

PREM CHAND MARKANDA

S.D. COLLEGE FOR WOMEN, JALANDHAR

Re-Accredited with 'A' Grade by NAAC (Second Cycle)

**WORKSHOP ON HYDRA FACIAL (SKIN CARE)**  
ACTIVITY REPORT



**PREM CHAND MARKANDA S.D. COLLEGE FOR WOMEN**  
JALANDHAR NAAC Re-accredited "A" Grade (Second Cycle)



*Workshop on*  
**HYDRA FACIAL (SKIN CARE)**

**ORGANIZED BY**  
**DEPARTMENT OF COSMETOLOGY**



**GUNEET BEDI**  
DIET & DERMA  
CENTER



15 feb 2024, 11:40 A.M.

Sh. Naresh Budhia  
President

Dr. Pooja Prashar  
Principal

Mrs. Renu Tandon  
Vice-President IIC

Dr. Renu Bala  
Convener IIC

Mrs. Manmeet Kaur  
IPB Activity coordinator

Mrs. Daljit Kaur  
Internship Activity  
Coordinator

[pomso.ac.in](http://pomso.ac.in)

Date: 15<sup>th</sup> February, 2024

Time: 11:40 am

Duration: One Day

Vice President, IIC: Mrs. Renu Tandon

Convener: Dr. Renu Bala

Students: 47

Faculty: 06

## Report

Skin is the largest organ of our body because it covers our entire outside body. Healthy skin is a sign of good health. To spread this idea among the students, the Department of Cosmetology and the Institution Innovative Council of PCM S.D. College for Women, Jalandhar, hosted a one-day workshop on Hydra Facial. This workshop aimed to introduce students to the knowledge and understanding required to practice basic beauty care skills and routines. No matter your skin type or tone, Hydra Facials cleanse, extract, and hydrate to create a more radiant complexion. The expert explained that in addition to making skin look better over time, Hydra Facials also help to lessen conditions like: fine lines and wrinkles, pigmentation, acne, pore size, oily skin, and congestion. She continued to explain that regular HydraFacial treatments can eventually assist with wrinkles and dark spots, among other skin concerns. More significantly, Hydra Facials are an excellent way to enhance the general health of your skin because they employ a high-tech wand to gently extract pollutants from your face. The wand's capacity to open pores and deep clean like a vacuum allows the active ingredients in any booster you choose to enhance your Hydra Facial to enter deeper into your skincare products. Students' understanding of beauty products and basic routine maintenance for their hands, feet, and skin was improved through this workshop, which also helped them be ready for potential future training or jobs in the beauty or cosmetics business.

## Objectives

- **Education on Basic Beauty Care:** To provide students with essential knowledge and understanding of basic beauty care skills and routines, emphasizing the significance of skincare in maintaining overall health.
- **Introduction to HydraFacial Technology:** To familiarize students with HydraFacial treatments, explaining the process of cleansing, extraction, and hydration, and highlighting its effectiveness in promoting radiant skin.
- **Addressing Skin Concerns:** To inform students about the specific benefits of HydraFacials in addressing various skin concerns, such as fine lines, wrinkles, pigmentation, acne, pore size, oily skin, and congestion.
- **Promoting General Skin Health:** To emphasize that HydraFacials contribute to improving overall skin health by using advanced technology to extract pollutants, open pores, and enhance the absorption of active skincare ingredients.
- **Enhancing Practical Skills:** To equip students with practical skills related to beauty products and routine maintenance for hands, feet, and skin, preparing them for potential future training or careers in the beauty or cosmetics industry.

## Benefits

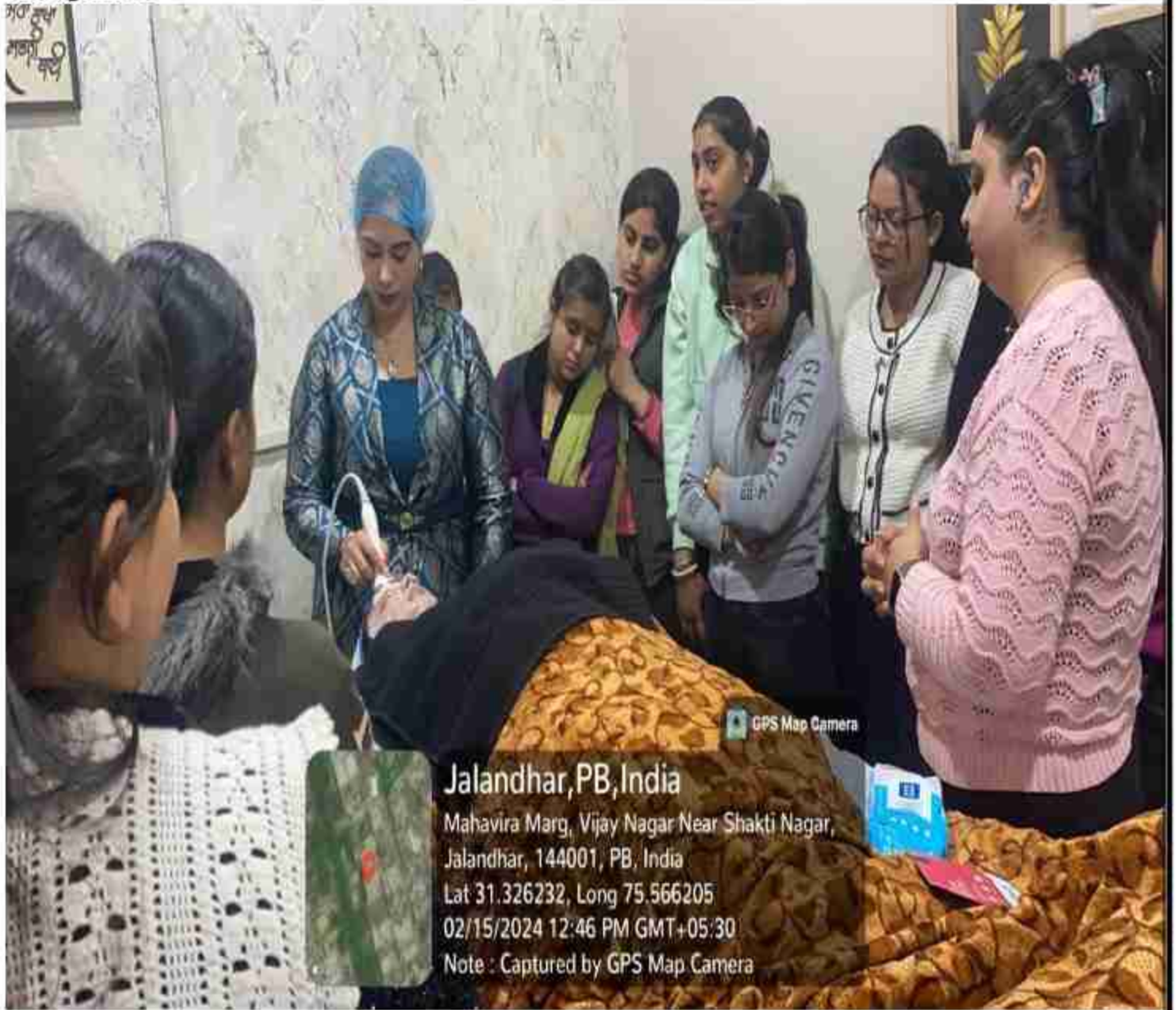
- **Healthier Skin:** Participants gain knowledge on maintaining healthy skin, fostering a positive impact on their overall well-being.
- **Understanding Beauty Products:** Students develop an understanding of beauty products and their applications, empowering them to make informed choices for their skincare.
- **Career Readiness:** The workshop prepares students for potential careers in the beauty or cosmetics industry by enhancing their skills and knowledge.
- **Addressing Skin Issues:** Hydra Facials offer practical solutions to common skin issues, promoting self-confidence and a positive self-image among participants.
- **Advanced Skincare Technology:** Introducing students to HydraFacial technology ensures they know and can benefit from advanced skincare techniques in their personal and professional lives.

- Hands-On Experience: The practical aspects of the workshop provide hands-on experience, enhancing participants' ability to perform basic beauty care routines effectively.

**Organizers of the event.**

Sr. no.	Name	Designation	Department
1	Mrs. Renu Tandon	Associate Professor, Vice President, IIC	Commerce
2	Dr. Renu Bala	Assistant Professor, Convener, IIC	History
3	Mrs. Daljit Kaur	Assistant Professor, HOD	Cosmetology
4	Mrs. Rupinder Kaur	Assistant Professor	Cosmetology
5	Ms. Aashna Sharma	Assistant Professor	Cosmetology
6	Mrs. Priya	Assistant Professor	Cosmetology

Geotag Photos



GPS Map Camera

Jalandhar, PB, India

Mahavira Marg, Vijay Nagar Near Shakti Nagar,  
Jalandhar, 144001, PB, India

Lat 31.326232, Long 75.566205

02/15/2024 12:46 PM GMT+05:30

Note : Captured by GPS Map Camera





GPS Map Camera

### Jalandhar, PB, India

Mahavira Marg, Vijay Nagar Near Shakti Nagar,  
Jalandhar, 144001, PB, India

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02/15/2024 12:18 PM GMT+05:30

Note : Captured by GPS Map Camera





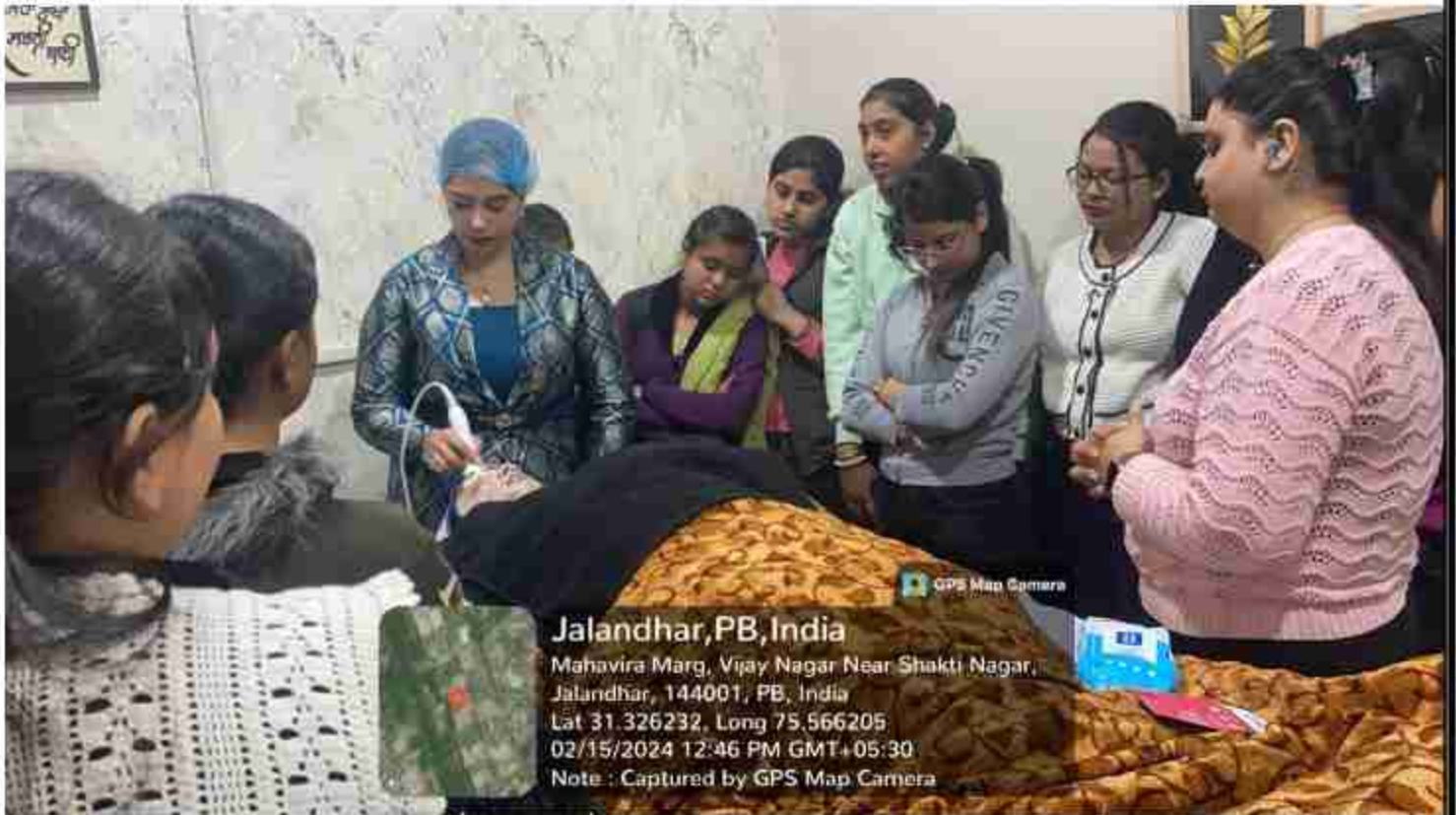


**Jalandhar, PB, India**  
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Jalandhar, 144001, PB, India  
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Note : Captured by GPS Map Camera



