



GURU NANAK COLLEGE

Postgraduate Multi Faculty Premier College
KILLIANWALI, DISTT. SRI MUKTSAR SAHIB (Pb.) - 151211
NAAC Accredited Grade "B"

Recognized by U.G.C. Under Section 2 (f) & 12 (B) & Permanently Affiliated to Panjab University Chandigarh

6.5.1

INDEX

Sr. No.	Description	Page No.
1.	Seminar by Commerce Department	2
2.	Renovation of the building	28



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Seminar by Commerce Department



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National Seminar on Digital Transformation in Business: A Way Forward



GURU NANAK COLLEGE

KILLIANWALI - 151211 (SRI MUKTSAR SAHIB)
(NAAC Accredited Grade 'B')
AFFILIATED TO PANJAB UNIVERSITY, CHANDIGARH

Organising

ONE DAY NATIONAL SEMINAR

Sponsored by
ICSSR (NWRC, P.U. CHANDIGARH)
On

DIGITAL TRANSFORMATION IN BUSINESS - A WAY FORWARD

on 28th March, 2022

Hosted by

PG Department of Business Management and Commerce
in Collaboration with IQAC



CHIEF PATRON

S. Parkash Singh Badal
(Ex - CM Punjab)

PRESIDENT

(Retd.) Major Bhupinder Singh Dhillon

PRINCIPAL/SEMINAR DIRECTOR

Dr. Surinder Singh Thakur

SECRETARY

Sh. Neeraj Jindal

IQAC COORDINATOR

Dr. Bharat Bhushan

CONVENERS

Mrs. Usha Goyal
Associate Prof. & Head
PG Deptt. of Bus. Mgt. & Commerce

Dr. Seema Rani
Associate Prof.
PG Deptt. of Bus. Mgt. & Commerce


Principal
Guru Nanak College
Killianwali (Sri Muktsar Sahib)



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Chief Guest:
Prof. Raghavendra P. Tiwari
Hon'ble V.C.
Central University of Punjab, Bathinda



Guest of Honour:
Prof. Devinder Singh
Chairperson, Department of Laws,
Punjab University, Chandigarh



Keynote Speaker:
Prof. Balwinder Singh
Prof. Finance, Ubi. School of Bus. Studies
Prof. Incharge,
Centre for Data Analytics and Research,
Guru Nanak Dev University, Amritsar

Resource Persons



Sh. Rajiv Arora
Director, All India Radio,
Bathinda



Dr. Anand Bansal
Head, Department of Business Studies,
Punjab Uni. Patiala, Gurm. Kash Campus,
Tarn Taran (Bathinda)



Dr. Monica Bansal
Director, Punjab University Rural Centre
Kauri (Sri Muktsar Sahib)



CA Manish Bansal
Manish Bansal & Associates,
Mandi Dabwali (Sri)



Mrs. Niyati Chaudhary
University College &
University Centre for Distance Learning,
Chaudhary Devi Lal University, Sirsa

Organising Committee

Mr. Prince Singla
Assistant Professor Commerce

Mr. Ashish Bagla
Assistant Professor Commerce

Ms. Gurbinder Kaur
Assistant Professor Computer Applications

Ms. Neha Thakur
Assistant Professor Commerce

Mr. Manik Jindal
Assistant Professor Commerce

For Any Queries, Please Contact

Mrs. Usha Goyal
M. 97791-70463
Associate Professor & Head,
PG Department of
Business Management & Commerce

Dr. Seema Rani
M. 98149-28935
Associate Professor,
PG Department of
Business Management & Commerce



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About the College

Guru Nanak College, Killianwali affiliated to Panjab University, Chandigarh has been established with a motto of "Strive Seek Serve" and showering rays of knowledge since 1956. The College is offering courses in Arts and Commerce at nominal fees along with host of scholarships for underprivileged students. The college has a huge Eco- friendly campus incorporating modern facilities like E-shelf, Multimedia Seminar Hall, Conference Hall, Auditorium, Gym and Swimming pool etc. The mission of the College is not only to provide quality education but also to inculcate a sense of self sufficiency, civic responsibility and to help in achieving economic emancipation.

About the Department

Department of Business Management and Commerce, Guru Nanak College Killianwali (Sri Muktsar Sahib) was established in 1967-68 with B.Com. (One-Unit) under Grant in aid scheme of Punjab Government to spread wings of education in the area. The department has been constantly working to improve quality of education in the area and to produce good citizens to serve our country. The department got the status of PG Department of Business Management and Commerce after the introduction of M.Com. (One Unit) in the year 2017-18 in order to cater the demands of the society to have post graduation facility in this area. The department organises various Workshops, Quiz Competitions, Management Games, Educational Trips, Ice-Breaking Session, Freshers' Party, Farewell Party, Extension Lectures, Industrial Visits etc. from time to time to have overall development of the students. The department has a well settled Alumni which includes Industrialists, CAs, Professionals in Banking and Insurance, Politicians, Entrepreneurs, Teachers, Administrators etc.

