic tourism are often used interchangeably to describe modern travel experiences centered on culinary pursuits. However, the two phrases have subtle differences worth noting. Culinary tourism focuses more on the culinary aspects of local cuisines, including the diversity of dishes, cooking techniques, food festivals, and food-related events. Conversely, gastronomic tourism emphasizes a broader context of food culture, including history, traditions, agricultural practices, and the overall gastronomic experience.

In essence, culinary tourism centers on the food itself, including its taste, presentation, and culinary techniques, while gastronomic tourism emphasizes culinary expressions as a means to understanding culture and lifestyle. For example, eating Dutch food is a way of getting immersed in Amsterdam culture or tasting Berlin food specialties is a method to take a deeper approach on Germany.

INSIGHTS CORNERS

What is Gastronomic Tourism?

What are the Benefits of Gastronomic Tourism?

Gastronomic tourism offers a range of benefits to the tourism industry, communities, and travelers, including:



Unique Cultural Experience

By visiting food places, local markets, and breweries and sampling diverse foods, travelers experience a glimpse of unique local cultures through food, gaining insights into cultural traditions, values, history, and lifestyle.

Fostered Food Innovation

Gastronomic tourism encourages food producers and chefs to experiment with local dishes, driving the demand for new, tastier, and healthier cuisines, resulting in the fusion of new culinary trends into industry experiences.

Immersive Experiences

Gastronomic tourism immerses travelers in dynamic experiences beyond typical tourist attractions. They can explore hidden gems, taste indigenous ingredients, and participate in local food rituals, enhancing their overall travel encounter.

Economic Contribution

Gastronomic tourism strengthens the financial foundation of a destination by empowering small-scale food producers, farmers, artisans, restaurants, and food-related businesses.

Preservation of Culinary Heritage

By increasing interest in traditional dishes, local cuisines, and recipes, gastronomic tourism plays a crucial role in preserving the posterity of global culinary heritage. It enhances the transfer of culinary knowledge and skills across generations, reserving traditional cuisines from extinction.

Your Next Big Break: Jobs That Match Your Ambitions

 **उत्तराखण्ड लोक सेवा आयोग**
हरिद्वार-249404
Website: psc.uk.gov.in

विज्ञापन संख्या :: A-3/E-2/DR/LSS/2024-25

उत्तराखण्ड सम्मिलित राज्य सिविल/अवर अधीनस्थ सेवा परीक्षा-2024

विज्ञापन प्रकाशन की तिथि	:: 13 दिसम्बर, 2024
ऑनलाइन आवेदन पत्र करने की अंतिम तिथि	:: 04 जनवरी, 2025 (शुक्र 11.59.59 बजे तक)
आवेदन शुल्क- Net Banking/Debit Card/ Credit Card/UPI payment द्वारा जमा करने की अंतिम तिथि	:: 04 जनवरी, 2025 (शुक्र 11.59.59 बजे तक)
ऑनलाइन आवेदन पत्र में संशोधन/परिवर्तन करने की तिथि	:: 10 जनवरी, 2025 (शुक्र 11.59.59 बजे तक)
ऑनलाइन आवेदन पत्र में संशोधन/परिवर्तन करने की अंतिम तिथि	:: 20 जनवरी, 2025 (शुक्र 11.59.59 बजे तक)

 **राजस्थान केन्द्रीय विश्वविद्यालय**
CENTRAL UNIVERSITY OF RAJASTHAN 


Advt.: CURAJ/R/F.162/Rectt./2024/2789 Date: 02.12.2024

Rolling Advertisement for Recruitment of Teaching Positions

Online applications are invited from eligible Indian Citizens and Overseas Citizens of India (OCIs) in the prescribed on the posts of **Professor (05)**, **Associate Professor (03)** and **Assistant Professor (09)** in various Academic Departments. Minimum Qualification, Experience, Reservation, Relaxation in Age, Service Conditions, Emoluments, Age of Superannuation, etc. will be as prescribed by the University/ UGC/ GoI, which are available at university website www.curaj.ac.in

Registrar

उत्तराखण्ड लोक सेवा आयोग द्वारा सम्मिलित राज्य सिविल/अवर अधीनस्थ सेवा परीक्षा-2024 के रिक्त पदों पर सीधी भर्ती के माध्यम से चयन हेतु ऑनलाइन आवेदन पत्र (Online Application) आमन्त्रित किये जाते हैं।

 **IIM SIRMAUR**
KNOWLEDGE - LEADERSHIP

भारतीय प्रबंध संस्थान सिरमौर
Indian Institute of Management Sirmaur
Dhula Kuan, Distt. Sirmaur, H.P - 173031
(शिक्षा मंत्रालय, भारत सरकार के अधीन)
(Under the aegis of Ministry of Education, Govt. of India)

Recruitment Advertisement No : 06/2024 December 11, 2024

ADVERTISEMENT FOR FACULTY POSITIONS – SPECIAL RECRUITMENT DRIVE FOR SC/ ST/ NC-OBC/ EWS/ PwD.

HPCU Dharamshala Teaching Staff Recruitment 2025
Important Dates

The HPCU Dharamshala Teaching Staff Notification on 24 December 2024. The online applications will be accepted from 24 December 2024 to 23 January 2025, up to 05:00 pm. The HPCU Dharamshala Teaching Staff Exam Date will be notified later by the Organization.