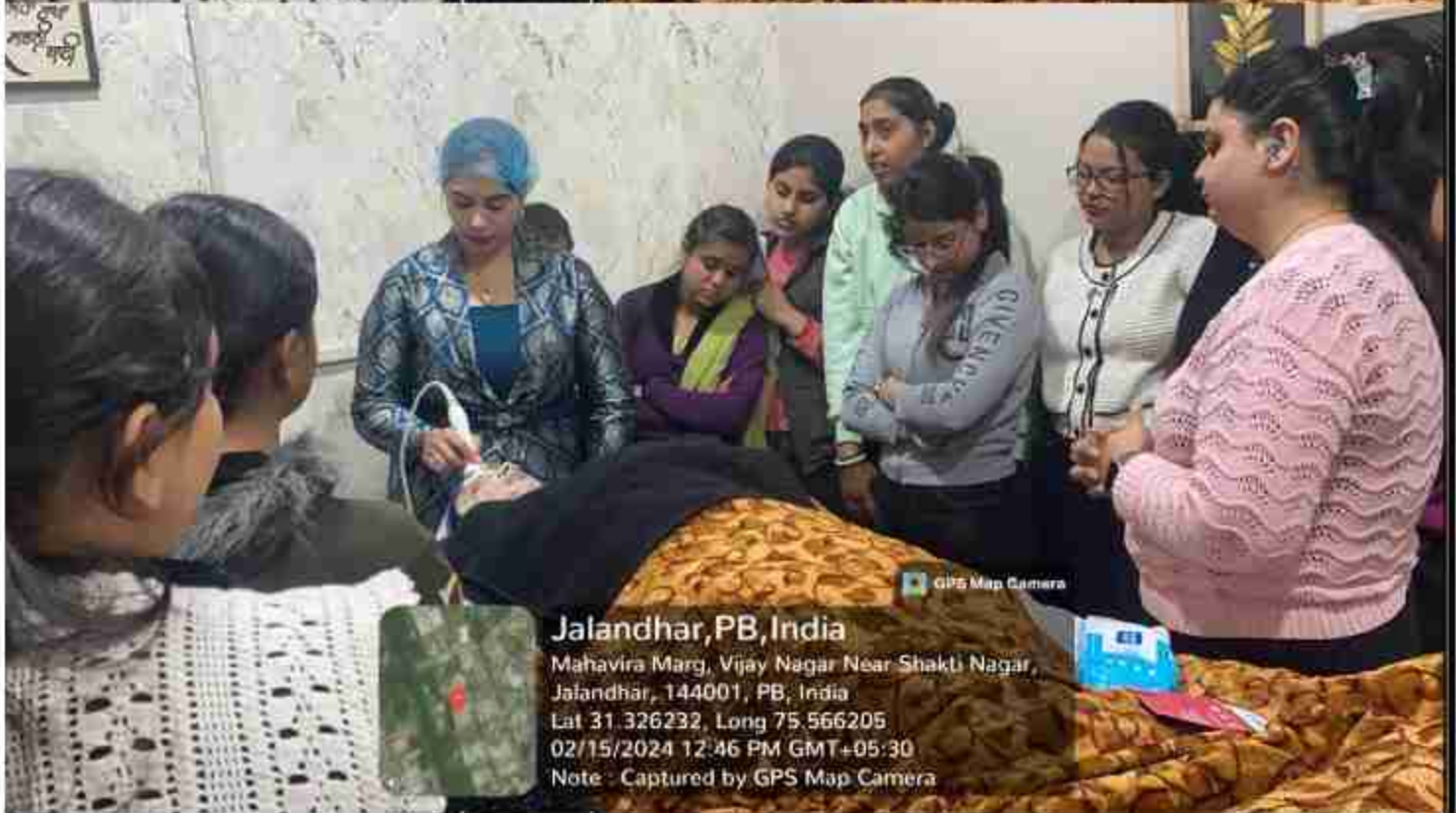
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Jalandhar, 144001, PB, India  
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Note : Captured by GPS Map Camera





Jalandhar, PB, India

Mahavira Marg, Vijay Nagar Near Shakti Nagar,  
Jalandhar, 144001, PB, India  
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02/15/2024 12:46 PM GMT+05:30  
Note : Captured by GPS Map Camera



Jalandhar, PB, India

Mahavira Marg, Vijay Nagar Near Shakti Nagar,  
Jalandhar, 144001, PB, India  
Lat 31.326232, Long 75.566205  
02/15/2024 12:46 PM GMT+05:30  
Note : Captured by GPS Map Camera

Facebook Promotion Link

<https://www.facebook.com/pcmsd.ac.in/posts/pfbid038BWZYfpeHditzNPJBCZ7dU87XQzZrms2nhbDHCg6pJrtjczfvfRPRYfTzJhJdbXI>

**PREM CHAND MARKANDA**

**S.D. COLLEGE FOR WOMEN, JALANDHAR**

Re-Accredited with 'A' Grade by NAAC (Second Cycle)

**DEMO DAY CUM EXHIBITION ON COSMETICS**  
ACTIVITY REPORT



**PREM CHAND MARKANDA S.D. COLLEGE FOR WOMEN**  
**JALANDHAR** NAAC Re-accredited "A" Grade (Second Cycle)



**EARN WHILE YOU LEARN**

Demo Day Cum Exhibition



**18 SEP 2023, 11:00 A.M.**

**Sh. Naresh Budhia**  
President

**Dr. Pooja Prashar**  
Principal

**Mrs. Renu Tandon**  
Vice-President IIC

**Dr. Renu Bala**  
Convener IIC

**Mrs. Manmeet Kaur**  
IPR Activity coordinator

**Mrs. Daljit Kaur**  
Internship Activity  
Coordinator

   [pcmsd.ac.in](http://pcmsd.ac.in)

**Activity Name: DEMO DAY CUM EXHIBITION ON COSMETICS**

**Date: 18<sup>th</sup> September, 2023**

**Time: 11:00 am**

**Duration: One Day**

**Vice President, IIC: Mrs. Renu Tandon**

**Convener: Dr. Renu Bala**

**Students: 40**

**Faculty: 06**



## Report

Exhibitions showcasing a broad range of products, trends, technologies, and breakthroughs in the beauty industry are known as beauty and cosmetics exhibitions. These shows give professionals, enthusiasts, manufacturers, suppliers, and brands a place to meet, network, and learn about the most recent advancements in the industry. On September 18, 2023, on the campus of PCM S.D. College for Women in Jalandhar, the Department of Cosmetology and the Institution's Innovation Council conducted a Demo Day cum Exhibition on Cosmetics under the theme of "Earn While You Learn." Stalls of various product stalls were assembled. To catch the clients' attention, the Cosmetology department students showcased their products in an aesthetically pleasing manner. The attractiveness of every product on show made the exhibition stand out from the others. They have on show all of their skincare, haircare, makeup, fragrances, and other cosmetics. Students displayed digital solutions, makeup application tools, skincare gadgets, and makeup application tools in this exhibition. The main goal of the expo was to educate the students about the value of beauty and cosmetics items as well as the industry so they can become successful entrepreneurs in the future.

## Objectives

- "Earn While You Learn": The theme emphasized the practical aspect of education, encouraging students to apply their knowledge and skills to create marketable products and potentially embark on entrepreneurial ventures.
- Industry Exposure: The main goal was to expose students to the beauty and cosmetics industry, helping them understand its significance and potential career paths.
- Entrepreneurial Mindset: By showcasing products and emphasizing the value of beauty and cosmetics items, the event aimed to instill an entrepreneurial mindset in students, preparing them for future success as independent business owners.
- Aesthetic Presentation: The focus on presenting products in an aesthetically pleasing manner aimed to teach students the importance of visual appeal in marketing and product display.
- Encouraging Innovation: The inclusion of various products, technologies, and gadgets encouraged students to explore innovative solutions, contributing to the ongoing progress and evolution of the beauty industry.

## Benefits

- Education and Awareness: The event provided an opportunity for students and attendees to gain valuable insights into the beauty and cosmetics industry, fostering awareness about trends, technologies, and breakthroughs.
- Networking Opportunities: Professionals, enthusiasts, manufacturers, suppliers, and brands had a platform to connect, fostering collaboration and networking within the beauty industry.
- Skill Enhancement: Students from the Cosmetology department showcased their products, honing their presentation and marketing skills, essential for future success in the field.
- Product Showcase: The exhibition allowed for a comprehensive display of skincare, haircare, makeup, fragrances, and other cosmetic products, creating a visually appealing environment to attract clients.
- Innovation Highlight: The inclusion of digital solutions, skincare gadgets, and makeup application tools showcased the industry's innovation, inspiring both students and attendees.

### Organizers of this event.

Sr. no.	Name	Designation	Department
1	Mrs. Renu Tandon	Associate Professor, Vice President, IIC	Commerce
2	Dr. Renu Bala	Assistant Professor, Convener, IIC	History
3	Mrs. Daljit Kaur	Assistant Professor, HOD	Cosmetology
4	Mrs. Rupinder Kaur	Assistant Professor	Cosmetology
5	Ms. Aashna Sharma	Assistant Professor	Cosmetology
6	Mrs. Priya	Assistant Professor	Cosmetology

### Social Media Promotional Link

<https://www.facebook.com/pcmsd.ac.in/posts/pfbid02LAXMkSDS2QzLLvkFzijC22LefR52BpapfZ64DAJAnGbtJmD78W6VzeJmgKfgTmJtl>



Geotag Photos





37/B, Old Jawar Nagar,  
Gobind Garh, Arjun Nagar,  
Jalandhar Punjab 144001

18 Dec 2023 06:56 pm





37/B, Old Jawar Nagar,  
Gobind Garh, Arjun Nagar,  
Lalandhar Purniah 144001  
18 Dec 2023 06:56 pm







PREM CHAND MARKANDA

S.D. COLLEGE FOR WOMEN, JALANDHAR

Re-Accredited with 'A' Grade by NAAC (Second Cycle)

**IIC REGIONAL MEET**



**PREM CHAND MARKANDA S.D. COLLEGE FOR WOMEN**  
**JALANDHAR** NAAC Re-accredited "A\*" Grade (Second Cycle)



# IIC Regional Meet

21th November 2023 at  
9:00 am to 5:00 pm.



**VENUE: PANJAB UNIVERSITY CHANDIGARH**

**Sh. Naresh Budhia**  
President

**Dr. Pooja Prashar**  
Principal

**Mrs. Renu Tandon**  
Vice-President IIC

**Dr. Renu Bala**  
Convener IIC

**Mrs. Manmeet Kaur**  
IPR Activity coordinator

**Mrs. Daljit Kaur**  
Internship Activity  
Coordinator

[pcmsd.ac.in](http://pcmsd.ac.in)

Session on: IIC Regional Meet

Date: 21 November 2023

Time: 9:00 AM to 5:00 PM

Duration: One Day

Vice President, IIC: Mrs. Renu Tandon

Convener: Dr. Renu Bala

Faculty: 02

## Report

Panjab University Chandigarh organized the IIC Regional Meet 2023 on 21 November. The program was scheduled from 9.00 am to 5.00 pm. Under the auspices of Atma-Nirbar-Bharat, this gathering was held to foster the Made in India campaign's vision among innovators, IIC institutes, entrepreneurs, and start-ups. Using the IIC site, Innovation & Startup campaign participants registered and signed up online. The 'Udyami Bazaar' is an entrepreneur market designed to help innovators sell their products and build brand awareness. For extracurricular activities, open interactive sessions and Kartavyabodh were used. The goal of the innovation roundtable conversations involving resource agencies, incubators, and angel investors was to provide the groundwork for expanding the entrepreneurial ecosystem. Knowledge-sharing sessions were held by IIC institutes, with a particular emphasis on technology transfer and IP commercialization. A few innovators from YUKTI got the chance to showcase their products or technologies to panels, and at the closing ceremony, the top innovators and IIC posters received recognition. Many entrepreneurs and startups participated in the event. Professor T. G. Sitharam, Chairman of AITCE, was the chief guest during the second inaugural session, which was held in the Law Auditorium. During a recent panel discussion, Professor Sitharam stressed the need for more creative ideas and talked about the fundamental issues that entrepreneurs and innovators face. The significance of "Job Creators, not Job Seekers" was underscored by him, and he talked about how colleges fit into sustainable development. He suggested that students use green chemistry and participate in training courses to improve their talents. Smt. Jaspreet Talwar, an IAS officer serving as the Principal Secretary of the Department of Employment Generation, Skill Development, and Training in Punjab, was the guest of honor and addressed the audience of innovators and entrepreneurs from various sectors. Shri Devinder Pal Singh Kharbanda, also an IAS officer and currently serving as the Director of Industries and Commerce in the Government of Punjab, enlightened the audience about the various schemes and programs available to support new startup innovations and entrepreneurs. Shri Dipan Sahu, the Assistant Innovation Director at the Ministry of Education's Innovation Cell AICTE, was a guest of honor. He explained the agenda and workings of the IIC council. Under the auspices of Atma-nirbhar-Bharat, this event aims to encourage innovators, IIC institutes, entrepreneurs, and start-ups to embrace the Make-in-India campaign's mission. Prof. Renu Vig, the Vice Chancellor of Panjab University, provided direction for the event to guarantee its efficacy and triumph. Alongside the aforementioned were Dr. Sonal Singhal, President of the IIC committee of Panjab University, Chandigarh; Prof. Y. P. Verma, Registrar; and Prof. Rubina Sethi, Dean of University Instructions. Several meetings were held at different venues within the university. These included an Innovation Round Table Discussion and an IIC Consortium Meeting at the Golden Jubilee Hall, Panjab University. The main panelists were Dr. Ashutosh Pastor, Senior Manager and Head of Incubation at the Foundation for Innovation and Technology Transfer, IIT Delhi, Delhi, as well as Mr. Vineet Khurana and Mr. Anil Narang. Additionally, there were Knowledge Sharing Sessions by IIC Institutions at the University's Main Auditorium, and an Orientation Session for the YUKTI Innovation Challenge, followed



by one-on-one mentoring and pitching sessions at the Department of Zoology's main auditorium, Panjab University. Each of these projects will serve as a model for future gatherings and ecosystem development projects. Everyone will have gained something at the end of the day.

### **Objectives**

- **Inculcating Make-in-India Vision:** The primary objective was to instill the vision of the Make-in-India campaign among startups, entrepreneurs, IIC institutes, and innovators, fostering a culture of innovation and self-sufficiency.
- **IP Commercialization and Technology Transfer:** Knowledge-sharing sessions focused on intellectual property (IP) commercialization and technology transfer, aiming to bridge the gap between innovative ideas and practical implementation.
- **Encouraging Green Chemistry:** It emphasized the importance of green chemistry, encouraging students to adopt sustainable practices in their innovations.
- **Job Creators, not Job Seekers:** The event underscored the importance of creating job opportunities through entrepreneurship, aligning with the vision of "Job Creators, not Job Seekers."
- **Government Support and Initiatives:** Insights from government officials provided participants with information about various schemes and programs supporting startup innovations.
- **Setting a Benchmark for Future Initiatives:** The various meetings, discussions, and sessions aimed to set a benchmark for future regional meets and ecosystem development initiatives, fostering continuous growth and improvement.
- **In summary, the IIC Regional Meet 2023 at Punjab University played a pivotal role in promoting innovation, entrepreneurship, and self-reliance while providing a conducive environment for learning, collaboration, and recognition.**

### **Benefits**

- **Promotion of Atma-Nirbar-Bharat:** The event aligned with the Atma-Nirbar-Bharat initiative, encouraging self-reliance and promoting indigenous innovation and entrepreneurship.
- **Platform for Startups and Entrepreneurs:** The meet provided a platform for startups and entrepreneurs to showcase their innovative products in the 'Udyami Bazaar,' fostering networking opportunities and exposure.
- **Online Registration and Signatory Campaign:** The utilization of an online platform for registration streamlined the process, making it accessible and efficient for participants to join the Innovation & Startup campaign.
- **Knowledge Sharing and Skill Enhancement:** Kartavyabodh sessions and open interactive sessions, including round table discussions, knowledge-sharing sessions, and orientation sessions, aimed at enhancing skills and knowledge among participants.
- **Interaction with Key Figures:** Entrepreneurs had the opportunity to interact with influential figures like Professor T. G. Sitharam, Smt. Jaspreet Talwar, and Shri Devinder Pal Singh Kharbanda, gaining insights, advice, and information about various schemes and programs.