About the Seminar

Digital transformation is the process of using digital technologies to create new or modify existing business processes, culture and customer experiences to meet changing business and market requirements. This reimagining of business in the digital age is digital transformation. The World is seeing rapid transformation in business as every sector is getting digital to provide enriched customer experiences from health care to entertainment, education to food service etc. The conference will seek to identify new ways for the organizations to succeed in this disruptive digital transformation environment by offering new experiences, establishing new focus, building new expertise and at the same time remaining relevant and competitive.



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AFFILIATED TO PANJAB UNIVERSITY, CHANDIGARH

ICSSR (NWRC) SPONSORED ONE DAY NATIONAL SEMINAR

"DIGITAL TRANSFORMATION IN BUSINESS: A WAY FORWARD"

Organised by:

PG Department of Business Management and Commerce
In Collaboration with IQAC

hold on 28th March, 2022

REGISTRATION FORM

Name (Block Letters) _____

Designation _____

Organization / Institution _____

Address _____

Contact Number _____ E-mail ID _____

Whether Presenting the Paper : Yes / No

If Yes, Title of the Paper _____

Registration Fee (Rupees) _____

If paid online, Transaction Reference No. _____ Date _____

Publication Fee (Rupees) _____

Delegate Category : Academician / Corporate Professional / Student / Research Scholar

DECLARATION FORM

This paper has neither been published earlier nor submitted for publication in any Journal / Conference / Seminar / Symposia etc.

Date _____

Signature _____

Account Details for online Payments :

Bank Name : SBI, Mandi Killianwali ; Account No. 39198808263 ; IFSC Code : SBIN0050392

Principal
Guru Nanak College
Killianwali (Sri Muktsar Sahib)



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3/12/22, 1:37 PM

Registration Form for One Day National Seminar Sponsored by ICSSR (NWRC) on "Digital Transformation in Business - A Way Forward" on 28th March, 2022.

12/03/12 - Online Registration Form

Registration Form for One Day National Seminar Sponsored by ICSSR (NWRC) on "Digital Transformation in Business - A Way Forward" on 28th March, 2022.

Bank Detail for payment of Registration fee.

Bank : State Bank of India, Mandi Killianwali
Account Name : Principal, Guru Nanak College
IFSC Code : SBIN0050392
Account No. : 39198808263

gnckillianwali@gmail.com Switch account



The name and photo associated with your Google account will be recorded when you upload files and submit this form. Only the email you enter is part of your response.

* Required

Email *

Your email

Name of the Author *

Your answer

Designation *



Your answer

<https://docs.google.com/forms/d/e/1FAIpQLScOBTMftccEBsvzD3d-4wasL0rnLHnmk0vwTQlcmzbyQuElplg/viewform>

1/3

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Guru Nanak College
Killianwali (Sri Muktsar Sahib)



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1:37 PM

Registration Form for One Day National Seminar Sponsored by ICSSR (MHRD) on Digital Transformation in Business - AI

Organization *

Your answer

Address *

Your answer

Contact Number *

Your answer

Title of the paper *

Your answer

Amount of Registration Fee. *

Your answer

Attach Proof of Fee Paid Online *

⬆ Add file

Transaction Refrence No. and Date of Transaction. *

Your answer

<https://docs.google.com/forms/d/e/1FAIpQLScOBTMfccEBsvzD3d-4wasLOmLHnmk0wTQtmzbyQwE1p9/viewform>

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ICSSR (NWRC) SPONSORED ONE DAY NATIONAL SEMINAR DIGITAL TRANSFORMATION IN BUSINESS - A WAY FORWARD

Certificate

This is to certify that Mr./Ms./Dr.....
of.....
has participated as a Resource Person/Paper Presenter / Delegate on the topic.....
.....in One Day National Seminar on
"Digital Transformation in Business - A Way Forward" organised by PG Deptt. of Business Management and
Commerce in collaboration with IQAC held on 28th March, 2022.

Dr. Surinder Singh Thakur
Principal/Seminar Director

Mrs. Usha Goyal
Convener

Dr. Seema Rani
Convener

Dr. Bharat Bhushan
IQAC Coordinator


Principal
Guru Nanak College
Killianwali (Sri Muktsar Sahib)