HPCU Dharamshala Teaching Staff Recruitment 2025
Application Fees

The Application Fees For HPCU Dharamshala Teaching Staff Job Notification is:-

Category	Fees
Gen/OBC/EWS	1750/-
SC/ST	1500/-
Payment Mode	Online

Applications submitted other than online mode in the prescribed format against this advertisement shall not be considered.

HIGHLIGHTS OF THE MONTH

Dr. Manmohan Singh: The Architect of Modern Economic Reforms in India

Dr. Manmohan Singh, India's 13th Prime Minister and a distinguished economist, was widely regarded as the architect of India's economic liberalization. From his early career as an academic to his pivotal role in shaping India's economic policies, Dr. Singh's journey embodies a legacy of vision, resilience, and pragmatism.

Contributions to Economics and Commerce

Dr. Manmohan Singh's contributions to economics and commerce remain a cornerstone of India's economic transformation. A statesman with unparalleled expertise, he seamlessly bridged academia and policymaking, crafting policies that reshaped India's economic framework and laid the foundation for sustainable growth.

1. Architect of the 1991 Economic Reforms

In 1991, when India faced one of its worst financial crises, Dr. Singh, serving as the Finance Minister under Prime Minister P.V. Narasimha Rao, implemented bold economic reforms that forever changed the nation. His policies aimed at liberalization, privatization, and globalization opened India's economy to the world. Key measures included:

- Abolition of License Raj: Streamlining regulations to promote ease of doing business.
- Reduction in Trade Barriers: Lowering import tariffs and promoting exports to integrate India into the global economy.
- Encouraging Foreign Direct Investment (FDI): Attracting global investors by creating a business-friendly environment.

These reforms not only stabilized the economy but also transformed India into one of the fastest-growing economies in the world.

2. Development of Financial Institutions

Dr. Singh played a pivotal role in strengthening India's financial infrastructure. His efforts ensured the creation of robust institutions to support commerce and industry:

- Reform of the Banking Sector: Modernizing India's banking system to align it with global standards.
- Capital Market Development: Introducing policies that boosted the stock market and attracted domestic and international investments.

3. Inclusive Growth Policies as Prime Minister

During his tenure as Prime Minister (2004–2014), Dr. Singh emphasized inclusive growth, ensuring that economic benefits reached all sections of society. His government launched various initiatives to support commerce and industry:

- National Rural Employment Guarantee Act (MGNREGA): Boosted rural income and purchasing power, indirectly fostering local commerce.
- Industrial Growth: Policies to support micro, small, and medium enterprises (MSMEs) as engines of employment and economic activity.
- Infrastructure Development: Encouraged public-private partnerships (PPPs) to build roads, ports, and airports, strengthening India's commercial capabilities.

4. Role in Global Trade and Diplomacy

Dr. Singh's policies were instrumental in positioning India as a key player in the global trade ecosystem.

- He negotiated India's entry into the World Trade Organization (WTO) and signed landmark trade agreements with countries across the globe.
- His government worked on reducing trade barriers and enhancing market access for Indian goods and services worldwide.

HIGHLIGHTS OF THE MONTH

Dr. Manmohan Singh: The Architect of Modern Economic Reforms in India

5. Promoting Technological Growth and Outsourcing

Dr. Singh was a strong proponent of leveraging technology for economic development.

- He supported the growth of the IT and outsourcing industries, which became critical contributors to India's GDP and employment.
- His focus on education and skill development ensured a steady pipeline of talent to meet the demands of global commerce.

The Passing of a Visionary: Dr. Manmohan Singh (1932–2024)

The nation mourns the loss of Dr. Manmohan Singh, one of India's most celebrated economists and statesmen, who passed away on December 26, 2024, at the age of 92. With his passing, India has lost not only an architect of its modern economic framework but also a leader whose humility, intellect, and vision touched countless lives.

As the architect of the 1991 economic reforms, Dr. Singh laid the foundation for India's transformation into a global economic powerhouse. His tenure as Prime Minister from 2004 to 2014 further underscored his commitment to inclusive growth, diplomacy, and stability. But beyond his monumental achievements, Dr. Singh will be remembered for his kindness, modesty, and unwavering focus on serving the people of India.

**The world has lost a visionary, and India has lost a father figure.
May his soul rest in eternal peace.**





HIGHLIGHTS OF THE MONTH

World Meditation Day Celebrations at Himachal Pradesh University's Commerce Department

Date: December 21, 2024

Venue: Commerce Department, Himachal Pradesh University, Shimla

Objective: To create awareness among research scholars about the importance and benefits of meditation in enhancing well-being and managing stress.

Highlights of the Event:

1. Opening Session:

The event was inaugurated by the **Head of the Department, Professor Devinder Sharma**, who welcomed the participants and emphasized the relevance of meditation in a scholar's life.

2. Keynote and Meditation Session:

- **Professor Rajkumar Singh** delivered an insightful talk on various meditation techniques and their impact on mental and emotional health.
- A **45-minute guided meditation** session was conducted using the *Yogda Satsang Society's methods*, offering practical experience to the attendees.