- Recognition and Felicitation: Best innovators and IIC posters were felicitated during the valedictory session, providing recognition for outstanding contributions and encouraging a competitive spirit.
- Ecosystem Development: Round table discussions with angel investors, incubators, and resource agencies were aimed at laying the foundation for the growth of the entrepreneurial ecosystem.

### Certificates





**Regional Meet**  
**Institutions' Innovation Council**  
**MoE's Innovation Cell**

**Certificate of Participation**

**Ritu Gill**

**Prem Chand Markanda SD College for Women , Punjab**  
 has participated in the regional meet held on 21st Nov. 2023 at  
 Panjab University, Chandigarh.

*Renu Vig*  
**Professor Renu Vig**  
 Vice-Chancellor  
 Panjab University

*Dipan Sahu*  
**Mr. Dipan Sahu**  
 Assistant Innovation Director  
 MoE's Innovation Cell

• **Photos**

















**Social Media Promotional link**

<https://www.facebook.com/pcmsd.ac.in/posts/pfbid02NRFNy2dfHLf8FX5RdpbfvnP5iP4oa3v4PrsUDDKtYSjqMNY7ymLqTkrrnTWMRRLuRI>

## PREM CHAND MARKANDA

### S.D. COLLEGE FOR WOMEN, JALANDHAR

Re-Accredited with 'A+' Grade by NAAC (Second Cycle)

### **INSTITUTION'S INNOVATION COUNCIL (IIC)**

A workshop on Design Thinking, Critical Thinking, and Innovation Design

### ACTIVITY REPORT



The graphic features a light blue background with a white mountain silhouette. At the top left is the college logo, and at the top right is a circular '50th Anniversary' seal. The central text reads: 'PREM CHAND MARKANDA S.D. COLLEGE FOR WOMEN JALANDHAR NAAC Re-accredited "A+" Grade (Second Cycle) 5 DAYS FACULTY DEVELOPMENT PROGRAM ON SKILL DEVELOPMENT (By Incubation Cell) MONDAY-FRIDAY 19 TO 23 FEBRUARY 2024'. Below this, five days of activities are listed in colored arrow-shaped boxes: Day 1 (Achieving Problem-Solution Fit and Product Market Fit), Day 2 (Workshop on Design Thinking, Critical Thinking and Innovation Design), Day 3 (Workshop on Entrepreneurship Skill, Attitude and Behaviour Development), Day 4 (Expert Talk Process of Innovation Development and Technology Readiness Level and Commercialization of Lab Technology and Tech Transfer), and Day 5 (Workshop on Product Knowledge, Retailing and Salesmanship). At the bottom, a row of names and titles is provided, along with social media icons and the website URL 'pcmsd.ac.in'.

**PREM CHAND MARKANDA S.D. COLLEGE FOR WOMEN**  
**JALANDHAR** NAAC Re-accredited "A+" Grade (Second Cycle)

**5 DAYS**  
**FACULTY DEVELOPMENT PROGRAM**  
ON  
**SKILL DEVELOPMENT**  
(By Incubation Cell)

MONDAY-FRIDAY  
19 TO 23 FEBRUARY 2024

**DAY 1 ACHIEVING PROBLEM-SOLUTION FIT AND PRODUCT MARKET FIT** TIME: 11:30 A.M. TO 12:30 P.M.

**DAY 2 WORKSHOP ON DESIGN THINKING, CRITICAL THINKING AND INNOVATION DESIGN** TIME: 11:30 A.M. TO 12:30 P.M.

**DAY 3 WORKSHOP ON ENTREPRENEURSHIP SKILL, ATTITUDE AND BEHAVIOUR DEVELOPMENT** TIME: 11:30 A.M. TO 01:30 P.M.

**DAY 4 EXPERT TALK PROCESS OF INNOVATION DEVELOPMENT AND TECHNOLOGY READINESS LEVEL AND COMMERCIALIZATION OF LAB TECHNOLOGY AND TECH TRANSFER** TIME: 11:30 A.M. TO 12:30 P.M.

**DAY 5 WORKSHOP ON PRODUCT KNOWLEDGE, RETAILING AND SALESMANSHIP** TIME 10:00 A.M. TO 11:00 A.M.

Dr. Kanchan Bhatia  
President

Dr. Pooja Prashar  
Principal

Mrs. Shree Tandon  
Vice-President IIC  
Incharge Incubation cell

Dr. Renu Bala  
Convener IIC

Mrs. Manmeet Kaur  
Member  
Incubation cell

Mrs. Gurpreet Kaur  
Member  
Incubation cell

Mrs. Indira Kaur  
Member  
Incubation cell

pcmsd.ac.in

Expert Session on A workshop on Design Thinking, Critical Thinking, and Innovation Design

Date: 20<sup>th</sup> February 2024

Time: 11:00 am to 12:30 pm

Duration: One Day

Vice President, IIC: Mrs. Renu Tandon

Convener: Dr. Renu Bala

Students: 50

Faculty: 07

## Report

The Department of Home Science and the Institute Innovation Council of PCM S.D. College for Women, Jalandhar arranged a workshop on Design Thinking, Critical Thinking, and Innovation Design. College for Women, Jalandhar. The theme of the workshop was the Candle-Making process. The expert of the event was Mrs. Money Luthra. Mrs. Money Luthra has been actively involved in this industry for two years and successfully managed her internet business. She gave detailed information about varieties of wax such as paraffin, palm, soy (soy wax is eco-friendly and sustainable), and beeswax (a natural wax that has a pleasant smell), all of which are crucial for creating candles. She displayed several candle varieties to students, including taper candles, votive candles, novelty candles, pillar candles, and tea lights. She demonstrated the pouring, rolling, dipping, and molding processes used in candle making. She showed the following equipment and supplies needed to make fragrant wax candles: Candlewick, Wax, Metal Holder, Container, Molds, Fragrance Oils, Double Boiler, and Candle Dyes. The students were taught how to make candles with innovative methods. Since there has been a rise in demand for sustainable and eco-friendly candles in the candle industry in recent years, the workshop's goals were to give participants practical training in various aspects of candle making and marketing prospects and provide a platform for entrepreneurship development. The candle industry has expanded because of the increase in e-commerce platforms and online marketplaces. Students can therefore receive guidance for their ideas through this session.

## Objectives

- To foster a culture of innovation and entrepreneurship.
- The workshop aimed to equip participants with practical skills in the art of candle making, focusing on Design Thinking, Critical Thinking, and Innovation Design.
- The overarching objective was to foster a creative and sustainable approach to candle making, considering the growing demand for eco-friendly products in the industry.

## Benefits

- **Skill Enhancement:** Participants gained hands-on experience in working with different wax varieties and learned various candle-making techniques, enhancing their practical skills.
- **Entrepreneurial Development:** By showcasing the diverse candle varieties and discussing the rise of e-commerce in the industry, the workshop provided insights into entrepreneurship opportunities, encouraging participants to explore innovative ideas and business prospects.
- **Market Relevance:** With a focus on sustainable and eco-friendly candles, the workshop addressed the current market trends, ensuring that participants were aligned with the growing demand for environmentally conscious products.
- **Creative Thinking:** The incorporation of Design Thinking and Critical Thinking encouraged participants to think innovatively, fostering a mindset conducive to creating unique and marketable candle designs.
- **Networking Opportunities:** Participants had the chance to interact with Mrs. Money Luthra, gaining valuable insights from her two years of successful internet business management, and could explore mentorship possibilities for their entrepreneurial ventures.
- **Inspiration for Students:** The program served as a source of inspiration for young students, encouraging them to explore innovation and entrepreneurship as viable career paths.



- Overall, the workshop aimed to empower students with both the practical skills and the entrepreneurial mindset necessary to thrive in the evolving candle industry.

### Geotag Photos





**Jalandhar, PB, India**

Prem Nagar Near Krishan Nagar, Jalandhar, 144001, PB, India

Lat 31.327164, Long 75.590811

02/20/2024 12:56 PM GMT+05:30

Note : Captured by GPS Map Camera





Jalandhar, PB, India

Prem Nagar Near Krishan Nagar, Jalandhar,  
144001, PB, India

Lat 31.327045, Long 75.590800

02/20/2024 12:58 PM GMT+05:30

Note : Captured by GPS Map Camera



Jalandhar, PB, India

Prem Nagar Near Krishan Nagar, Jalandhar,  
144001, PB, India

Lat 31.327022, Long 75.590871

02/20/2024 12:02 PM GMT+05:30

Note : Captured by GPS Map Camera





- Media Link
- <https://punjabnewschannel.com/pcm-s-d-college-for-women-organizes-workshop-on-design-thinking-critical-thinking-and-innovation-design/>

Social Media Promotional link

Facebook Link

<https://www.facebook.com/pcmsd.ac.in/posts/pfbid0NA4s3uReUM4DiCCGnz4T8hUTASk52dqTgVxPqtZQmvvtBrcMMqku9tA2nDmGeKHel>

<https://www.facebook.com/pcmsd.ac.in/posts/pfbid0NA4s3uReUM4DiCCGnz4T8hUTASk52dqTgVxPqtZQmvvtBrcMMqku9tA2nDmGeKHel>

**PREM CHAND MARKANDA**

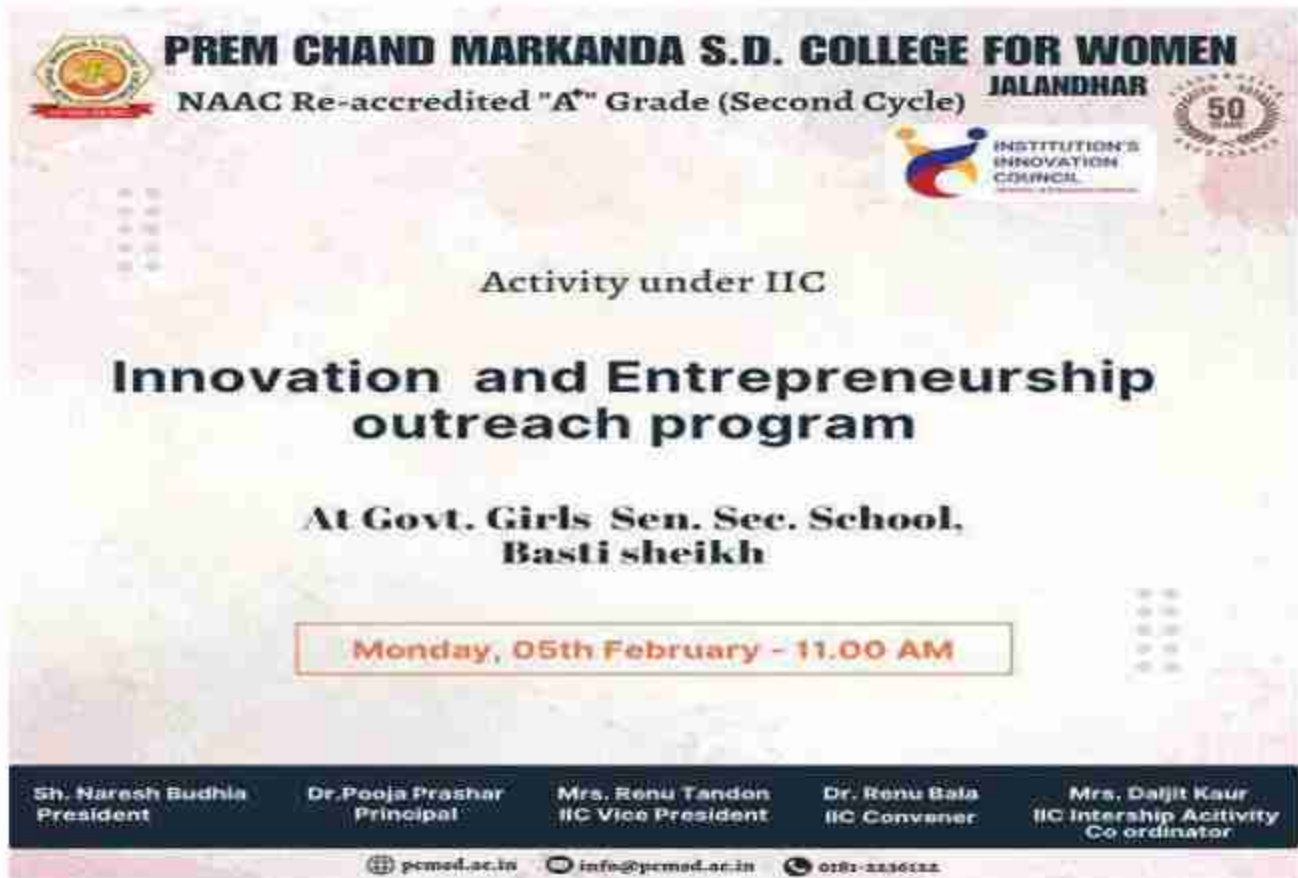
**S.D. COLLEGE FOR WOMEN, JALANDHAR**

Re-Accredited with 'A' Grade by NAAC (Second Cycle)

**INSTITUTION'S INNOVATION COUNCIL (IIC)**

**Innovation and Entrepreneurship Outreach program**

**ACTIVITY REPORT**



The cover features a light pink and white background with a subtle pattern. At the top left is the college logo, a circular emblem with a book and a lamp. To its right, the text reads 'PREM CHAND MARKANDA S.D. COLLEGE FOR WOMEN JALANDHAR' and 'NAAC Re-accredited "A" Grade (Second Cycle)'. On the right side, there is a logo for the 'INSTITUTION'S INNOVATION COUNCIL' and a circular seal celebrating '50 YEARS'.