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NOTICE

22-03-2022

ਕਾਲਜ ਦੇ ਸਾਰੇ ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਸੂਚਿਤ ਕੀਤਾ ਜਾਂਦਾ ਹੈ ਕਿ PG Department of Business Management and Commerce, IQAC ਦੇ ਸਹਿਯੋਗ ਨਾਲ 28 ਮਾਰਚ, 2022 ਨੂੰ ਇੱਕ ਰਾਸ਼ਟਰੀ ਸੈਮੀਨਾਰ ਦਾ ਆਯੋਜਨ ਕਰਨ ਜਾ ਰਿਹਾ ਹੈ। ਜੋ ਵਿਦਿਆਰਥੀ ਇਸ ਸੈਮੀਨਾਰ ਵਿੱਚ ਪੇਪਰ ਦੇਣਾ ਚਾਹੁੰਦੇ ਹਨ ਉਹ 25 ਮਾਰਚ, 2022 ਤਕ ਕਾਮਰਸ ਵਿਭਾਗ ਦੇ ਸਹਾਇਕ ਪ੍ਰੋਫੈਸਰ ਪ੍ਰਿੰਸ ਸਿੰਗਲਾ ਕੋਲ ਰਜਿਸਟ੍ਰੇਸ਼ਨ ਕਰਵਾਉਣ। ਰਜਿਸਟ੍ਰੇਸ਼ਨ ਕਰਵਾਉਣ ਵਾਲੇ ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਹਿਦਾਯਤ ਦਿੱਤੀ ਜਾਂਦੀ ਹੈ ਕਿ ਸੈਮੀਨਾਰ ਵਾਲੇ ਦਿਨ ਆਪਣਾ identity card ਨਾਲ ਲੈ ਕੇ ਕਾਲਜ ਆਉਣ।


Principal
G.N College, Killianwali
(Sri Muktsar Sahib)


Principal
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ਸੂਚਨਾ

22-03-2022

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Principal
G N College, Killianwali
(Sri Muktsar Sahib)

Signature
22/3/22



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Principal
G N College, Killianwali
(Sri Muktsar Sahib)

Signature
22/3/22

NOTICE

24/03/2022

Following students have been selected for duties in ICSSR Sponsored One Day National Seminar on "Digital Transformation in Business – A Way Forward" on 28th March, 2022(Monday)

A. Welcome-

- | | | |
|-----------------------------|------------------------------|-------------------|
| 1) Kanwaljeet (72063-45615) | B.COM 2 nd (1132) | <i>Kanwaljeet</i> |
| 2) Jasika (95095-48000) | B.COM 1 st (1036) | <i>Jasika</i> |

B. Refreshment-

- | | | |
|-------------------------|------------------------------|--------------------|
| 1) Vishal (81681-89186) | B.COM 2 nd (1107) | <i>Vishal</i> |
| 2) Aayush (98779-11148) | B.COM 3 rd (1204) | <i>Aayush Garg</i> |

C. Registration-

- | | | |
|----------------------------|------------------------------|------------------|
| 1) Shikha (94681-69399) | B.COM 3 rd (1219) | <i>Shikha</i> |
| 2) Shreshth (94166-43895) | B.COM 3 rd (1230) | <i>Shreshth</i> |
| 3) Muskan (88160-32904) | B.COM 2 nd (1133) | <i>Muskan</i> |
| 4) Bhupinder (85708-19153) | B.COM 1 st (1002) | <i>Bhupinder</i> |
| 5) Manpreet (83074-15124) | B.COM 3 rd (1218) | <i>Manpreet</i> |

D. Certificate Writing-

- | | | |
|-----------------------------|------------------------------|-------------------|
| 1) Chafi (85708-43731) | B.COM 2 nd (1103) | <i>Chafi</i> |
| 2) Kanwaljeet (72063-45615) | B.COM 2 nd (1132) | <i>Kanwaljeet</i> |

E. Lamp Lighting & Desk Name Plate –

- | | | |
|----------------------------|------------------------------|------------------|
| 1) Rajandeep (94169-51741) | B.COM 1 st (1012) | <i>Rajandeep</i> |
|----------------------------|------------------------------|------------------|

F. Projector & Sound System Arrangement-

- | | | |
|------------------------|------------------------------|--------------------|
| 1) Happy (82888-90041) | B.COM 3 rd (1201) | <i>Happy Singh</i> |
| 2) Ritik (87083-35756) | B.COM 2 nd (1135) | <i>Ritik</i> |

G. Sitting Arrangement & Signs & Communication Regarding Guest-

- | | | |
|-------------------------|------------------------------|---------------|
| 1) Mayank (99960-93095) | B.COM 2 nd (1130) | <i>Mayank</i> |
| 2) Abhi (93367-10002) | B.COM 2 nd (1113) | <i>Abhi</i> |
| 3) Aayush (90538-49587) | B.COM 3 rd (1223) | <i>Aayush</i> |



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H. Discipline-

- 1) Harpreet (98964-38370)
- 2) Ashish (90507-84877)
- 3) Harnaz (98775-25569)

B.COM 3rd (1210) *Harpreet*

B.COM 2nd (1129) *Ashish*

B.COM 3rd (1232) *Harnaz*

I. Seminar Proceedings-

- 1) Ankur (94680-55101)

M.COM 2nd (1408) *Ankur*

J. Assistance Duty-

- 1) Diksha (82219-00380)
- 2) Rajinder (79886-18944)
- 3) Jaspreet (98178-33728)
- 4) Keshav (87086-64795)

B.COM 2nd (1116) *Diksha*

B.COM 3rd (1246) *Rajinder*

B.COM 2nd (1148)

B.COM 2nd (1108) *Keshav*

Seminar Convener

Usha
Mrs. Usha Goyal
HOD & Associate Professor
Deptt. of Bus. Mgt. & Commerce

Seema Rani
Dr. Seema Rani
Associate Professor
Deptt. of Bus. Mgt. & Commerce



GURU NANAK COLLEGE

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Principal
Guru Nanak College
Killianwali (Sri Muktsar Sahib)



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24/03/22

NOTICE

26-03-2022

This is for the information of all the staff members that One Day National Seminar is being organized in the college on 28th March, 2022 (Monday) therefore, all the staff members are advised to report in the college according to the time prescribed below.