3. Insights Shared

- Professor Singh quoted the Upanishads, stating, *"Self-discovery is the highest form of research,"* inspiring scholars to delve deeper into inner exploration.
- He discussed how meditation serves as a tool for achieving mental balance amidst stressful academic schedules.

4. Closing Ceremony

Professor Devinder Sharma presented **Gita Saar (a summary of the Bhagavad Gita)** as a token of appreciation to the research scholars.

The program concluded with a vote of thanks, acknowledging the participation of faculty and scholars.

Impact

The event provided an enriching platform for research scholars to:

- Learn about the theoretical and practical aspects of meditation.
- Understand its relevance in managing stress and improving focus.
- Foster a deeper connection between personal well-being and academic pursuits.
-

This initiative was well-received, leaving a lasting impression on the participants and reinforcing the importance of mindfulness in research and daily life.



HIGHLIGHTS OF THE MONTH

"From Conference to Cuisine: Commerce Crew Celebrates in Style!"

After the resounding success of the International Conference organized by the Commerce Department, the celebrations culminated in a grand luncheon feast, to celebrate the hard work and dedication of its students and professors. The informal gathering was a heartfelt gesture to acknowledge the collaborative effort that made the event a triumph. The menu featured a mix of traditional and contemporary dishes, prepared with care, adding a special touch to the celebration. The lunch not only marked the culmination of the event but also strengthened the bond among the department members, inspiring them to continue striving for excellence in the future.



Road to Sustainability

SUSTAINABLE DEVELOPMENT: TOWARD A BETTER FUTURE

Without Steel Or Cement, This Architect's Recyclable Homes Will Last A Century!



Over the last 17 odd years, Malaksingh Gill's traditional construction materials have reduced carbon footprints by thousands of tonnes.

Here is an exercise renowned architect Malaksingh Gill wants you to do:

You recently moved into a new house made from traditional and sustainable materials like mud, bamboo or wood. You saved a lot on construction costs by using locally sourced materials and employing local masons. Seventy years down the line, your house stands steady as a rock and if you wish to dismantle your house, all the debris you generate is recyclable and can decompose without hampering the environment.

If this image gave you a sense of satisfaction, then here's your cue to opt for a house that is durable, damage-free and cost-effective.

"I have always wanted to work for a greater common good and did not fancy the work which conventional architects were doing in Mumbai. As a student, I was critical of how contemporary buildings were not sensitive to the local cultural, and natural environment," says Mumbai-based renowned architect Malaksingh Gill.

In the last 17-odd years, the 43-year-old has prevented thousands of tonnes of carbon emissions from entering the atmosphere by using traditional construction materials like mud, bamboo, brick, lime and wood to build structures across India.

His projects boast of independent bungalows, community houses to farmhouses. The Better India (TBI) spoke to Gill to know more about the techniques of sustainable architecture he employs and learn the reasons behind his fascination for eco-architecture.

Finding Inspiration From Anthills, Beehives and Nests As a student of architecture, Gill always dreamt of creating uncomplicated, budget-friendly sustainable homes perfectly in sync with nature. And Laurie Baker's low-cost building techniques with maximum efficiency, fired Gill's imagination. Known as 'Gandhi of Architecture', and the 'master of minimalism', Baker offered India and the world a unique architectural tradition blending man and nature. Once he completed his course from the Rachana Sansad's Academy of Architecture in Mumbai, he moved to Thiruvananthapuram to work with Baker's organisation COSTFORD.

"Here, I understood that my teachers were in the fields. My university was in villages, my classrooms were dilapidated buildings and the workshops of the local crafts-persons. All habitats in nature like anthills, beehives and nests motivated me to build sensitively," he tells TBI.

Underlining the benefits of sustainable homes, Gills says, "I have studied century-old village buildings of various sizes, to validate my argument about their durability, longevity, thermal comfort, bio-sensitivity and cost-effectiveness. Pick any old structure when cement was not available and notice how they still stand the test of time with little or no degradation."

Road to Sustainability

SUSTAINABLE DEVELOPMENT: TOWARD A BETTER FUTURE

Without Steel Or Cement, This Architect's Recyclable Homes Will Last A Century!



Gill always eschewed modern architectural techniques like Reinforced Cement Concrete (RCC), steel bars, steel plates, steel mesh as construction material as they cause carbon emissions, and facts back Gill's claims on pollution-free or eco-friendly structures. For instance, cement generates around 8 per cent of the global carbon dioxide (CO₂) emissions.

Making A Mark

Gill started out when globalisation was booming in India, and issues like climate change were not dinner table conversations. He entered with ideas of eco-architecture in an arena littered with carbon-emitting construction materials. But it was a risk Gill was ready to take. Gill also had to deal with the high costs of sustainable construction materials in urban spaces.

"When I built my first eco-friendly house in Mumbai, I engaged professional contractors from the city to execute Baker's set of techniques. I realised that people in smaller towns and villages would not be able to afford the prices of these materials and professional contractors," he explains.

As a solution, Gill explored the 'intrinsic' link houses had with their makers and users in tribal or rural settlements. "I saw an opportunity in the problem; I realised that I need not use the same construction material palette we use in cities while designing buildings in small towns and rural areas," he adds.