Activity under IIC

**Innovation and Entrepreneurship outreach program**

**At Govt. Girls Sen. Sec. School, Basti sheikh**

**Monday, 05th February - 11.00 AM**

Sh. Naresh Budhia President	Dr. Pooja Prashar Principal	Mrs. Renu Tandon IIC Vice President	Dr. Renu Bala IIC Convener	Mrs. Daljit Kaur IIC Internship Activity Co ordinator
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pcmed.ac.in | info@pcmed.ac.in | 0181-2236122

Expert Session on **Innovation and Entrepreneurship Outreach Program in School/Community**

Date: 5<sup>th</sup> February 2024

Time: 11:00 am

Duration: One Day

Vice President, IIC: Mrs. Renu Tandon

Convener: Dr. Renu Bala

Students: 50

Faculty: 05

## Report

The Innovation & Entrepreneurship Outreach Program organized a live demonstration of party look makeup by the Department of Cosmetology at Government Girls Sen. Sec. School Basti Sheikh where we aimed to inspire and educate young students about the world of innovation and entrepreneurship. During the interactive session, we shared exciting ideas, real-life success stories, and engaging activities to spark their creativity, and the teachers showed their expertise providing hands-on experience and valuable insights into the art of makeup, creating a vibrant and engaging learning environment, and problem-solving skills. By fostering an entrepreneurial mindset at an early age, we hope to empower these students with the tools and confidence to pursue their passions, think outside the box, and become future leaders in various fields. Through such outreach initiatives, we aspire to contribute to the development of a more innovative and dynamic society. The program started with inspiring presentations, where experienced entrepreneurs and innovators shared their personal journeys and success stories. This motivated the students to dream big and believe in their potential. This practical approach helped them grasp the fundamental concepts of entrepreneurship. The program concluded with a visioning exercise, where students were encouraged to envision their future as successful entrepreneurs. Overall, the Innovation & Entrepreneurship Outreach Program at the school had a profound impact on the students.

## Objectives

- To foster a culture of innovation and entrepreneurship.
- To equip aspiring entrepreneurs with essential skills and knowledge.
- To create a supportive ecosystem for startups and provide incubation and mentorship.
- To enable attendees to generate creative ideas and establish long-lasting enterprises.
- To aid in the expansion of the economy and the development of jobs.
- To enhance the practical skills of students, particularly in the field of cosmetology, through live demonstrations and expert guidance.
- The program sought to promote a culture of innovation by showcasing successful examples and encouraging students to think creatively in their chosen fields.
- By exposing students to diverse aspects of entrepreneurship, the program aimed to help them explore potential career paths and discover their interests and passions.

## Benefits

- **Inspiration for Students:** The program served as a source of inspiration for young students, encouraging them to explore innovation and entrepreneurship as viable career paths.
- **Hands-on Experience:** The live demonstration of party look makeup provided valuable hands-on experience for students, enhancing their practical skills and understanding in the field of cosmetology.
- **Expert Insights:** Teachers from the Department of Cosmetology shared their expertise, offering insights into the art of makeup. This exposure helps students learn from professionals in the industry.
- **Entrepreneurial Spirit:** The event aimed at nurturing the entrepreneurial spirit among students, fostering a mindset that values innovation, creativity, and business acumen.
- **Engaging Learning Environment:** The vibrant and engaging learning environment created during the program contributed to a positive and effective educational experience for the participants.



# Geotag Photos





**Jalandhar, PB, India**

Bada Bazar, Street, Govind Nagar, Jalandhar,  
144002, PB, India

Lat 31.316442, Long 75.549699

02/05/2024 11:39 AM GMT+05:30

Note : Captured by GPS Map Camera

## Feedback link

<https://www.facebook.com/pcmsd.ac.in/>



The image shows a screenshot of a large data table with multiple columns and rows. The text is very small and difficult to read, but it appears to be a list of records with various fields. The table is organized into several columns, with some columns containing numerical values and others containing text. The overall appearance is that of a data export or a large spreadsheet.

## Social Media Promotional link

### Facebook Link

<https://www.facebook.com/pcmsd.ac.in/posts/pfbid0cMWFsVXpndE9OihCzijv1FHNsLEQfTWUEBgsiDZmi9JeTrJcWbEA7Wq81fYrgn5kl>

### Youtube Link

[https://youtu.be/Ess\\_w9UmW6QInsta](https://youtu.be/Ess_w9UmW6QInsta)

### Instagram Link

[https://www.instagram.com/p/C3W-OzHP\\_bi/?igsh=MW5naXVzY2kzcG4vMw==](https://www.instagram.com/p/C3W-OzHP_bi/?igsh=MW5naXVzY2kzcG4vMw==)



## PREM CHAND MARKANDA

### S.D. COLLEGE FOR WOMEN, JALANDHAR

Re-Accredited with 'A+' Grade by NAAC (Second Cycle)

**INSTITUTION'S INNOVATION COUNCIL (IIC)**

**INNOVATION DEVELOPMENT & TECHNOLOGY READINESS LEVEL (TRL)**

**COMMERCIALIZATION OF LAB TECHNOLOGIES & TECH-TRANSFER**

### ACTIVITY REPORT



**PREM CHAND MARKANDA S.D. COLLEGE FOR WOMEN**  
**JALANDHAR** NAAC Re-accredited "A+" Grade (Second Cycle)

**5 DAYS**  
**FACULTY DEVELOPMENT PROGRAM**  
ON  
**SKILL DEVELOPMENT**  
(By Incubation Cell)

 **MONDAY-FRIDAY**  
**19 TO 23 FEBRUARY 2024**

**DAY 1 ACHIEVING PROBLEM-SOLUTION FIT AND PRODUCT MARKET FIT** TIME: 11:30 A.M. TO 12:30 P.M.

**DAY 2 WORKSHOP ON DESIGN THINKING, CRITICAL THINKING AND INNOVATION DESIGN** TIME: 11:30 A.M. TO 12:30 P.M.

**DAY 3 WORKSHOP ON ENTREPRENEURSHIP SKILL, ATTITUDE AND BEHAVIOUR DEVELOPMENT** TIME: 11:30 A.M. TO 01:30 P.M.

**DAY 4 EXPERT TALK PROCESS OF INNOVATION DEVELOPMENT AND TECHNOLOGY READINESS LEVEL AND COMMERCIALIZATION OF LAB TECHNOLOGY AND TECH TRANSFER** TIME: 11:30 A.M. TO 12:30 P.M.

**DAY 5, WORKSHOP ON PRODUCT KNOWLEDGE, RETAILING AND SALESMANSHIP** ,TIME 10:00 A.M. TO 11:00 A.M.

<b>Dr. Reresh Buthia</b> President	<b>Dr. Pooja Prashar</b> Principal	<b>Mrs. Renu Tandon</b> Vice President IIC Incharge incubation cell	<b>Dr. Renu Bala</b> Convener IIC	<b>Mrs. Manmeet Kaur</b> Member Incubation cell	<b>Mrs. Sunita Chakra</b> Member Incubation cell	<b>Mrs. Dimple Kaur</b> Member Incubation cell
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   [pemsd.ac.in](http://pemsd.ac.in)

Expert Session on **Innovation and Entrepreneurship Outreach Program in School /Community**

Date: 22<sup>nd</sup> February 2024

Time: 11:30 am

Duration: One Day

Vice President, IIC: Mrs. Renu Tandon

Convener: Dr. Renu Bala

Students: 50

Faculty: 05

## Objectives

- **Skill Enhancement:** The primary objective was to enhance the skills of the participants in the areas of innovation, technology readiness, and entrepreneurship, with a focus on cosmetology and hair care.
- **Practical Application:** To provide practical insights into the process of commercializing lab technology and translating it into touch-transfer, ensuring that theoretical knowledge is applied in real-world scenarios.
- **Empowering Entrepreneurs:** To empower participants with the knowledge and tools required to start and sustain successful entrepreneurship ventures, particularly in cosmetology.
- **Promoting Holistic Approach:** To emphasize the importance of a holistic approach in entrepreneurship, integrating product quality, marketing strategy, and customer engagement for overall business success.
- **Networking and Collaboration:** Encouraging participants to network with experts and peers, fostering collaboration and exchange of ideas within the cosmetology and entrepreneurship community.
- Overall, the workshop aimed to equip participants with practical skills and strategic insights to excel in the competitive landscape of cosmetology entrepreneurship.

## Benefits

- **Enhanced Expertise:** Participants gained insights into the process of innovation development, technology readiness levels, and commercialization of lab technology and touch transfer.
- **Diversified Knowledge:** Mrs. Supriya Sharma's expert talk provided advanced knowledge on various aspects of successful entrepreneurship in the cosmetology field, particularly in hair care with specific oils.
- **Entrepreneurial Guidance:** Attendees received valuable guidance on starting entrepreneurship ventures, covering essential aspects such as market research, product development, branding, packaging, distribution channels, marketing, promotion, customer engagement, and loyalty programs.
- **Comprehensive Understanding:** The FDP emphasized the holistic approach needed for successful entrepreneurship, combining a quality product, effective marketing, and responsive customer engagement.
- **Strategic Marketing:** Participants learned about the benefits of a well-executed marketing strategy, including increased visibility, brand awareness, competitive advantage, revenue growth, customer loyalty, market research, effective communication, product differentiation, and continuous feedback for improvement.
- **Expert Insights:** Teachers from the Department of Cosmetology shared their expertise, offering insights into the art of makeup. This exposure helps students learn from professionals in the industry.
- **Entrepreneurial Spirit:** The event aimed at nurturing the entrepreneurial spirit among students, fostering a mindset that values innovation, creativity, and business acumen.
- **Engaging Learning Environment:** The vibrant and engaging learning environment created during the program contributed to a positive and effective educational experience for the participants.

## Report

Under the direction of the Institution Innovative Council, Incubation Cell collaboration with Department of Cosmetology at PCM S.D. College for Women, Jalandhar, organized an Expert talk-process on Innovation Development and technology Readiness level and commercialization of Lab Technology and such transfer. Mrs. Supriya Sharma, Assistant Professor, Department of Cosmetology, Hindu Kanya College, Kapurthala delivered her discourse on Hair Care. She also focused on starting an entrepreneurship venture focused on hair oil. She gave advanced knowledge on market research, product development, branding, packaging distribution channels, marketing and promotion, customer engagement, customer education, and customer loyalty programs successful entrepreneurship evolves a combination of a quality product, effective marketing and responsive customer engagement. A thorough discussion is held of common hair-related problems including pediculosis, split ends, dandruff, grey hair, and dry, chemically damaged hair. The PH knowledge of hair, the hair growth cycle, and the different kinds of hair—oily, dry, and normal—were extensively discussed. She also emphasized that well well-executed marketing strategy offers several benefits for startups. Increased visibility, Brand awareness, competitive advantage, revenue growth, customer loyalty, market research, communication, product differentiation, feedback, and improvement. Attendees, comprising students from various classes, were enlightened through this workshop.

### Organizers of this event.

Sr. no.	Name	Designation	Department
1	Mrs. Renu Tandon	Associate Professor, Vice President, IIC	Commerce
2	Dr. Renu Bala	Assistant Professor, Convener, IIC	History
3	Mrs. Daljit Kaur	Assistant Professor, HOD	Cosmetology
4	Mrs. Rupinder Kaur	Assistant Professor	Cosmetology
5	Ms. Aashna Sharma	Assistant Professor	Cosmetology
6	Mrs. Priya	Assistant Professor	Cosmetology

### Geotag Photos





Jalandhar, PB, India  
Prem Nagar Near Krishan Nagar, Jalandhar,  
144001, PB, India  
Lat 31.327210, Long 75.590846  
02/22/2024 11:46 AM GMT+05:30  
Note : Captured by GPS Map Camera



Jalandhar, PB, India  
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144001, PB, India  
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Note : Captured by GPS Map Camera



Jalandhar, PB, India  
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144001, PB, India  
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Note : Captured by GPS Map Camera



Jalandhar, PB, India  
Prem Nagar Near Krishan Nagar, Jalandhar,  
144001, PB, India  
Lat 31.327148, Long 75.590807  
02/22/2024 11:48 AM GMT+05:30  
Note : Captured by GPS Map Camera





GPS Map Camera

**Jalandhar, PB, India**

Prem Nagar Near Krishan Nagar, Jalandhar,  
144001, PB, India

Lat 31.327073, Long 75.590716

02/22/2024 11:43 AM GMT+05:30

Note : Captured by GPS Map Camera



Social Media Promotional link

<https://www.facebook.com/pcmsd.ac.in/posts/pfbid02cmKhAZo9ZwkbLpbHTBGQDbzMmb06JJcJbxh6RXHUyVGGMy6q9Sh5mP4NvopSKYBfl>

## PREM CHAND MARKANDA

### S.D. COLLEGE FOR WOMEN, JALANDHAR

Re-Accredited with 'A' Grade by NAAC (Second Cycle)

**INSTITUTION'S INNOVATION COUNCIL (IIC)**

**WORKSHOP ON ENTREPRENEURSHIP SKILL, ATTITUDE AND BEHAVIOUR DEVELOPMENT**

**ACTIVITY REPORT**



**PREM CHAND MARKANDA S.D. COLLEGE FOR WOMEN**



**JALANDHAR NAAC Re-accredited "A" Grade (Second Cycle)**



**5 DAYS  
FACULTY DEVELOPMENT PROGRAM  
ON  
SKILL DEVELOPMENT  
(By Incubation Cell)**



**MONDAY-FRIDAY  
19 TO 23 FEBRUARY 2024**

**DAY 1 ACHIEVING PROBLEM-SOLUTION FIT AND  
PRODUCT MARKET FIT TIME: 11:30 A.M. TO 12:30 P.M.**

**DAY 2 WORKSHOP ON DESIGN THINKING, CRITICAL THINKING  
AND INNOVATION DESIGN TIME: 11:30 A.M. TO 12:30 P.M.**

**DAY 3 WORKSHOP ON ENTREPRENEURSHIP SKILL, ATTITUDE  
AND BEHAVIOUR DEVELOPMENT TIME: 11:30 A.M. TO 01:30 P.M.**

**DAY 4 EXPERT TALK PROCESS OF INNOVATION DEVELOPMENT AND  
TECHNOLOGY READINESS LEVEL AND COMMERCIALIZATION OF LAB  
TECHNOLOGY AND TECH TRANSFER TIME: 11:30 A.M. TO 12:30 P.M.**

**DAY 5, WORKSHOP ON PRODUCT KNOWLEDGE, RETAILING AND  
SALESMANSHIP , TIME 10:00 A.M. TO 11:00 A.M.**

**Dr. Harsh Bhatia  
President**

**Dr. Pooja Prasher  
Principal**

**Mrs. Renu Tandon  
Vice-President IIC  
incharge Incubation cell**

**Dr. Renu Bala  
Convener IIC**

**Mrs. Manmeet Kaur  
Member  
Incubation cell**

**Mrs. Gunta Bhatia  
Member  
Incubation cell**

**Mrs. Bajji Kaur  
Member  
Incubation cell**

[pcmsd.ac.in](http://pcmsd.ac.in)

Expert Session on **WORKSHOP ON ENTREPRENEURSHIP SKILL, ATTITUDE AND BEHAVIOUR DEVELOPMENT**

Date: 21<sup>st</sup> February 2024

Time: 11:30 am- 1:30 pm

Duration: One Day

Vice President, IIC: Mrs. Renu Tandon

Convener: Dr. Renu Bala

Students: 50

Faculty: 10

## Objectives

- To foster a culture of innovation and entrepreneurship.
- To equip aspiring entrepreneurs with essential skills and knowledge.
- To create awareness about the importance of innovation and idea generation.
- To develop a Positive attitude and overcomer mentality.
- To develop problem-solving skills of students.
- To develop ideas to overcome obstacles and be proactive.
- Entrepreneurial Skill Development: To enhance the entrepreneurial skills of faculty members, focusing on areas like branding, digital branding, marketing, and customer relationship management.
- Practical Knowledge Transfer: To facilitate the transfer of practical knowledge in entrepreneurship, ensuring faculty members can effectively convey relevant insights to students.
- Understanding Contemporary Business Practices: To provide insight into contemporary business practices such as online branding, digital marketing, and effective customer relationship management.
- Building a Learning Community: To create a platform for faculty members to exchange ideas, share experiences, and collaborate, fostering a dynamic learning community within the institution.
- Alignment with Industry Trends: To align faculty skills with current industry trends, ensuring that the education is relevant and prepares students for the evolving business landscape.