Teaching Staff 8:30 AM

Non-teaching Staff 8:00 AM

Principal




SR. NO.	TEACHING STAFF	SIGNATURE	SR. NO.	NON-TEACHING STAFF	SIGNATURE
1.	Mrs. Surinder Kapila	<i>Surinder Kapila</i>	1.	S. Sukhpal Singh Bhati	<i>S. Sukhpal Singh Bhati</i>
2.	Mr. Amit Behal	<i>Amit Behal</i>	2.	Sh. Davinderjeet Singh	<i>Davinderjeet Singh</i>
3.	Mrs. Usha Rani	<i>Usha Rani</i>	3.	Mr. Omkar Garg	<i>Omkar Garg</i>
4.	Dr. Seema Rani	<i>Seema Rani</i>	4.	Mr. Gursewak Singh	<i>Gursewak Singh</i>
5.	Dr. Bharat Bhushan	<i>Bharat Bhushan</i>	5.	Mr. Amandeep Singh	<i>Ab</i>
6.	Mrs. Galaxy Gupta	<i>Galaxy Gupta</i>	6.	Sh. Kala Singh	<i>Kala Singh</i>
7.	Dr. Khushnasib Gurbakhshish Kaur	<i>Khushnasib Gurbakhshish Kaur</i>	7.	Mr. Daljeet Singh (Nikka)	<i>Night Duty</i>
8.	Dr. Payal Singla	<i>Payal Singla</i>	8.	Sh. Gurjant Singh	<i>Gurjant Singh</i>
9.	Mrs. Manpreet Kaur	<i>Ab</i>	9.	Sh. Sukhjeevan Mali	<i>Sukhjeevan Mali</i>
10.	Ms. Gurbinder Kaur	<i>Gurbinder Kaur</i>	10.	Sh. Surat Lal	<i>Surat Lal</i>
11.	Mr. Prince Singla	<i>Prince Singla</i>	11.	Sh. Jagseer Singh	<i>Jagseer Singh</i>
12.	Mr. Ashish Baghla	<i>Ashish Baghla</i>	12.	Mr. Balaram	<i>Balaram</i>
13.	Miss Neha Thakur	<i>Neha Thakur</i>	13.	Mr. Meetu Ram	<i>Meetu Ram</i>
14.	Mr. Manik Jindal	<i>Manik Jindal</i>	14.	Smt. Sukhwinder Kaur	<i>Sukhwinder Kaur</i>
15.	Mrs. Amandeep Kaur	<i>Amandeep Kaur</i>	15.	Smt. Krishna Rani	<i>Krishna Rani</i>
16.	Mrs. Harpreet Kaur	<i>Harpreet Kaur</i>	16.	Ms. Sukhjeet Kaur	<i>Sukhjeet Kaur</i>

NOTICE





Date: 25/03/2022

This is for the information of all the teaching and non-teaching staff that Department of Business Management and Commerce is organizing One Day National Seminar on 28th March, 2022. For this purpose following committees have been formed:




1. WELCOME COMMITTEE

- Mrs. Surinder Kapila 
- Mr. Amit Behal 
- Dr. Bharat Bhushan 



2. REGISTRATION COMMITTEE

- Mr. Prince Singla 
- Ms. Neha Thakur 
- Mr. Manik Jindal 
- Mr. Davinderjeet Singh 




3. REFRESHMENT COMMITTEE/BOUQUET

- Dr. Payal Singla 
- Mr. Ashish Baghla 
- Mrs. Amandeep Kaur 





4. CERTIFICATE COMMITTEE

- Mr. Prince Singla 
- Ms. Neha Thakur 

5. DISCIPLINE COMMITTEE

- Dr. Khushnaseeb Gurbakshish Kaur 
- Mrs. Amandeep Kaur 
- Mrs. Harpreet Kaur 

6. PROJECTOR, SOUND, PHOTOGRAPHY & ELECTRICITY ARRANGEMENT COMMITTEE

- Ms. Gurbinder Kaur 
- Mr. Prince Singla 
- Mr. Manik Jindal 
- Sh. Gurjant Singh 



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7. MOMENTO ARRANGEMENT COMMITTEE