Thus, he began interacting with rural masons and builders, and to his surprise, found a sense of palpable excitement among them to collaborate professionally and improve their skill sets.

An Insight in Gill's Projects:

For each project, Gill conscientiously follows four basic principles of construction:

Construction at minimal cost.

All materials should be from within 1 KM radius around the site of construction.

Built by the locals.

Merges with the landscape.

To understand how Gill applied these principles, we list three near-perfect eco-friendly structures he built keeping in mind the local conditions like weather, geography and history:

1) Gill's First Eco-friendly in Malad, Mumbai

Named 'Avatar', Gill made his green architectural debut in Malad, and as per India Today magazine, it was the first eco-friendly house in Mumbai.

Well aware of the city's shrinking spaces, the house is compact but efficient in design.

The stone and brick walls match the unique design of the spiral staircase made from treads of wood and stone. Brick corbels support the treads, while counterweights provide additional support from outside.

Road to Sustainability

SUSTAINABLE DEVELOPMENT: TOWARD A BETTER FUTURE

Without Steel Or Cement, This Architect's Recyclable Homes Will Last A Century!



Brick jalis fitted with glass bottles provide indirect lighting and a stained glass effect, lending a distinct aesthetic to the spaces. Using cross-ventilation to his advantage, Gill has provided built-in seats near the windows.

2) A Green Community House in Karjat

Gill addresses this project as 'unique and inclusive'. It is built in the middle of a natural forest. Gill employed the tribal inhabitants of Karjat for construction work who underwent a workshop on eco-friendly technology. He incorporated the knowledge and skills of the locals into the design and execution stages. The architect gave utmost importance to the use of natural light due to the lack of power in the 60-acre forest. The masons laid the foundation of the house in random rubble stone with mud mortar and built the plinth or lowest part of the house on a slope that helped with soil retention.



The masons mud prepared the mixture of cob and mortar in the pit with bare feet as it is the least damaging process to the environment. It neither involves any processing of the mixture, nor outsources the material as mud was readily available within the site limits. Gill chose to use the extremely durable Kadappa stone lintels for openings and for storage purposes.

"For an Adivasi dwelling and a community living centre, an important part of the brief was to provide as much storage as we can. This was achieved by putting horizontal Kadappa stone shelves at different heights throughout the structure," reads the feature of the community house.

3) Integrating Regional Features



Road to Sustainability

SUSTAINABLE DEVELOPMENT: TOWARD A BETTER FUTURE

Without Steel Or Cement, This Architect's Recyclable Homes Will Last A Century!

Gill built two bungalows with a common pol or courtyard, an intrinsic to Gujarati houses. It is built with brick masonry in lime mortar, with an R.C.C. filler slab. A series of segmental arches connect private living rooms to the pol, thus ensuring passive lightning and ventilation in Vadodara's dry climate.



Meanwhile, the brick jalis fitted with glass bottles provide indirect lighting and a stained glass effect which is another feature of traditional pol.



From Finding Inspiration to Becoming OneGill believes in passing knowledge as the ultimate goal of the learning process. For the same, he gives lectures in architectural colleges and most of his teaching process is outside the classroom. Based on his observations, he offers deserving students a place in his team. "This is my way of spreading the work which I believe can bring a constructive difference in society through architecture. Today, many of my students are teachers, practising in villages, and winners of awards at many levels," he shares. Architecture couple Dhruvang Hingmire and Priyanka Gunjkar were in their fourth year when they visited Satara in Maharashtra to study the regional architecture along with their professor, Malaksingh Gill. There they visited an old lady's house built entirely from mud and cow dung plaster. Adding colour and aesthetics to the house, were the bangles she had embedded into the walls. This inspired the duo to make their career in sustainable architecture and even worked with Gill for three years before starting their independent company.

DO YOU KNOW ?



From Burnout to Bliss: How Bed Rotting is Redefining Relaxation !!!

Maya's alarm buzzed like a persistent fly, dragging her out of another restless sleep. The endless grind had left her running on fumes—days filled with deadlines, nights spent scrolling endlessly, and weekends that vanished in the blink of an eye. Every attempt at "self-care" felt like another task on her to-do list. One day, while scrolling through her social media feed, Maya stumbled upon an unusual phrase: "bed rotting." The term struck her as odd, almost unpleasant. But as she clicked through posts, she saw images of plush duvets, glowing fairy lights, steaming mugs of tea, and captions about doing... nothing.

Intrigued, she decided to give it a try.

Her First Step into Bliss

That Friday evening, Maya turned off her phone notifications, shut her laptop, and piled her bed high with pillows and blankets. She stocked her nightstand with essentials: a book she hadn't touched in months, a bowl of her favorite snacks, and a glass of chilled lemonade.

As she lay back, something strange happened—nothing. No racing thoughts, no gnawing anxiety about what she should be doing. Just silence. For the first time in years, Maya felt the weight of her exhaustion lift as she embraced stillness.

The Science Behind the Trend

Unbeknownst to her, Maya had joined a growing movement among millennials and Gen Z—a rebellion against hustle culture. Psychologists say bed rotting isn't laziness; it's a mindful retreat. By taking a deliberate pause, the brain gets a chance to reset, improving mental clarity and reducing stress.