## Benefits

- Inspiration for Students: The program served as a source of inspiration for young students, encouraging them to explore innovation and entrepreneurship as viable career paths.
- Skill Enhancement: Participants gain practical knowledge in entrepreneurship, focusing on branding, digital branding, and customer relationship management, enhancing their skill set.
- Diverse Perspectives: Insights from an Interview Coach and an Entrepreneur offer varied perspectives, enriching participants' understanding of entrepreneurship.
- Practical Application: The workshop equips participants with actionable insights into areas such as marketing, packaging, and online/offline advertisement, facilitating real-world application.
- Networking Opportunities: Interaction with resource persons like an Interview Coach and an Entrepreneur provides valuable networking opportunities, fostering connections within the industry.
- Improved Teaching Techniques: Faculty members can incorporate the learned concepts into their teaching methodologies, ensuring students receive up-to-date and relevant information.



## Report

The Institution's Innovative Council and the Department of Cosmetology of PCM S.D. College for Women, Jalandhar organized a workshop on 'Entrepreneurship Skill, Attitude, and Behavior Development.' The session's resource persons were Isha Kumar, an Interview Coach, and Jaismita Singh, an Entrepreneur and Founder of Bliss. During the workshop, they discussed topics such as Branding, Digital Branding, Customer Relationship Management, Marketing, Packaging, and Online and Offline Advertisement. Branding was underscored as the process of crafting a unique identity through elements like logo, design, messaging, and customer engagement. Digital Branding, they emphasized, involves promoting a brand online through channels like websites, social media, email marketing, and digital advertising. Effective Customer Relationship Management was highlighted as crucial for understanding customer needs, providing personalized experiences, and offering excellent support. These relationships build trust, loyalty, and satisfaction, leading to repeat business and positive referrals. The program aimed to enhance faculty skills in entrepreneurship, providing practical knowledge in branding, digital branding, and customer relationship management. The resource persons emphasized the entrepreneurial abilities needed to succeed in the business endeavor. They also listed a few key skills that are necessary to the success of the business, including decision-making, selling, and communication abilities. To become successful future entrepreneurs, they discussed the following topics: organizing, planning, having a positive mindset, believing in oneself, and learning from the experiences of other entrepreneurs. They gave examples of several business initiatives that succeeded in "Start-up India." This program aims to ignite the spirit of entrepreneurship in aspiring innovators by instructing them on how to transform their innovative ideas into profitable ventures. The students will find this to be a highly useful and educational seminar for their professional development. The students participated with full zeal and enthusiasm in the session. Through this session, students were able to learn about essential entrepreneurial skills that would help them grow in the areas of competence, behavior, and skill selection needed to effectively choose and launch their business. Students learned the importance of knowing themselves and others as a first step to developing the required skills and competencies that are essential for being an entrepreneur.

### Organizers of this event.

Sr. no.	Name	Designation	Department
1.	Mrs. Manmeet Kaur	Associate Professor, HOD	Home Science
2.	Mrs. Sunita Bhalla	Assistant Professor, HOD	Fashion Designing
3.	Ms. Dolly	Assistant Professor,	Fashion Designing
4.	Ms. Manpreet Kaur	Assistant Professor	Fashion Designing
5.	Ms. Beenu	Assistant Professor	Fashion Designing
6.	Ms. Prabhdeep Kaur	Assistant Professor	Fashion Designing
6	Mrs. Shallu	Assistant Professor	Fashion Designing
7	Mrs. Daljit Kaur	Assistant Professor, HOD	Cosmetology
8.	Mrs. Rupinder Kaur	Assistant Professor	Cosmetology
9.	Ms. Aashna Sharma	Assistant Professor	Cosmetology
10.	Mrs. Priya	Assistant Professor	Cosmetology



GPS Map Camera

Jalandhar, PB, India

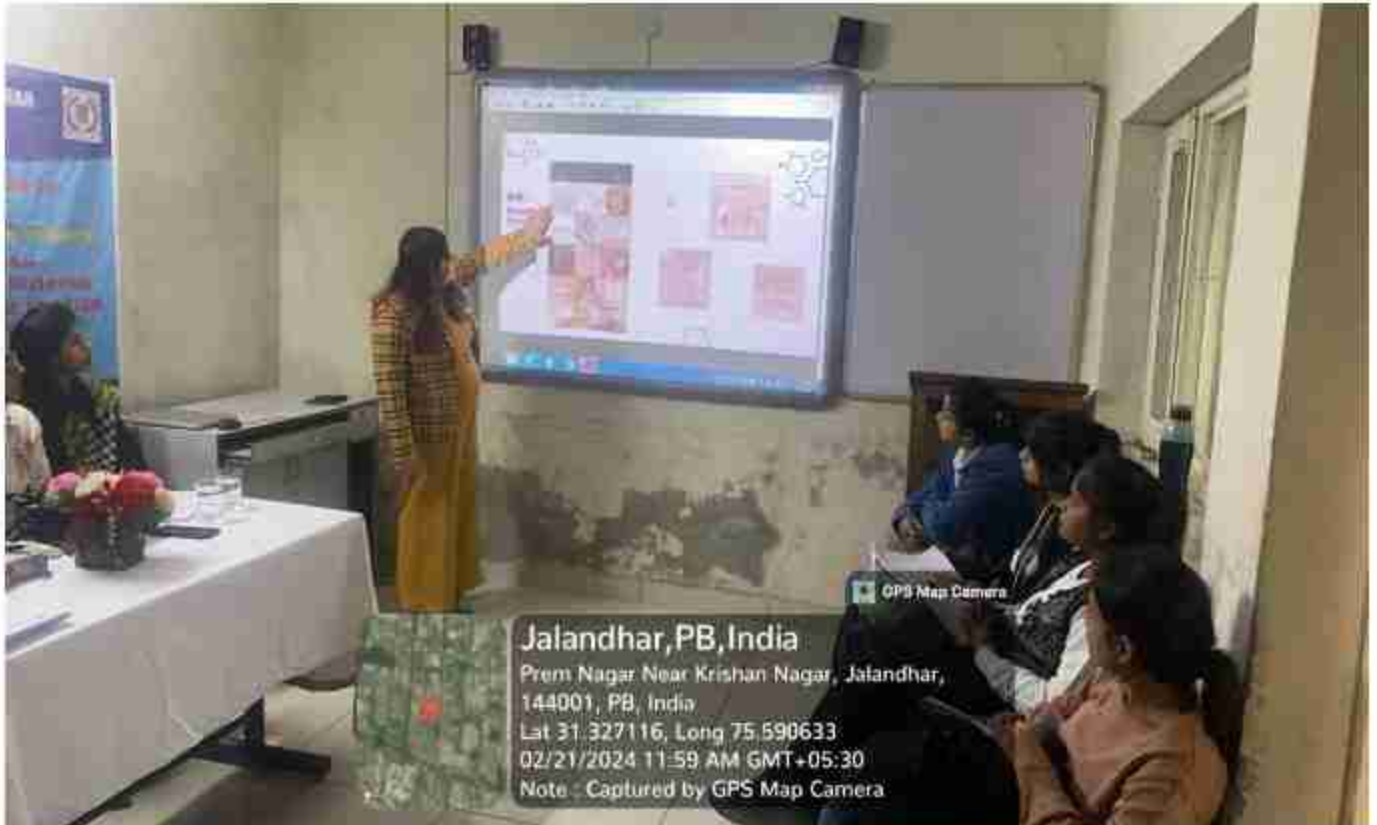
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144001, PB, India

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Note : Captured by GPS Map Camera



Jalandhar, PB, India

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144001, PB, India

Lat 31.327116, Long 75.590633

02/21/2024 11:59 AM GMT+05:30

Note : Captured by GPS Map Camera



Jalandhar, PB, India

Prem Nagar Near Krishan Nagar, Jalandhar,  
144001, PB, India

Lat 31.327066, Long 75.590602

02/21/2024 12:04 PM GMT+05:30

Note : Captured by GPS Map Camera







Jalandhar, PB, India

Prem Nagar Near Krishan Nagar, Jalandhar,  
144001, PB, India

Lat 31.327179, Long 75.590549

02/21/2024 12:12 PM GMT+05:30

Note : Captured by GPS Map Camera



Jalandhar, PB, India

Prem Nagar Near Krishan Nagar, Jalandhar,  
144001, PB, India

Lat 31.327048, Long 75.590545

02/21/2024 12:45 PM GMT+05:30

Note : Captured by GPS Map Camera



**Jalandhar, PB, India**  
Prem Nagar Near Krishan Nagar, Jalandhar,  
144001, PB, India  
Lat 31.327139, Long 75.590531  
02/21/2024 12:45 PM GMT+05:30  
Note : Captured by GPS Map Camera



**Social Media Promotional link Facebook Link**

<https://www.facebook.com/pcmsd.ac.in/posts/pfbid0MS7eEzUPC6i7QTHHgZBLzFUgAmTSHk8xPVGmmjQGu8yuhYx5F8Un3mMh4sHX4bDMI>

**PREMCHAND MARKANDA**

**S.D. COLLEGE FOR WOMEN, JALANDHAR**

Re-Accredited with 'A<sup>+</sup>' Grade by NAAC (Second Cycle)

**INSTITUTION'S INNOVATION COUNCIL (IIC)**

**ACHIEVING PROBLEM-SOLUTION FIT AND PRODUCT MARKET FIT**

**ACTIVITY REPORT**

**PREM CHAND MARKANDA S.D. COLLEGE FOR WOMEN**  
**JALANDHAR** NAAC Re-accredited "A<sup>+</sup>" Grade (Second Cycle)

**5 DAYS**  
**FACULTY DEVELOPMENT PROGRAM**  
ON  
**SKILL DEVELOPMENT**  
(By Incubation Cell)

MONDAY-FRIDAY  
19 TO 23 FEBRUARY 2024

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**DAY 4 EXPERT TALK PROCESS OF INNOVATION DEVELOPMENT AND TECHNOLOGY READINESS LEVEL AND COMMERCIALIZATION OF LAB TECHNOLOGY AND TECH TRANSFER TIME: 11:30 A.M. TO 12:30 P.M.**

**DAY 5 WORKSHOP ON PRODUCT KNOWLEDGE, RETAILING AND SALESMANSHIP ,TIME 10:00 A.M. TO 11:00 A.M.**

**Dr. Anuraj Dhillon** President  
**Dr. Pooja Prakash** Principal  
**Mrs. Renu Tandon** Vice-President IIC  
**Dr. Renu Bala** Convener IIC  
**Mrs. Namrata Bawa** Member Incubation cell  
**Mrs. Smita Dhillon** Member Incubation cell  
**Mrs. Rajni Kaur** Member Incubation cell

[www.pcmwd.ac.in](http://www.pcmwd.ac.in)

Expert Session on **ACHIEVING PROBLEM-SOLUTION FIT AND PRODUCT MARKET FIT**

Date: 19<sup>th</sup> February 2024

Time: 11:30 A.M.- 12:30 P.M.

Duration: One Day

Vice President, IIC: Mrs. Renu Tandon

Convener: Dr. Renu Bala

Students: 50

Faculty: 06

## Report

The Institute Innovation Council and the Department of Fashion Designing of PCM S.D. College for Women, Jalandhar organized a workshop on "Achieving Problem Solution Fit and Product Market Fit" on 19<sup>th</sup> February 2024. The workshop featured renowned jewellery expert Ritu Lal, Pidilite Industries. Lal, a certified professional, has conducted numerous art workshops across Punjab, imparting her expertise in canvas painting, fabric painting, and jewelry making using diverse materials like clay, fabric, thread, and more. The workshop involved students actively engaging in crafting various accessories. The hands-on session witnessed the creation of vibrant bangles, necklaces, earrings, keychains, pendants, bracelets, and other intricate items. During the workshop, the expert described several kinds of handcrafted jewelry, such as wire-wrapped, fabricated, polymer clay, terracotta, handmade silver, handmade metallic, paper, wood, resin, velvet, latex, leather crocheted pieces, and beaded (wood, pony, seed, glass, and plastic). Various kinds of instruments, such as strand holders, split ring pliers, round nose pliers, flat nose pliers, chain nose pliers, knotters, glue and toothpicks, needles and thread, sharp scissors, jewelry electric tube forming machines, jewelry water Jet machine, and bangle ring turning machines were mentioned during the workshop. The expert gave a brief overview of the most well-known and highly admired types of handmade jewelry (antique pieces of jewelry and filigree jewelry) adorned by women.

PCM S.D. College for Women, Jalandhar organized a Mentoring Event Demo Day and Exhibition offline mode to give a platform to the participants to showcase their idea/start up to get desired support or external visibility with the support of the Institute Innovation Council. The exhibition was held on 7<sup>th</sup> February 2024 in the college campus. Students from the college's many departments enthusiastically engaged in the program.