- Mr. Prince Singla *Prince Singla*
- Ms. Neha Thakur *Neha Thakur*
- Mr. Manik Jindal *Manik Jindal*

8. MEDIA COMMITTEE

- Mr. Amit Behal *Amit Behal*
- Dr. Khushnaseeb Gurbakshish Kaur *Dr. Khushnaseeb Gurbakshish Kaur*

9. DECORATION AND SEATING ARRANGEMENT COMMITTEE

- Dr. Khushnaseeb Gurbakshish Kaur *Dr. Khushnaseeb Gurbakshish Kaur*
- Mr. Amandeep Singh *Amandeep Singh*
- Mrs. Amandeep Kaur *Amandeep Kaur*
- Mrs. Harpreet Kaur *Harpreet Kaur*
- Sh. Surat Lal *Surat Lal*
- Smt. Krishna Devi *Krishna Devi*
- Smt. Sukhjeet Kaur *Sukhjeet Kaur*
- Sh. Gurjant Singh *Gurjant Singh*
- Sh. Jagseer Singh *Jagseer Singh*
- Sh. Sukhjeevan Singh *Sukhjeevan Singh*

10. WATER ARRANGEMENT

- Sh. Surat Lal *Surat Lal*
- Sh. Jagseer Singh *Jagseer Singh*
- Sh. Sukhjeevan Singh *Sukhjeevan Singh*

(PRINCIPAL)

Principal
Principal
G.N. College, Killianwali
(Sri Muktsar Sahib)



डबवाली केसरी

02

गुरु नानक कॉलेज में एक दिवसीय राष्ट्रीय सेमिनार आयोजित डिजिटल अर्थव्यवस्था प्रति नीति को युवा वर्ग के लिए नई ऊंचाईयां छूने का एक सुनहरी मौका:दविन्द्र सिंह



डबवाली केसरी

किलियावाली। डिजिटल ट्रांसफॉर्मेशन वर्तमान समय की आवश्यकता है। इसी से ही हमारी अर्थव्यवस्था में पारदर्शिता आएगी और काले धन व भ्रष्टाचार से मुक्त होकर हमारा देश प्रगति पथ पर अग्रसर होगा। यह शब्द गुरु नानक कॉलेज में वाणिज्य व प्रबंधन संकाय द्वारा प्रधानाचार्य डॉ. सुरेंद्र सिंह ठाकुर के कुशल दिशा-निर्देशन में, कॉलेज आइक्यूएसी के सहयोग से आईसीएसएसआर द्वारा प्रायोजित एक दिवसीय राष्ट्रीय सेमिनार में मुख्यातिथि सेंट्रल यूनिवर्सिटी पंजाब, बठिंडा के उपकुलपति प्रो. राघवेंद्र पी. तिवारी ने कॉलेज ऑडिटोरियम में कहे।

इस राष्ट्रीय सेमिनार का मुख्य विषय था व्यापार में डिजिटल परिवर्तन-आगे की और रास्ता डू दीप प्रज्वलन और पंजाब विश्वविद्यालय, चंडीगढ़ के गान से आज की संगोष्ठी का विधिवत शुभारंभ हुआ। कॉलेज प्रधानाचार्य डॉ. सुरेंद्र सिंह ठाकुर ने कालेज प्रबंधन समिति की तरफ से आये हुए अतिथियों

का स्वागत किया व उनका संक्षिप्त परिचय सभी के समक्ष प्रस्तुत किया। उन्होंने कहा कि लॉकडाउन के कई माह बीत जाने के पश्चात यह फेस टू फेस कॉलेज ऑडिटोरियम में पहला बड़ा कार्यक्रम है, जिसका हम सभी को बड़ा इंतजार था। कामर्स विभागाध्यक्ष व संगोष्ठी संयोजक मैडम ऊषा गोयल ने आज की संगोष्ठी की संक्षिप्त भूमिका सभी के समक्ष प्रस्तुत की।

संगोष्ठी का आरंभ आदरणीय उपकुलपति प्रो. तिवारी ने यह उद्घृत करते हुए किया कि कोविड-19 के दौर ने डिजिटल अर्थव्यवस्था, ई-कामर्स, लेन-देन व व्यापार की सार्थकता हम सभी के सामने सिद्ध कर दी है। उन्होंने डिजिटल बिजनेस को संतुलित विकास के मार्ग को प्रशस्त करने की एक अहम विधि बताया। उन्होंने इस परिप्रेक्ष्य में वर्तमान शिक्षा प्रणाली में उभर रही व विकसित हो रही डिजिटल ट्रांसफॉर्मेशन अर्थात् ई-शिक्षा पर चर्चा करते हुए इसे नई शिक्षा नीति का आधार बताया। उन्होंने सेंट्रल यूनिवर्सिटी में चल रहे मूक व स्वयं

कोर्स, ई-पाठशाला आदि के बारे में भी जानकारी प्रदान की। आज के विद्यार्थी व शिक्षक को परिवर्तन के इस दौर के साथ अपने आप को बदलना होगा व इस चुनौती के लिए तैयार रहना होगा। ग्रामीण अंचल के लोगों व विद्यार्थियों को इससे भरपूर लाभ पहुंचने की संभावना है।