Dr. Anjali Mehta, a behavioral psychologist, explains, "We live in a society that glorifies overwork. Bed rotting is a counter-movement that says rest is productive, too. It's about reconnecting with yourself."

Not Without Criticism

Of course, not everyone is on board. Social media debates are ablaze with arguments against the trend, with some calling it a slippery slope to unproductivity. But advocates of bed rotting say it's not about abandoning responsibility—it's about choosing balance over burnout.

Maya's experiment proved as much. After her weekend of rest, she felt a renewed sense of clarity. Tasks that had previously overwhelmed her now seemed manageable. More importantly, she learned that her worth wasn't tied to constant activity.

A New Way to Recharge

Bed rotting isn't about isolating yourself or staying in bed forever. It's about giving yourself permission to pause, to reflect, and to simply exist. In a world that often demands too much, sometimes the best way to move forward is to stop. Maya now makes it a ritual. One weekend a month, she turns her bed into a sanctuary—a place where burnout fades and bliss begins. And for those ready to try, Maya offers this advice: "Forget the judgment, forget the noise. Just let yourself rest. You deserve it."

Chronicles of the Year's Endeavors

"10 Editions, Endless Knowledge: A Year's Journey Through Trending Topics"

ISSUE 1

"Metaverse and Electoral Bonds"

1. Metaverse

Definition: A virtual technological universe simulating real-life situations. Derived from "meta" (broader) and "verse" (universe).

Applications:

- o Simulation techniques: Training pilots, gaming (e.g., virtual car driving), 3D cinemas.
- o Creates immersive experiences mimicking physical reality.

Technology: Relies on cryptography—secret codes ensuring data security and confidentiality, especially in financial transactions.

Example: Cryptocurrency, a digital financial system utilizing cryptographic principles.

2. Electoral Bonds

Concept: Financial instruments allowing anonymous transactions between donors and political or charitable entities.

Controversy: Criticized for lack of transparency and banned due to potential misuse.

ISSUE 2

"Key Qualities of a Good Research Process"

1. **Defined Research Problem:** Clearly identify the problem to address broader objectives, not just data compilation or self-interest.

2. **Appropriate Title:** Avoid starting with articles (e.g., "An Evaluation of..."). Titles should reflect the research content concisely.

3. **Originality:** Ensure originality in script and process; acknowledge sources where applicable.

4. **Quotations:** Use sparingly, only if essential and relevant, with proper references.

5. **Standards Compliance:** Follow standard formats for references, bibliography, and annexures.

6. **Unbiased Use of Data:** Avoid personal bias; ensure relevance and accuracy.

7. **Clarity in Language:** Use clear, concise language, avoiding approximation (e.g., "about," "huge").

8. **Passive Voice:** Avoid using "I," "we," or "you"; prefer passive constructions.

9. **Abbreviations & Symbols:** Explain them on first use and use consistently.

10. **Objectivity:** Maintain ethical and legal norms, avoiding subjective interpretations.

11. **Planned Design:** Research design should be well-structured, with clearly defined objectives and scope.

12. **Literature Review:** Focus on diagnosing and treating research gaps without adding personal conclusions.

13. **Address Limitations:** Reveal limitations honestly and transparently.

14. **Findings and Recommendations:** Findings must answer objectives, with suggestions linked to them.

15. **No Personal Examples:** Avoid personal anecdotes or addressing authorities by name.

16. **Conclusive Results:** Test hypotheses thoroughly; conclusions should derive solely from tested results.

17. **Ethical Considerations:** Respect constitutional, legal, and group interests throughout.

Chronicles of the Year's Endeavors

"10 Editions, Endless Knowledge: A Year's Journey Through Trending Topics"

ISSUE 3

"Cultivating Inclusive Learning Environments"

Inclusive learning environments are vital for fostering belonging, equity, and academic success for students from diverse cultural, linguistic, socioeconomic, and ability backgrounds. Educators play a key role in creating such spaces by embracing diversity, promoting equity, and addressing individual needs.

Importance of Inclusive Learning:

- Encourages student engagement, critical thinking, and collaboration.
- Benefits all students by fostering empathy, open-mindedness, and appreciation for diversity.
- Addresses systemic inequalities, offering equitable opportunities to marginalized groups.

Principles of Inclusive Learning:

1. **Diversity as a Strength:** View diversity as an asset, celebrating varied identities and experiences.
2. **Equity Over Equality:** Provide individualized support to meet unique needs.
3. **High Expectations for All:** Maintain high standards for all students.
4. **Culturally Responsive Teaching:** Adapt methods to reflect students' cultural backgrounds.
5. **Universal Design for Learning (UDL):** Use flexible strategies to accommodate diverse learning needs.
6. **Collaboration and Community:** Foster teamwork and belonging.
7. **Reflective Practice:** Continuously evaluate and adjust teaching methods.

Strategies for Inclusion:

1. Build relationships with students by understanding their backgrounds and needs.
2. Use culturally relevant curricula that reflect diverse perspectives.
3. Differentiate instruction to accommodate varying learning profiles.
4. Encourage collaborative learning through group work and peer interactions.
5. Provide multiple assessment methods to showcase diverse strengths.
6. Promote a growth mindset, emphasizing effort and improvement.
7. Create a safe, supportive physical classroom environment.
8. Address implicit biases and stereotypes through reflection and training.
9. Engage families and communities to strengthen home-school connections.
10. Provide scaffolding and extra support for students needing additional help.