## Objectives

- **Skill Enhancement:** Participants gained hands-on experience in crafting various accessories, enhancing their skills in jewelry making using diverse materials.
- **Expert Guidance:** Renowned jewelry expert provided valuable insights and expertise in canvas painting, fabric painting, and jewelry making, contributing to the participants' knowledge.
- **Diverse Techniques:** The workshop covered various types of handcrafted jewelry, including wire-wrapped, fabricated, polymer clay, terracotta, and more, exposing participants to a broad spectrum of techniques.
- **Creativity Boost:** The hands-on session allowed students to actively engage in crafting, fostering creativity in designing vibrant bangles, necklaces, earrings, keychains, and other intricate items.
- **Material Knowledge:** Participants learned about diverse materials such as clay, fabric, thread, and more, expanding their understanding of the materials used in jewelry making.
- **Tool Proficiency:** Exposure to various instruments like pliers, needles, thread, scissors, and specialized machines equipped participants with the skills needed to handle different aspects of jewelry creation.



## Benefits

- The workshop aimed to empower participants by enhancing their skills in jewelry making through hands-on experience.
- Renowned jewelry expert Ritu Lal's guidance in canvas painting, fabric painting, and diverse jewelry-making techniques contributed to participants' knowledge and proficiency.
- The workshop also sought to expose participants to a broad spectrum of handcrafted jewelry types, including wire-wrapped, fabricated, polymer clay, and more, fostering creativity and expanding their understanding of materials.
- The workshop had specific goals related to problem solution fit and product market fit.
- It aimed to equip participants with a deeper understanding of achieving problem solution fit in jewelry design, emphasizing practical problem-solving skills.
- Simultaneously, the workshop guided participants in comprehending the dynamics of product market fit, ensuring that the crafted jewelry aligns with current market demands and preferences.
- Beyond technical skills, the event also aimed to encourage entrepreneurial thinking among participants, inspiring them to explore opportunities within the jewelry-making industry.
- Additionally, the workshop provided a platform for networking and collaboration, fostering interaction between students and industry experts. By promoting artistic expression through canvas and fabric painting, the workshop aimed to instill a sense of creativity and innovation in participants, encouraging them to blend traditional and contemporary art forms in their jewelry designs.
- Overall, the workshop's multifaceted objectives sought to empower participants with skills, knowledge, and a strategic mindset for success in the dynamic field of jewelry design.

## Organizers of this event.

Sr. no.	Name	Designation	Department
1	Mrs. Renu Tandon	Associate Professor, Vice President, IIC	Commerce
2	Dr. Renu Bala	Assistant Professor, Convener, IIC	History
3	Mrs. Daljit Kaur	Assistant Professor, HOD	Cosmetology
4	Mrs. Rupinder Kaur	Assistant Professor	Cosmetology
5	Ms. Aashna Sharma	Assistant Professor	Cosmetology
6	Mrs. Priya	Assistant Professor	Cosmetology

## Geotag Photos



GPS Map Camera

GPS Map Camera



Jalandhar, Punjab, India  
1, SD College Rd, Prem Nagar, Gobind Garh, Arjun Nagar, Jalandhar, Punjab 144001,  
India  
Lat 31.32691°  
Long 75.590606°  
19/02/24 12:10 PM GMT +05:30



Jalandhar, Punjab, India  
1, SD College Rd, Prem Nagar, Gobind Garh, Arjun Nagar, Jalandhar, Punjab 144001,  
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Long 75.590606°  
19/02/24 12:21 PM GMT +05:30



GPS Map Camera



Jalandhar, Punjab, India  
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India  
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Long 75.590606°  
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 **GPS Map Camera**

**Jalandhar, Punjab, India**

1, SD College Rd, Prem Nagar, Gobind Garh, Arjun Nagar, Jalandhar, Punjab 144001, India

Lat 31.32691°

Long 75.590606°

19/02/24 12:37 PM GMT +05:30



 **GPS Map Camera**

**Jalandhar, Punjab, India**

1, SD College Rd, Prem Nagar, Gobind Garh, Arjun Nagar, Jalandhar, Punjab 144001, India

Lat 31.32691°


Long 75.590606°

19/02/24 12:16 PM GMT +05:30







 **GPS Map Camera**



**Jalandhar, Punjab, India**

1, SD College Rd, Prem Nagar, Gobind Garh, Arjun Nagar, Jalandhar, Punjab 144001, India

Lat 31.32691°

Long 75.590606°

19/02/24 12:39 PM GMT +05:30

#### Media Link

<https://punjabnewschannel.com/pcm-s-d-college-for-women-organizes-workshop-on-achieving-problem-solution-fit-and-product-market-fit/>

#### Social

#### Media

#### Promotional

link

<https://www.facebook.com/pcmsd.ac.in/posts/pfbid0v6ybQjLfg2jCUHvv8rCOdVF9wv5ci5vV58uHVezvZwoTPRWPrKTqgAw1ztXVCfpzl>

#### Facebook

Link

<https://www.facebook.com/pcmsd.ac.in/posts/pfbid0mmztxApZwSKv6zfeeAhroSE42OwdAx9cJxVqvJJp86BcbW9CuGOBxvYd2UZkahwfl>

<https://www.facebook.com/pcmsd.ac.in/posts/pfbid0JzGW6X8FYIwnAr4E4W7omzic3DFdNs491ZkgvplC63RfUAG8DrFyzEXCu7Dx6b3l>

**PREM CHAND MARKANDA**

**S.D. COLLEGE FOR WOMEN,**  
**JALANDHAR**

Re-Accredited with 'A+' Grade by NAAC (Second Cycle)

**INNOVATION HACKATHON 2024**  
**ACTIVITY REPORT**



**PREM CHAND MARKANDA S.D.COLLEGE FOR WOMEN**  
**JALANDHAR CITY(PB.)**



**RE-ACCREDITED WITH "A+" GRADE BY NAAC (SECOND CYCLE)**



**22 February 2024,**  
**Timing-11:40 am**  
**Venue: Lab-I**



**Innovation**  
**Hackathon**  
**2024**






**Sh.Naresh Budhia**  
President

**Dr.Pooja Prashar**  
Principal

**Mrs .Renu Tandon**  
IIC Vice President

**Dr. Renu Bala**  
IIC Convener

**Dr. Lovely Sharma**  
IIC Member

   [pcmsd.ac.in](http://pcmsd.ac.in)

Date: 22<sup>nd</sup> February 2024

Vice President, IIC: Mrs. Renu Tandon

Convener: Dr. Renu Bala

Students: 36

Faculty: 6



- **About the event:** The 'Innovation Hackathon 2024' is organized by the PG Department of Computer Science and IT of PCM S.D. College for Women, Jalandhar. It is for the students to experience the process of generating software solutions to real-world problems and discovering hacks to implement it. The competition was aimed to provide an open platform for students to express their views to introduce new techniques, standards, or personal programming styles to progress on projects. Six teams actively participated with enthusiasm in the event. Judges evaluated students on insight and understanding of their topic selection, clarity, creativity, technical complexity, commercial viability, social impact, etc. Addressing the students, one of the judges of the event Mrs. Shivani Sharma motivated the participants, she also added that the students should channel their energy in the right direction and establish themselves successfully in their careers.
- **Problem Statement:** Two problem statements were presented by the students:
  1. Travel and Tourism
  2. Fitness & Sports

### **Objectives**

- **Real-World Problem Solving:** Provide students with an opportunity to experience the process of generating software solutions for real-world problems.
- **Innovation:** Encourage students to introduce new techniques, standards, or personal programming styles to enhance progress on projects.
- **Open Platform for Expression:** Create an open platform for students to express their views and ideas related to the theme 'Student Innovation'.
- **Theme-Based Problem Statements:** Present specific problem statements under the themes of Travel and Tourism, and Fitness & Sports to guide students in their project focus.
- **Evaluation Criteria:** Assess students based on criteria such as insight and understanding of their chosen topic, clarity, creativity, technical complexity, commercial viability, and social impact.
- **Motivation and Guidance:** Provide motivation and guidance to participants from judges and esteemed personalities to channelize their energy in the right direction and establish successful careers.
- **Appreciation for Organizational Efforts:** Recognize and appreciate the efforts of the computer science department for successfully organizing the event, fostering creativity in society.
- Overall, the objectives aim to promote problem-solving skills, innovation, and a collaborative spirit among the students while aligning with the broader goals of the educational institution.

## Benefits

- **Skill Development:** The hackathon provides students with a platform to enhance their technical and problem-solving skills, fostering a practical application of their knowledge in computer science and IT.
  - **Real-World Problem Solving:** Participants gain valuable experience in addressing real-world issues, as the problem statements are based on practical themes like Travel and Tourism and Fitness and sports.
  - **Innovation and Creativity:** The event encourages students to think innovatively and come up with creative solutions, promoting a culture of innovation within the academic community.
  - **Exposure to Industry Standards:** Judges evaluate projects based on technical complexity, commercial viability, and social impact, providing students with insights into industry standards and expectations.
  - **Networking Opportunities:** Interaction with judges and industry professionals offers students a chance to build connections and network within the field, potentially opening doors for future collaborations or career opportunities.
  - **Motivation and Encouragement:** Words of motivation from judges and the college's leadership inspire students to channelize their energy positively and strive for success in their careers.
- **Judging Process:-** The judging process includes the following criteria points:
    - 1) Creativity
    - 2) Innovation
    - 3) Technical Complexity
    - 4) Social impact
    - 5) Commercial Viability
  - **Jury Panel:** The jury Panel includes the following members of the PG Department of Computer Science and IT of PCM S.D. College for Women, Jalandhar.

1. Mrs. Shivani Sharma, HOD, Assistant Professor.
2. Dr. Lovely Sharma, Assistant Professor, Coordinator of Social Media, IIC.
3. Ms. Sapna Thakur, Assistant Professor.

**Nominated top Team:- Team 1: Bright Byte Domain 4: Lunatic Byte**

are selected from the judges/jury panel side.

**Team 1: Bright Byte Domain**

Name	Gender (M/F)	Email id	Mobile no.
------	--------------	----------	------------

<b>Team Leader</b>	Deepanshi	Female	<a href="mailto:Aroradeeps204@gmail.com">Aroradeeps204@gmail.com</a>	9530740016
<b>Team Member</b>	Tanisha	Female	<a href="mailto:Tanishajaryal026@gmail.com">Tanishajaryal026@gmail.com</a>	7529846701
<b>Team Member</b>	Sakshi Sharma	Female	<a href="mailto:Kuku170399@gmail.com">Kuku170399@gmail.com</a>	9115663122
<b>Team Member</b>	Gouri	Female	<a href="mailto:gourikunda8@gmail.com">gourikunda8@gmail.com</a>	9878553540
<b>Team Member</b>	Chahat	Female	<a href="mailto:Chahat0289@gmail.com">Chahat0289@gmail.com</a>	8699883163
<b>Team Member</b>	Manisha	Female	<a href="mailto:Msharma17008@gmail.com">Msharma17008@gmail.com</a>	8264156095

**Team 4: Lunatic Byte**

	<b>Name</b>	<b>Gender (M/F)</b>	<b>Email id</b>	<b>Mobile no.</b>
<b>Team Leader</b>	Gagandeep kaur	Female	<a href="mailto:Gagandeepkaurg85@gmail.com">Gagandeepkaurg85@gmail.com</a>	Gagandeep kaur
<b>Team Member</b>	Bhumi	Female	<a href="mailto:Bhumisabharwal549@gmail.com">Bhumisabharwal549@gmail.com</a>	8146168193
<b>Team Member</b>	Nitika	Female	<a href="mailto:Nitika89156865@gmail.com">Nitika89156865@gmail.com</a>	9779545027



<b>Team Member</b>	Puneet	Female	<a href="mailto:Nainaa1518@gmail.com">Nainaa1518@gmail.com</a>	62840127
<b>Team Member</b>	Komal	Female	<a href="mailto:n654244@gmail.com">n654244@gmail.com</a>	9872565955
<b>Team Member</b>	Jasvir	Female	<a href="mailto:Jas638644@gmail.com">Jas638644@gmail.com</a>	9056403203

• **Judges Information:-**

Judges include the following members of the PG Department of Computer Science and IT of PCM S.D. College for Women, Jalandhar.

1. Mrs. Shivani Sharma, Assistant Professor
2. Dr. Lovely Sharma, Assistant Professor
3. Ms. Sapna Thakur, Assistant Professor

**Participating Statistics:-**

Total no. of teams=6 participated in the event  
Gender: Female-36, Male-0

**Team 1: Bright Byte Domain**

	<b>Name</b>	<b>Gender(M/F)</b>	<b>Email id</b>	<b>Mobile no.</b>
<b>Team Leader</b>	Deepanshi	Female	<a href="mailto:Aroradeeps204@gmail.com">Aroradeeps204@gmail.com</a>	9530740016
<b>Team Member</b>	Tanisha	Female	<a href="mailto:Tanishajaryal026@gmail.com">Tanishajaryal026@gmail.com</a>	7529846701
<b>Team Member</b>	Sakshi Sharma	Female	<a href="mailto:Kuku170399@gmail.com">Kuku170399@gmail.com</a>	9115663122
<b>Team Member</b>	Gouri	Female	<a href="mailto:gourikunda@gmail.com">gourikunda@gmail.com</a>	9878553540
<b>Team Member</b>	Chahat	Female	<a href="mailto:Chahat0289@gmail.com">Chahat0289@gmail.com</a>	8699883163
<b>Team Member</b>	Manisha	Female	<a href="mailto:Msharma17008@gmail.com">Msharma17008@gmail.com</a>	8264156095

**Team 2: Tragic Bytes**

	Name	Gender(M/F)	Email id	Mobile no.
Team Leader	Bhawna	Female	<a href="mailto:bhawnamagan@gmail.com">bhawnamagan@gmail.com</a>	8427852718
Team Member	Bhawna	Female	<a href="mailto:Bhawnagogna123@gmail.com">Bhawnagogna123@gmail.com</a>	9465975525
Team Member	Ruby	Female	<a href="mailto:Rubymishra2709@gmail.com">Rubymishra2709@gmail.com</a>	8756254688
Team Member	Sneha	Female	<a href="mailto:Snehanagar6@gmail.com">Snehanagar6@gmail.com</a>	8195091894
Team Member	Ankita	Female	<a href="mailto:shuklaankita873@gmail.com">shuklaankita873@gmail.com</a>	8968275017
Team Member	Vandana	Female	<a href="mailto:Vandanamagan6@gmail.com">Vandanamagan6@gmail.com</a>	8427852718