विशिष्ट अतिथि पंजाब विश्वविद्यालय चंडीगढ़ के लॉ विभाग के चेयरपर्सन प्रो. दविन्द्र सिंह ने अपने संबोधन में स्टार्ट-अप्स का उद्घरण देते हुए सरकार की डिजिटल अर्थव्यवस्था प्रति नीति को युवा वर्ग के लिए नई ऊंचाईयां छूने का एक सुनहरी मौका बताया। उनके अनुसार डिजिटलाइजेशन आज समाज के प्रत्येक क्षेत्र को अपने प्रभाव क्षेत्र में ले रही है और वर्तमान मौद्रिक व्यवस्था भी इससे अछूती नहीं रह

सकती। कुंजीवत वक्ता यूनिवर्सिटी स्कूल ऑफ बिजनेस स्टडीज, गुरु नानक देव विश्वविद्यालय, अमृतसर से प्रोफेसर इन फाइनांस प्रो. बलविन्दर सिंह ने अपने वक्तव्य का आरंभ व्यवसाय का अर्थ स्पष्ट करते हुए कहा कि बदलाव के साथ बदलोगे नहीं तो बदल दिये जाओगे। तकनीक ने बड़ी तेजी से सब कुछ बदल दिया है। संचार साधनों के बदलाव ने अर्थव्यवस्था व व्यापार पर गहरा असर डाला है।

प्रो.स. इंद्रजीत सिंह ने वर्तमान परिवर्तनशील युग में विशेषकर कोरोना-काल में आनलाईन बिजनेस को संचालित करने के लिए अस्तित्व में आई विभिन्न ऐप्स पर प्रकाश डाला व उन्होंने प्रधानमंत्री द्वारा पुरस्कृत इनोवैटर व युवा ऐप्स डिवेलपर डबवाली के तनिष सेठी की विशेष तौर पर चर्चा की।

सुविचार

पहचान से मिला काम कम समय के लिए चलता है। लेकिन काम से मिली पहचान ज़िंदगी भर रहती है।

संज्ञा सतीश सतीश सेन



Estd. 1956

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List of Students who are allowed to attend the seminar

Sr. No.	Roll No.	Name	Signature
1	1126	Abhishek Kumar	Abhishek
2	799	Suresh Singh	Suresh
3	913	Ramjit Singh	Ramjit
4	446	SHUBH	Shubh
5	706	Parbhjeet Singh	Parbhjeet Singh
6	716	Rohit Kumar	Rohit
7	726	Premadeep Singh	Premadeep
8	1139	Vikas Kumar	Vikas
9	933	Sahaj Prasad Singh	Sahaj
10	994	Jashpreet Singh	Jashpreet
11	1004	Vikas Kumar	Vikas
12	1140	Arun	Arun
13	440	Aman	Aman
14	1003	Harinder	Harinder
15	1002	Shubhinder	Shubhinder
16	1036	Jasika	Jasika
17	1012	Rajandeep	Rajandeep
18	1017	Rubani	Rubani
19	1021	Anju Rani	Anju Rani
20	1039	Nisha Rani	Nisha
21	1026	Jashanpreet	Jashanpreet
22	1147	Kumika	Kumika
23	1150	Yashika	Yashika
24	1116	Rishika	Rishika
25	1105	Rohmat	Rohmat
26	1101	Osheen	Osheen Monga
27	1133	Muskaan	Muskaan
28	930	Mandeep Rani	Mandeep
29	1145	Simran	Simran
30	932	Sukhpreet Kaur	Sukhpreet
31	1108	Keshaveet Singh	Keshaveet Singh
32	1129	Anshu	Anshu
33	934	Harpreet Singh	Harpreet
34	1135	Rishi	Rishi
35	1113	Abhi	Abhi
36	1130	Kayank	Kayank
37	1103	Chafi	Chafi
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List of Students who are allowed to attend the seminar (B.Com 3rd)			
Sr No.	Roll No.	Name	Signature
1	1201	HAPPY JINDAL	Happy Jindal
2	1202	DEEPAK	Deepak
3	1203	KASHISH	Kashish Charya
4	1204	AYUSH GARG	Ayush Garg
5	1205	VAIBHAV ANGI	Vaibhav Angi
6	1206	DEEPIKA RANI	Deepika Rani
7	1207	LOVENISH GOYAL	Loevenish Goyal
8	1208	ANSH PHUTELA	Ansh Phutela
9	1209	PARVESH MONGA	Parvesh Monga
10	1210	HARPREET KAUR	Harpreet Kaur
11	1211	ABHISHEK	Abhishek
12	1212	MOHIT GARG	Mohit Garg
13	1213	MOHIT GARG	Mohit Garg
14	1214	ADARSH NANDA	Adarsh Nanda
15	1215	RADHIKA MEHTA	Radhika Mehta
16	1216	GUNJAN	Gunjan
17	1217	SAHAJPREET KAUR	Sahajpreet Kaur
18	1218	MANPREET KAUR	Manpreet Kaur
19	1219	SHIKHA BANSAL	Shikha Bansal
20	1220	JYOTI RANI	Jyoti Rani
21	1221	ANSH GARG	Ansh Garg
22	1222	ISHANT GARG	Ishant Garg
23	1223	AAYUSH	Aayush
24	1224	ANKUR BANSAL	Ankur Bansal
25	1225	MRIDUL	Mridul
26	1226	NITIN	Nitin
27	1227	ARSHDEEP SINGH	Arshdeep Singh
28	1228	SANDEEP SINGH	Sandeep Singh
29	1229	RADHIKA	Radhika
30	1230	SHRESHTH	Shreshth
31	1231	ISHA	Isha
32	1232	HARNAZ SINGH	Harnaz Singh
33	1233	SAHIL SETHI	Sahil Sethi
34	1234	VEENUS AGGARWAL	Veenus Aggarwal
35	1235	HARSHDEEP	Harshdeep
36	1236	HARSH KAUSHAL	Harsh Kaushal
37	1237	SHAFFALI	Shaffali
38	1238	PARAMJEET SINGH	Paramjeet Singh
39	1239	GARIMA	Garima
40	1240	ROBIN JINDAL	Robin Jindal
41	1241	ISHA Goyal	Isha Goyal
42	1242	RAHUL	Rahul
43	1243	MEHUL	Mehul
44	1244	YOGESH KUMAR	Yogesh Kumar
45	1245	ABHAY	Abhay
46	1246	RAJENDER SINGH	Rajender Singh
47	1247	MOHIT SINGLA	Mohit Singla
48	1248	RAHUL BANSAL	Rahul Bansal