ISSUE 4

"Debt Management"

Debt management is the strategic process of effectively handling and repaying debt to minimize financial strain. It involves understanding different types of debt, creating a budget, and implementing repayment strategies to regain control over finances.

Understanding Debt:

- Types of Debt: Secured debt (e.g., mortgages) and unsecured debt (e.g., credit cards) have different risks and interest rates.
- Good vs. Bad Debt: "Good debt" (e.g., student loans) can build long-term value, while "bad debt" (e.g., high-interest credit cards) is financially harmful.

Budgeting and Financial Planning:

- Creating a Budget: Track income and expenses to allocate money for debt repayment.
- Emergency Fund: Save to avoid relying on credit during emergencies.
- Automating Payments: Set up automatic payments to avoid late fees and protect credit scores.

Chronicles of the Year's Endeavors

"10 Editions, Endless Knowledge: A Year's Journey Through Trending Topics"

Debt Repayment Strategies:

- Debt Snowball: Pay off the smallest debt first for psychological wins.
- Debt Avalanche: Focus on the highest interest debts to minimize total interest paid.
- Debt Consolidation: Combine debts into a single loan with a lower interest rate for easier management.

Minimizing Interest Rates:

- Negotiating Rates: Request lower interest rates from creditors.
- Balance Transfers: Transfer high-interest balances to low-interest credit cards.
- Refinancing: Refinance large loans to secure lower interest rates.

Avoiding Debt Accumulation:

- Mindful Spending: Monitor spending and avoid impulse purchases.
- Using Credit Wisely: Keep credit card utilization below 30% to maintain a good credit score.
- Cash Payments: Pay with cash to avoid adding to debt.

Seeking Professional Help:

- Credit Counseling: Get advice and debt management plans from professional agencies.
- Debt Settlement: Negotiate to pay less than owed in extreme cases.
- Bankruptcy: Consider as a last resort due to its long-term negative impact on credit.

Maintaining Good Credit:

- Monitoring Credit Reports: Regularly check for errors or fraud.
- Improving Credit Score: Make timely payments and reduce debt to improve credit scores

ISSUE 5

"From Rituals to Revenues: The Economic Power of India's Festivals"

1. Retail and E-commerce Sector

- Increase in sales for clothing, electronics, jewellery, and household items.
- E-commerce giants run mega sales, generating a large portion of their annual revenue.
- Temporary jobs in delivery services and customer care rise to manage demand.

2. Automobile Industry

- High vehicle sales due to auspicious festival purchases.
- Promotions and financing options boost consumer purchasing power.

3. FMCG and Consumer Durables

- Higher demand for FMCG products like snacks, beverages, and packaged food.
- Increased sales of consumer durables like air conditioners, refrigerators, and televisions due to discounts.

Chronicles of the Year's Endeavors

"10 Editions, Endless Knowledge: A Year's Journey Through Trending Topics"

4. Real Estate and Housing

- Surge in property purchases and real estate investments, especially during Diwali and Dussehra.
- Launch of new residential and commercial projects boosts demand for building materials and labor.

5. Tourism and Hospitality

- Increased domestic travel for family visits or vacations, driving up hotel occupancy and transportation demand.
- Religious tourism sees higher footfall at temples, mosques, and churches.
- The hospitality industry benefits from festive meals, events, and weddings.

6. Gold and Jewellery Market

- Increased gold purchases during festivals like Diwali and Akshaya Tritiya.
- Surge in jewellery demand during the wedding season.

7. Financial Services

- Rise in personal loans and credit card usage for festive shopping.
- Banks promote insurance and mutual funds through festival-linked offers.

ISSUE 6

"The Future of Work: Trends in the Gig Economy"

1. Increased Adoption of Technology

- Automation and AI: Integration of AI and automation tools to streamline gig platforms, making job matching easier for workers and employers.
- Blockchain and Smart Contracts: Enhanced payment security and transparency, ensuring fair compensation for gig workers.

2. Regulatory Changes

- Worker Classification: Governments are increasingly regulating gig worker classification, aiming to provide greater protections and benefits.
- Minimum Wage and Benefits Legislation: Movement towards establishing minimum wage standards and access to benefits like healthcare and retirement plans for gig workers.

3. Focus on Worker Well-being

- Mental Health Support: Recognition of mental health challenges, with platforms offering resources for stress management and work-life balance.
- Community Building: Platforms may include features to foster community, networking, and peer support among workers.

4. Diversification of Gig Work

- Expansion into New Industries: Growth in gig opportunities across health services, education, and creative industries, beyond ride-sharing and food delivery.
- Hybrid Work Models: More roles combining gig work with traditional employment for a flexible approach to work.

Chronicles of the Year's Endeavors

"10 Editions, Endless Knowledge: A Year's Journey Through Trending Topics"

5. Rise of Remote Gig Work

- **Global Talent Pool:** Gig platforms may connect workers and employers across borders, leading to more competition and diversity in the workforce
- **Virtual Collaboration Tools:** Advancements in technology to improve remote teamwork, productivity, and communication among gig workers.