**Team 3: Mind Hack Zombies**

	Name	Gender(M/F)	Email id	Mobile no.
Team Leader	Harmandeep Kaur	Female	<a href="mailto:Harmamramgharia236@gmail.com">Harmamramgharia236@gmail.com</a>	8195869033
Team Member	Meenakshi	Female	<a href="mailto:Meenakshijudoka@gmail.com">Meenakshijudoka@gmail.com</a>	7717586166
Team Member	Shagun	Female	<a href="mailto:shagunbaby051@gmail.com">shagunbaby051@gmail.com</a>	6280725103
Team Member	Himani	Female	<a href="mailto:Himani200504@gmail.com">Himani200504@gmail.com</a>	6239072380
Team Member	Kamaljit Kaur	Female	<a href="mailto:Kaurkamaljeet5720@gmail.com">Kaurkamaljeet5720@gmail.com</a>	8196034506
Team Member	Sultana	Female	<a href="mailto:sultanasheikh3566@gmail.com">sultanasheikh3566@gmail.com</a>	8847482733

**Team 4: Lunatic Byte**

	Name	Gender (M/F)	Email id	Mobile no.
Team Leader	Gagandeep kaur	Female	<a href="mailto:Gagandeepkaur85@gmail.com">Gagandeepkaur85@gmail.com</a>	7527886037
Team Member	Bhumi	Female	<a href="mailto:Bhumisabharwal549@gmail.com">Bhumisabharwal549@gmail.com</a>	8146168193
Team Member	Nitika	Female	<a href="mailto:Nitika89156865@gmail.com">Nitika89156865@gmail.com</a>	9779545027
Team Member	Puneet	Female	<a href="mailto:Nainaa1518@gmail.com">Nainaa1518@gmail.com</a>	6284012756
Team Member	Komal	Female	<a href="mailto:n654244@gmail.com">n654244@gmail.com</a>	9872565955
Team Member	Jasvir	Female	<a href="mailto:Jas638644@gmail.com">Jas638644@gmail.com</a>	9056403203

**Team 5: Flow Bit Theory**

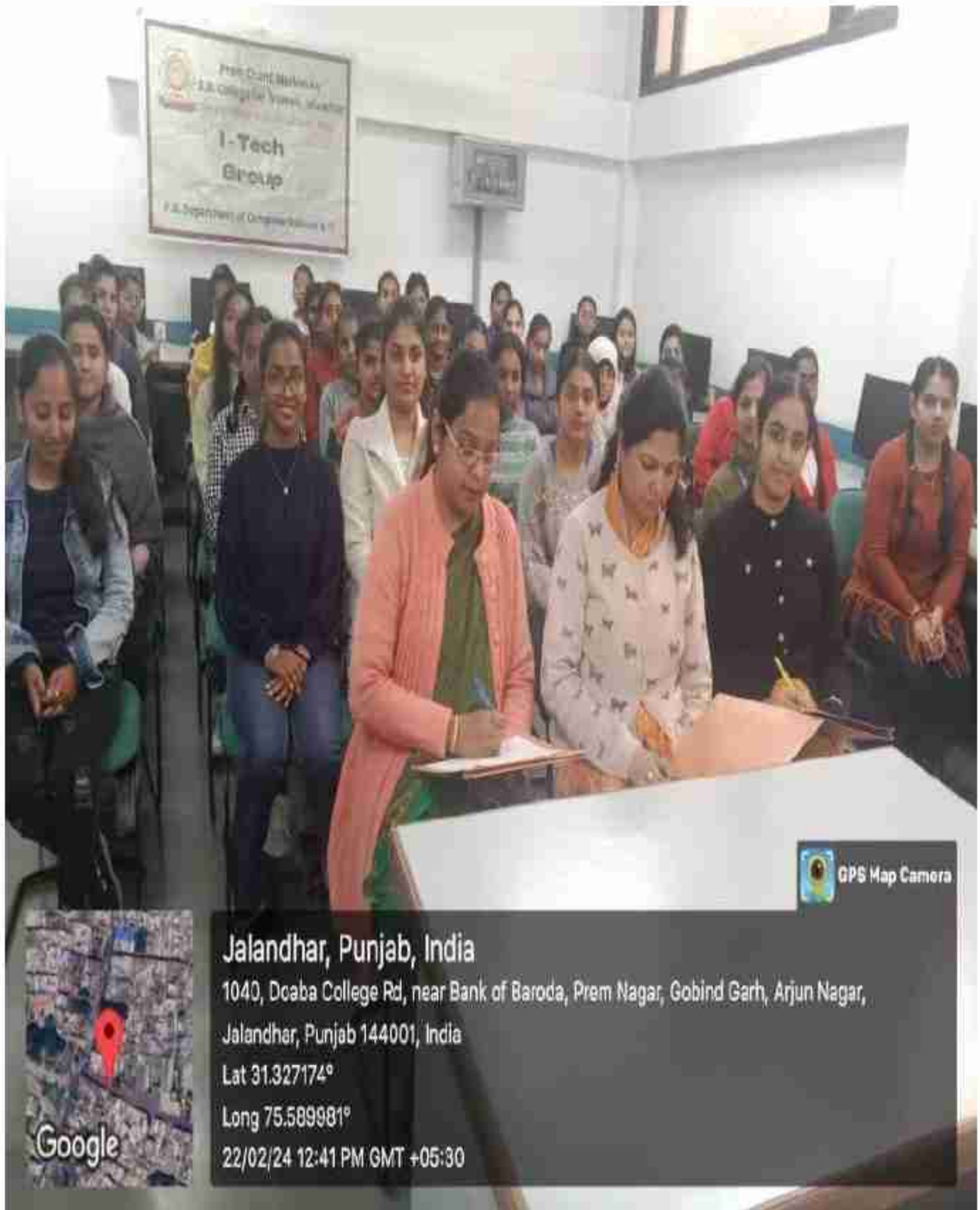
	<b>Name</b>	<b>Gender (M/F)</b>	<b>Email id</b>	<b>Mobile no.</b>
<b>Team Leader</b>	Nikhat	Female	<a href="mailto:muskaankhaton7896@gmail.com">muskaankhaton7896@gmail.com</a>	7696824020
<b>Team Member</b>	Kanan	Female	<a href="mailto:Kananr14@gmail.com">Kananr14@gmail.com</a>	8437084564
<b>Team Member</b>	Tanuja	Female	<a href="mailto:Tanuja92002@gmail.com">Tanuja92002@gmail.com</a>	6280930963
<b>Team Member</b>	Muskan Khatun	Female	<a href="mailto:Muskan0930@gmail.com">Muskan0930@gmail.com</a>	9878626855
<b>Team Member</b>	Komal	Female	<a href="mailto:komal12sapna@gmail.com">komal12sapna@gmail.com</a>	7837751313
<b>Team Member</b>	Nisha	Female	<a href="mailto:n96350555@gmail.com">n96350555@gmail.com</a>	7973534559

**Team 6: Sinister Ping Bot**

	<b>Name</b>	<b>Gender (M/F)</b>	<b>Email id</b>	<b>Mobile no.</b>
<b>Team Leader</b>	Rishita	Female	<a href="mailto:Rishitakarir92@gmail.com">Rishitakarir92@gmail.com</a>	7814926918
<b>Team Member</b>	Dolcy	Female	<a href="mailto:dcchhibber2003@gmail.com">dcchhibber2003@gmail.com</a>	7696279298
<b>Team Member</b>	Bharti	Female	<a href="mailto:Bhartichayal3@gmail.com">Bhartichayal3@gmail.com</a>	8427250601
<b>Team Member</b>	Meera	Female	<a href="mailto:Meerahanda678@gmail.com">Meerahanda678@gmail.com</a>	8556820842
<b>Team Member</b>	Ramneet	Female	<a href="mailto:Kaur_ramneet0098@gmail.com">Kaur_ramneet0098@gmail.com</a>	9914663844
<b>Team Member</b>	Taniya	Female	<a href="mailto:Remunahar75@gmail.com">Remunahar75@gmail.com</a>	9878001614



- **Event Geotag Photos:**



 GPS Map Camera



**Jalandhar, Punjab, India**  
1040, Doaba College Rd, near Bank of Baroda, Prem Nagar, Gobind Garh, Arjun Nagar,  
Jalandhar, Punjab 144001, India  
Lat 31.327174°  
Long 75.589981°  
22/02/24 12:41 PM GMT +05:30



**Jalandhar, Punjab, India**

1040, Doaba College Rd, near Bank of Baroda, Prem Nagar, Gobind Garh, Arjun Nagar,  
Jalandhar, Punjab 144001, India

Lat 31.327173°

Long 75.589976°

22/02/24 12:23 PM GMT +05:30

GPS Map Camera



**Jalandhar, Punjab, India**

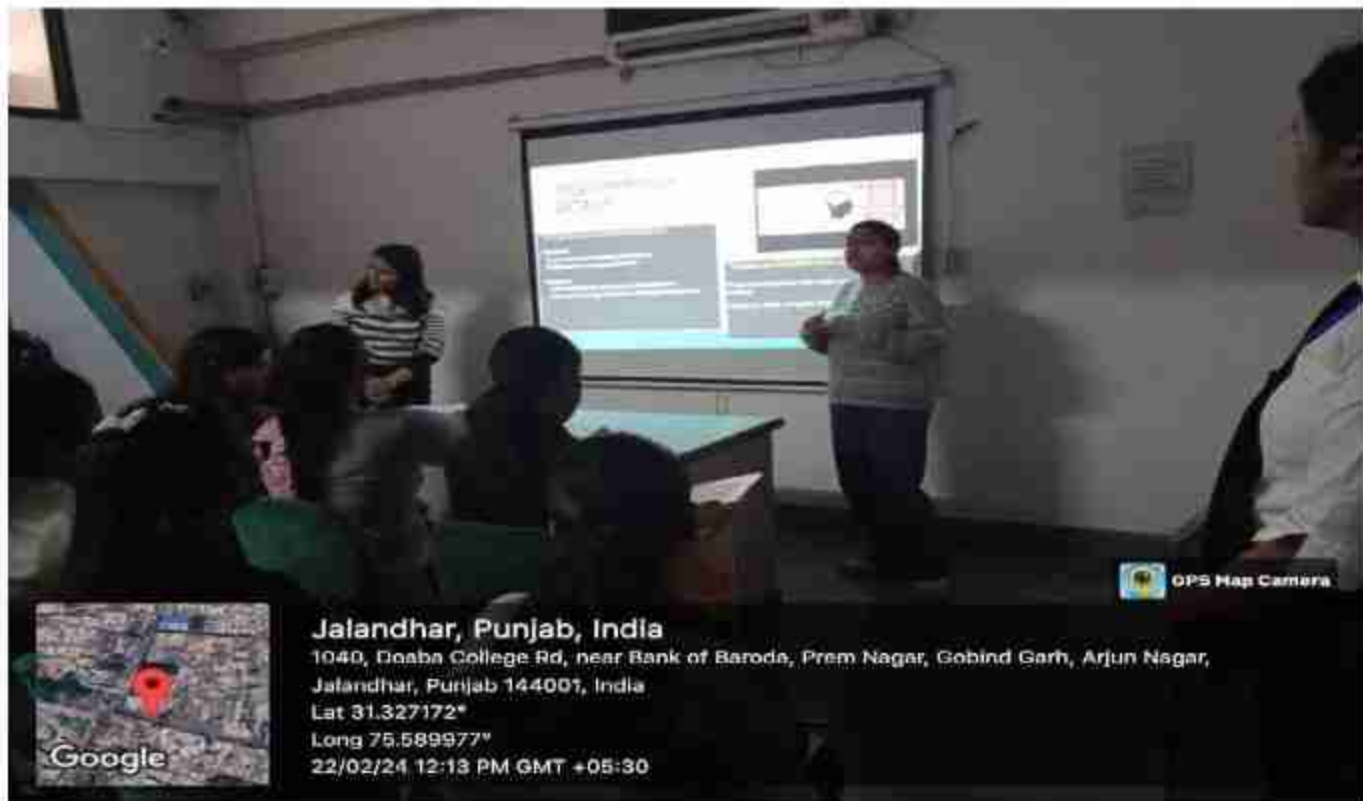
1040, Doaba College Rd, near Bank of Baroda, Prem Nagar, Gobind Garh, Arjun Nagar,  
Jalandhar, Punjab 144001, India

Lat 31.327174°

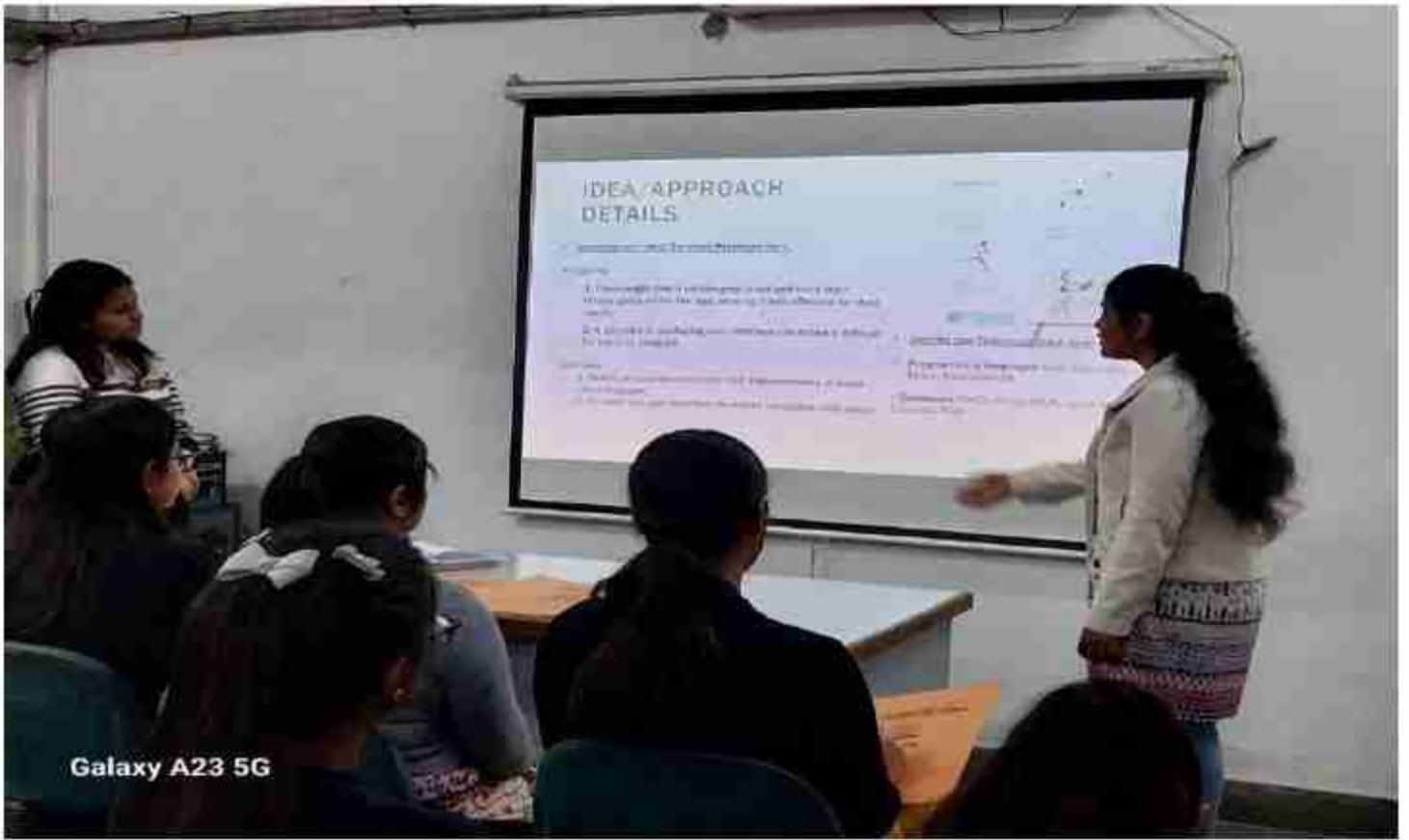
Long 75.589976°

22/02/24 12:20 PM GMT +05:30

GPS Map Camera









GPS Map Camera



**Jalandhar, Punjab, India**  
1040, Doaba College Rd, near Bank of Baroda, Prem Nagar, Gobind Garh, Arjun Nagar,  
Jalandhar, Punjab 144001, India  
Lat 31.327174°  
Long 75.589881°  
22/02/24 12:42 PM GMT +05:30