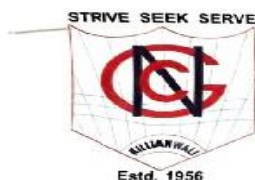


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List of Students who are allowed to attend the seminar (M.Com. 1st)			
Sr No.	Roll No.	Name	Signature
1	1301	JASPREET KAUR	
2	1302	NITIN KAUR	
3	1303	ANSHIKA	
4	1304	ASHU GARG	
5	1305	PRIYA	
6	1306	MADHAV GARG	
7	1307	MANI	
8	1308	AMANJEET KAUR	
9	1309	SAPNA	
10	1310	RAVEENA RANI	
11	1311	KHUSHBOO	
12	1312	NAMJOT SINGH	
13	1313	JASHANPREET SINGH	Jashanpreet Singh
14	1314	ASHISH JEDIA	
15	1315	RIYA	
16	1316	RIDHIMA	
17	1317	AARUSHI GARG	
18	1318	KAMAL JAIN	
19	1319	HIMANSHU	



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Refreshment Token Detail (M.Com. 2nd)			
Sr No.	Roll No.	Name	Signature
1	1401	YUDHVEER SINGH	
2	1402	SIMRAN KAUR	<i>Simran Kaur</i>
3	1403	MANISHA	<i>Manisha</i>
4	1404	SHIVDEEP KAUR	
5	1405	ANKUR MIDHA	
6	1406	DIKSHA	
7	1407	MEHAK SACHDEVA	<i>Mehak</i>
8	1408	ANKUR MIDHA	<i>Ankur</i>
9	1409	ALISHA	
10	1410	PRERNA GARG	<i>Prerna</i>
11	1411	SARUCHI GUPTA	<i>Saruchi</i>
12	1412	AMANDEEP KAUR	
13	1413	PALLAVI	



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PROCEEDINGS

Date: 28th March, 2022

Digital transformation is the need of the hour. Only this will make our economy transparent as well as free from black money and corruption consequently our country will progress. These words were given by Professor R. P. Tiwari, Vice Chancellor, Central University of Punjab, in One Day ICSSR Sponsored National Seminar organised by PG Department of Business Management and Commerce in collaboration with IQAC, under the guidance of Principal Dr. Surinder Singh Thakur. The theme of the seminar was **"Digital Transformation In Business - A Way Forward"**. The seminar duly started with lighting of the lamp and anthem of Panjab University Chandigarh. College Principal Dr. Surinder Singh Thakur welcomed the guests on behalf of the College Management, staff and students gave brief introduction of the guests. He said that after several months of lockdown, this is the first major program in physical form in college auditorium for which we all were waiting very much. Then a brief introduction of the seminar was given by the Head PG Department of Business Management and Commerce and Seminar Convener Mrs. Usha Goyal.