6. Sustainability and Social Responsibility

- **Eco-friendly Practices:** Increased focus on promoting environmentally friendly services within gig platforms.
- **Ethical Consumerism:** Consumers demand services with fair labor practices and social responsibility.

7. Education and Skill Development

- **Upskilling Programs:** Continuous learning and training, especially in tech and soft skills, will be necessary for gig workers to stay competitive.
- **Certification and Credibility:** Emergence of certifications to validate skills, helping workers stand out in the competitive gig marketplace.

ISSUE 7

"Reaching the Right Audience: The Science of Nano Marketing"

Nano marketing refers to a highly targeted and localized marketing strategy that focuses on engaging a very specific audience, often on an individual or neighborhood level. It leverages personalized communication and a deep understanding of the target group's preferences, behavior, and culture. This approach is particularly effective for businesses that aim to build strong, long-term relationships with customers.

Key Features of Nano Marketing:

1. **Hyper-localization:** Targeting a specific demographic, geographic location, or even an individual.
2. **Personalization:** Customizing messages and offerings to resonate personally with the audience.
3. **Cost-effectiveness:** Often relies on low-cost, high-impact methods like word-of-mouth or social media platforms.
4. **Direct Engagement:** Focus on building trust through direct and personal interactions.
5. **Micro-Influencers:** Collaborating with influencers who have smaller, but highly engaged and niche audiences.

Examples of Nano Marketing:

- A bakery offering personalized pastries for local events.
- A small retailer using WhatsApp or SMS to communicate offers to its neighborhood customers.
- Micro-influencers promoting niche products to a tightly knit community.

Applications of Nano Marketing:

1. **Startups and Small Businesses:** Build a loyal customer base without large marketing budgets.
2. **Rural and Remote Areas:** Tailored campaigns addressing local needs and cultural nuances.
3. **E-commerce:** Personalized product recommendations based on user behavior.

Chronicles of the Year's Endeavors

ISSUE 8

"10 Editions, Endless Knowledge: A Year's Journey Through Trending Topics"

"How AI is Shaping Future of Business"

Definition of AI: AI mimics human intelligence by learning, analyzing, and solving problems.

Capabilities of AI:

- Recognizing objects in images or videos.
- Understanding and interacting through written or spoken language.
- Learning from data to make predictions and decisions.
- Solving issues like fraud detection or delivery optimization.

AI Learning Process:

Observing (images or videos).

Listening (text or voice).

Practicing (trial and error).

Applications of AI:

- Chatbots, personalized recommendations, and smart devices.
- Healthcare (diagnosis and treatment).
- Entertainment (curation and content creation).
-

AI in Business:

- Personalizing shopping experiences.
- Enabling chatbots and virtual assistants.
- Managing inventory and supply chains.
- Detecting fraud.
- Predicting customer behavior.
- Automating routine tasks.
- Enhancing talent acquisition.
- Driving innovation and product development.

Limitations of AI:

AI lacks human-like emotional understanding and creativity.

ISSUE 9

"Climate Finance in Himachal Pradesh: Economic Opportunities and Challenges"

1. Climate Finance Overview

- Climate finance supports projects to address climate change through adaptation and mitigation, including renewable energy, environmental conservation, and resilient infrastructure.
- It is critical for developing countries like India to transition to low-carbon economies and build resilience to climate change impacts.

Chronicles of the Year's Endeavors

"10 Editions, Endless Knowledge: A Year's Journey Through Trending Topics"

2. Himachal Pradesh's Climate Challenges

- The state faces climate threats such as erratic rainfall, rising temperatures, melting glaciers, and ecosystem damage, affecting livelihoods and agriculture.
- Climate finance is essential to address these challenges and promote sustainable development.

3. Opportunities in Climate Finance

- **Renewable Energy:** Himachal Pradesh has significant hydropower potential, contributing 25% of India's total output, making it a key player in clean energy.
- **Carbon Credits:** The state's forests, covering 27.72% of its area, can generate revenue through carbon credit programs via afforestation and conservation.
- **Eco-Tourism:** Tourism can shift towards sustainable eco-tourism, creating green jobs and promoting environmental conservation.
- **Climate-Smart Agriculture:** Investments in climate-smart agriculture and water conservation can protect farmers' livelihoods and offer new economic opportunities.

4. Challenges in Mobilizing Climate Finance

- Lack of awareness and technical skills within local governments limits the ability to secure and effectively use climate finance.
- A fragmented policy framework and unclear climate finance allocations hinder investment flow.
- Geographical constraints and financial challenges increase the cost of infrastructure development and climate resilience projects.

5. Strategies for Effective Climate Finance Utilization

- **Proactive and Collaborative Approach:** Building institutional capacity, creating awareness, and aligning policies with national and international climate goals are key.
- **Budget Allocations:** Allocating provisions for climate challenges like flash floods and landslides, and developing a comprehensive climate action plan focusing on energy and agriculture.
- **Partnerships:** Collaborating with national and international financial bodies, the private sector, NGOs, and local communities is crucial for mobilizing resources and ensuring inclusive growth.

ISSUE 10

"Gastronomic Tourism"

Definition: Gastronomic tourism involves exploring a destination's culture, history, and traditions through its food. Activities include visiting breweries, local markets, food spots, and participating in cooking classes or festivals.

Difference from Culinary Tourism:

- Culinary tourism focuses on the taste, presentation, and preparation of food.
- Gastronomic tourism emphasizes understanding culture and lifestyle through culinary expressions.

Benefits:

- **Cultural Experience:** Offers insights into local traditions, values, and history through food.
- **Fostering Innovation:** Encourages chefs and producers to create unique, healthier culinary trends.
- **Immersive Travel:** Provides dynamic experiences, exploring hidden gems and food rituals.
- **Economic Impact:** Strengthens local economies by supporting small-scale producers and food businesses.
- **Heritage Preservation:** Promotes traditional recipes and prevents culinary knowledge loss.

Chronicles of the Year's Endeavors

Initiatives taken under the Leadership of the Chairman, Collaborative Efforts of Faculty Members and Research Scholars for Departmental Welfare and Growth"

1. Placement Drive

The students of M.Com. 3rd semester actively participated in the awareness and placement drive held on 29th August 2024 at the University Auditorium, Himachal Pradesh University, Shimla. The event, organised by the Dean of Students' Welfare in collaboration with the Reserve Bank of India, provided valuable insights into career opportunities. The students engaged with representatives from RBI and other companies, gaining knowledge and exploring potential career paths, making the event highly beneficial for their future endeavours.

2. Formation of Departmental Development Club (DDC)

Under the chairmanship of chairman department of commerce, departmental development club was formed. It is consisting departmental SCA representatives, departmental IQAC coordinator, departmental three research scholars and office. The first meeting of DDC held on 09-10-2024

3. Grievance and redressal mechanism

Report on Electricity and Toilet Maintenance Complaints

Three electricity-related complaints and three toilet maintenance complaint were submitted by scholars through the verification of the **Head of Department (HOD) Dr. Devinder Sharma**, to the Maintenance and Electricity Department. However, out of the Six complaints, only one electricity issue was addressed and resolved by the maintenance department, while the remaining electricity problems and the toilet maintenance issue remain unresolved. All expenses associated with the resolved electricity complaint, as well as costs incurred for other maintenance activities, were covered by the department at their own level. The delay in addressing the remaining complaints has raised concerns among students, as these issues impact their productivity and daily routine. It is recommended that the Maintenance and Electricity Department take immediate action to resolve the pending issues and ensure a smooth academic environment.



Chronicles of the Year's Endeavors

5. Proposals were invited for the development of “Soft Components” under the Multi-Disciplinary Education & Research University (MERU) initiative, as part of PM-USHA. A total of five detailed proposals were submitted, each addressing critical areas to enhance interdisciplinary education, research, and institutional growth.

Outcome:

All five proposals were accepted, reflecting their alignment with the objectives of PM-USHA and the vision of MERU.

Sr. No	Soft Components	Name of the activities/ events	Proposed Date of the activity/event	Funds Required
1	Skill Development Programs @Rs. 75000 each	Skill learning on Income Tax/GST/Stocks/MSME	Nov./2024 Dec./ 2024 March 2025	@ Rs. 15000/ for 5 events
2	Awareness/ Sensitization Program	Trade Fair	November 2024	Rs. 1,00,000
3	Extension/outreach activities @Rs. 70000 each	Plantation Recreation Clean Environment	March-July 2025	Rs. 71000
3	Gender Specific activities @Rs. 50000 each	Conversation with Women entrepreneurs	December 2024	Rs. 51000
4	Seminar/conferences/ workshops @Rs. 100000 each	Workshop on Research Methodology: Practical Learning	October 2024	Rs. 126000

6. A Proud Accomplishment: International Conference ‘UDBHAVAH 2024’ was Held with Great Acclaim"

"The Department of Commerce, Himachal Pradesh University, had successfully organized the prestigious International Conference ‘UDBHAVAH 2024 – Emerging Trends in Research’ in collaboration with ICSSR-NWRC This significant achievement highlighted the department's dedication to advancing research and establishing a global platform for intellectual discourse."



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!”

Chronicles of the Year's Endeavors

RDC Milestones: Guiding Scholarly Pursuits

The **Research Degree Committee (RDC)** Meeting was successfully held on 18th October 2024, where several scholars presented their research proposals.

The meetings were presided over by a distinguished panel of experts:

1. **Prof. Jai Singh Parmar**
2. **Prof. Ritu Sapra**
3. **Prof. Mahabir Singh Narwal**

The committee carefully reviewed and evaluated the topics, providing constructive feedback and approving the research topics for the following scholars:

1. **Aditi Sharma**
2. **Neevia Thalyari**
3. **Radha Dogra**
4. **Shikha Thakur**
5. **Shruti**





Dear Readers,

As we bid farewell to the current session and welcome the winter break, we bring you the final edition of this year. This session has been an inspiring journey filled with achievements and new initiatives for the department and all of you. We sincerely thank you for your support and active engagement

We look forward to reconnecting in the new session of 2025 with fresh ideas, renewed energy, and exciting plans. May the upcoming year bring you success, health, and happiness.

Wishing you all a very Happy New Year!

With Warm Regards,

Department of Commerce