The seminar was inaugurated by respected Vice Chancellor Professor R.P. Tiwari. He said that Covid-19 has proved the importance of digital economy, e-commerce transactions and business in front of all of us. He described the digital business as an important method to pave the way for balanced growth. In this context, while discussing the emerging and developing digital transformation in the current education system, i.e., E-education, he described it as the basis of the new education policy. He also provided information about the MOOC, SWAYAM courses, e-pathshala, etc. running in the Central University. Today's students and teachers have to change themselves with this era of change and have to be ready for the challenges to come in future. People and students of rural areas are likely to benefit immensely from this.

The Guest of Honour Professor Devinder Singh, Chairperson Law Department, Panjab University Chandigarh, cited the example of startups, described the government's policy towards digital economy as a golden opportunity for the youth to touch new heights. According to him, digitalization is taking every sector of society under its sphere of influence and present monetary system also cannot remain untouched by this.

Keynote speaker Professor Balwinder Singh, Professor in Finance from University School of Business Studies, Guru Nanak Dev University Amritsar, started his address by saying, "You Will Have To Change With Change Or Else You Will Be Changed." Technology has changed everything very rapidly. The change in the means of communication has a profound effect on the economy and business. Apart from these things, Corona pandemic has changed the way we think and live life. There has been a change in the method of production, distribution, payment, etc. Credit – Debit Card, QR Code, Google Pay, PhonePe, Paytm, Artificial Intelligence, Metaverse, etc. have become an integral part of our today's life. This digital revolution has also presented much risk in front of us. For this there is an urgent need to develop the infrastructure of a country.



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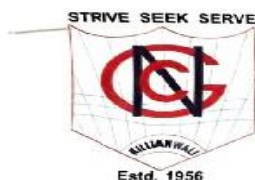
Resource person Dr. Anand Bansal, Head Department of Business Studies, Punjabi University Patiala Guru Kashi Campus Talwandi Sabo, gave his presentation through PPT on the Indian financial system that emerged after the policy of liberalization, privatization and globalization adopted in 1991 and then discussed the impact of changing Technology, ATM, UPI, Mobile Wallet, Internet/Mobile Banking, etc. came into vogue after this. Digital India was a government of India programme launched in 2015 which started making all offline services available online. It started digital environment of Indians.

Second Resource Person Dr. Monica Bansal, Director, University Rural Centre Kauni, Sri Muktsar Sahib, gave a detailed description of various mobile apps and discussed about their importance to accelerate the Indian economy. According to her if we do not step with digitization, then the changing times will leave us far behind.

Third Resource Person Madam Niyati Chaudhari from Distance Education Centre of CDLU Sirsa, started her speech by explaining the meaning of digital paperless economy, Work from home, Driverless Vehicles, Online Shopping, Virtual Currency, etc. are all directly or indirectly linked to digital transformation in some way or the other. As a result banks may not exist in the coming future. While on one hand it has increased the convenience of the customer, on the other hand it has also paved the way for innovation. 3rd and 4th resource persons could not attend the seminar due to some urgent work.

Recalling his student life, Shri Krishan Kumar Nirala from the College Alumni Association explained education at his time and the change brought by the digital technology in the present times. Similarly, Government School English Lecturer S. Inderjit Singh highlighted the various apps that have come into existence to operate online business in the current changing era, especially in corona era. He shared the contribution made by Tanish Sethi, who has worked as an innovator and young app developer from Mandi Dabwali and awarded by the Prime Minister recently.

Technical session was chaired by Mr. Amit Behal, Head Department of Political Science. In his concluding remarks after the presentation by various paper presenters shared that digital transformation is the need of hour and also shared various challenges faced by the society due to digital transformation and warned the audience about the problems to be faced in the future. After this Vice Principal, Madam Surinder Kapila gave vote of thanks and congratulated the organizing department. In the valedictory session Chief Guest of the seminar, Guest Of Honour, Resource Persons, Principals from various schools, Executive members from various Institutions were honoured with the token of love and affection. In this seminar Principal from various educational institutions like Sh. S.K. Kaushik, Principal of Bal Mandir Sr. Sec. School, Dabwali, S. Avtar Singh, Principal GSSS Killianwali, Sh. Laxman Das Government Senior Secondary School Boys Mandi Dabwali, Sh. Jiwan Singla Principal Nehru Public Senior Secondary School Mandi Dabwali, Ved Prakash Bharti, Director NPS School Mandi Dabwali, Mrs. Sunita Sharma Principal Guru Nanak Collegiate Senior Secondary School killianwali and staff members participated in the seminar. Delegates, Press Reporters, College staff members and students were also present in the seminar. In this seminar stage was very well conducted by Dr. Seema Rani, Associate



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Professor in Commerce. Due to the active interaction of participants the seminar was a knowledgeable activity for students. To make the event a success IQAC' coordinator Dr. Bharat Bhushan, Assistant Professor Commerce Mr. Prince Singla, Mr. Ashish Bagla, Madam Neha Thakur, Mr Manik Jindal and all the staff members played an important role. Approximately 100 participants from different educational institutions participated in this. College teaching staff as well as non-teaching staff had an active co-operation in the seminar.

Renovation of the Building















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