GPS Map Camera



**Jalandhar, Punjab, India**  
1040, Doaba College Rd, near Bank of Baroda, Prem Nagar, Gobind Garh, Arjun Nagar,  
Jalandhar, Punjab 144001, India  
Lat 31.327033°  
Long 75.589835°  
22/02/24 01:34 PM GMT +05:30

- Participating teams:









Social Media Links:- Event promoted on social media platforms namely:

1. Instagram-

[https://www.instagram.com/p/C3so-nbhVXY/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/C3so-nbhVXY/?utm_source=ig_web_copy_link)

2. Facebook -

[https://www.facebook.com/pcmsd.ac.in/posts/pfbid02UAZEvsAX9TdaiAoL4os7iJrEw6v1PHrKyB3MQXXZMXpq\\_u2eg6p7iRPEyrvSGmxxXI](https://www.facebook.com/pcmsd.ac.in/posts/pfbid02UAZEvsAX9TdaiAoL4os7iJrEw6v1PHrKyB3MQXXZMXpq_u2eg6p7iRPEyrvSGmxxXI)

• Hashtags on Facebook and Instagram Social Media Platforms:

PCM SD College For Women, Jalandhar

#pcmsdresearch  
#pcmsdpcw  
#pcmsdpcwresearch  
#pcmsdcollegeforwomen  
#bestcollege  
#pcmsdcollegeindia  
#pcmsdcollege  
#MHRDInnovationCell

PREM CHAND MARKANDA S.D.COLLEGE FOR WOMEN  
JALANDHAR CITY (P.B.)  
BE-ACCREDITED WITH "A" GRADE BY NAAC (SECOND CYCLE)

22 February 2024,  
Timing-11:40 am  
Venue: Lab-I

**Innovation  
Hackathon  
2024**

Sh. Naresh Buthia President  
Dr. Pooja Prasher Principal  
Mrs. Renu Tandon BC Vice President  
Dr. Anshu Bhatia BC Treasurer  
Dr. Smriti Sharma BC Secretary

pcmsd.ac.in




**PREM CHAND MARKANDA S.D. COLLEGE FOR WOMEN**  
 JALANDHAR CITY  
 RE-ACCREDITED WITH 'A+' GRADE BY NAAC (SESSION CYCLE)

22 February 2024,  
 Timing-11:40 am  
 Venue: Lab-1

**Innovation  
 Hackathon  
 2024**



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 #entrepreneurship  
 #entrepreneur  
 #entrepreneurmindset  
 #psychologyofsuccess  
 #bestcollege  
 #bestcollegesindia  
 #womencollege  
 #womenempowerment  
 #womenempowermentindia  
 #MHRDInnovationCell  
 #Jalandhar  
 #Jalandharcity  
 #startups

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PREM CHAND MARKANDA

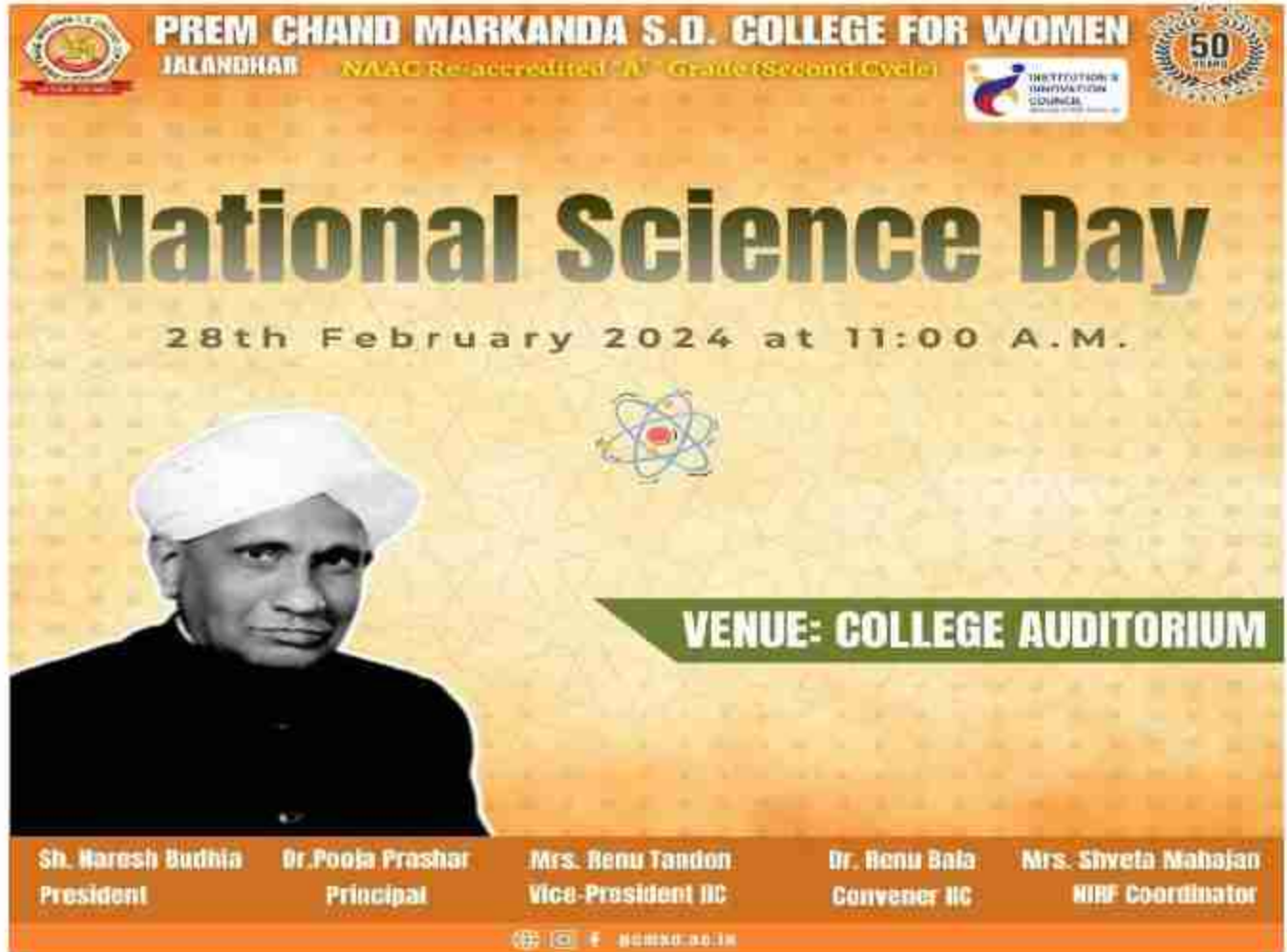
S.D. COLLEGE FOR WOMEN, JALANDHAR

Re-Accredited with 'A' Grade by NAAC (Second Cycle)

**INSTITUTION'S INNOVATION COUNCIL (IIC)**

**NATIONAL SCIENCE DAY**

**ACTIVITY REPORT**



The cover features a portrait of Prem Chand Markanda on the left, a central atomic symbol, and a green banner at the bottom right stating the venue. The top section includes the college name, accreditation status, and logos for NAAC, IIC, and a 50th anniversary emblem. The main title 'National Science Day' is prominently displayed in the center, with the date and time below it. A footer contains the names and roles of the organizing committee members.

**PREM CHAND MARKANDA S.D. COLLEGE FOR WOMEN**  
JALANDHAR NAAC Re-accredited 'A' Grade (Second Cycle)

**50**  
YEARS  
CELEBRATION

**INSTITUTION'S INNOVATION COUNCIL**

# National Science Day

28th February 2024 at 11:00 A.M.

**VENUE: COLLEGE AUDITORIUM**

**Sh. Naresh Budhia** President  
**Dr. Pooja Prashar** Principal  
**Mrs. Renu Tandon** Vice-President IIC  
**Dr. Renu Bala** Convener IIC  
**Mrs. Shveta Mahajan** NIRF Coordinator

www.pcsmcw.ac.in

Expert Session on **NATIONAL SCIENCE DAY**

Date: 28<sup>th</sup> February 2024

Time: 11:00 am

Duration: One Day

Vice President, IIC: Mrs. Renu Tandon

Convener: Dr. Renu Bala

Students: 50

Faculty: 06

## Report

On February 28, 1928, Indian Physicist Sir Chandrasekhara Venkata Raman announced to the world his discovery of the 'Raman Effect'. The Indian Physicist received the 1930 Nobel Prize in Physics. National Science Day was observed for the first time on February 28, 1987. It is observed annually on February 28 in India to honor the discovery of the 'Raman Effect'. National Science Day is celebrated nationwide with theme-based scientific communication events. The theme for National Science Day 2024 is '**Indigenous Technologies for Viksit Bharat**'. The primary goal of National Science Day is to raise awareness of the importance of science and its applications among people. The goals include spreading a message about the importance of scientific applications in people's daily lives, displaying the activities, efforts, and achievements of Indian scientists for human welfare, discussing scientific issues, implementing new technologies for scientific development, and encouraging and popularizing science and technology, among others. On the occasion of National Science Day 2024, All science departments in association with the Institution's Innovation Council of PCM S.D. College for Women, Jalandhar conducted various competitions like poster presentations and science project exhibitions. Nearly 50 Students from different classes have participated actively in the events with great enthusiasm. Science Day celebrations started by paying homage to Sir C.V.Raman. Students and the science faculty attended the gathering. Ms. Muskan Kalra, Assistant Professor in Chemistry gave a brief introduction about the significance of celebrating National Science Day on 28<sup>th</sup> February and the importance of '**Indigenous Technologies for Viksit Bharat**' as this year's focal theme. She gave a special talk on Raman effect and its Applications. She also explained about the research opportunities for students and encouraged students to take up a career in scientific research. Poster presentations and Science project exhibitions were conducted. The students from various science departments of our college exhibited working and non-working models. The students also presented posters on various topics related to Science. The poster presentation and exhibition included the topics like. At the end of it, the results of both competitions were declared by Ms. Mehak. Certificates were distributed to the winners and all the participants by the honorable Principal Dr. Mrs. Pooja Prashar. The Principal appreciated the best of the activities planned and timely executed by the organizing committee and also congratulated the staff and students for the grand success in conducting the Science Day celebrations.

## Objectives

- The objectives of National Science Day encompass a multifaceted approach aimed at promoting the importance of science and technology in society.
- To raise awareness among people about the vital role that science plays in daily life and its broader impact on societal progress.
- By showcasing the activities, efforts, and achievements of Indian scientists, the event aims to instill a sense of pride and appreciation for the contributions made in various scientific fields.
- Furthermore, National Science Day serves as a platform for scientific discourse, providing an opportunity for scientists, researchers, and the general public to engage in discussions about contemporary scientific issues.
- The chosen theme for each year, such as '**Indigenous Technologies for Viksit Bharat**' in 2024, reflects a



- strategic objective of emphasizing the importance of utilizing homegrown technologies for national development.
- Additionally, the celebration aims to inspire and nurture future scientists by actively involving students in scientific competitions like poster presentations and science projects exhibitions.
- Through these activities, students are encouraged to explore their scientific interests, fostering a curiosity that may lead to careers in scientific research.
- Furthermore, the homage paid to scientific pioneers, like Sir C.V. Raman, serves as a reminder of the rich legacy of Indian scientists, inspiring reverence for their groundbreaking discoveries.
- Moreover, National Science Day seeks to encourage innovation by providing a platform for students to showcase working and non-working models, promoting creativity and novel approaches to scientific challenges.
- Lastly, the event serves the crucial role of offering career guidance.
- In summary, the objectives of National Science Day encompass fostering awareness, appreciation, and engagement with science and technology, inspiring the next generation of scientists, and promoting innovation and indigenous contributions to scientific advancements.

### Benefits

- **Inspiration for Students:** The program served as a source of inspiration for young students, encouraging them to explore innovation and entrepreneurship as viable career paths.
- **Promoting Scientific Awareness:** It raises awareness among people about the significance of science and its applications in daily life, fostering a better understanding of the role of science in societal development.
- **Showcasing Scientific Achievements:** The event allows for the display of activities, efforts, and achievements of scientists, highlighting their contributions to human welfare and scientific development.
- **Encouraging Scientific Discourse:** National Science Day serves as a platform for discussing scientific issues and promoting dialogue among scientists, researchers, and the general public, fostering a culture of scientific inquiry.
- **Inspiring Future Scientists:** Through competitions like poster presentations and science projects, students are actively engaged, fostering interest in science and encouraging them to pursue careers in scientific research.
- **Highlighting Indigenous Technologies:** The chosen theme, 'Indigenous Technologies for Viksit Bharat,' emphasizes the importance of utilizing homegrown technologies, contributing to national development and self-sustainability.
- **Honoring Scientific Pioneers:** Paying homage to Sir C.V. Raman and acknowledging his discovery of the 'Raman Effect' serves as a reminder of the groundbreaking contributions of scientists, inspiring reverence for scientific achievements.
- **Career Guidance:** Ms. Muskan Kalra's talk on research opportunities and encouragement for students to pursue careers in scientific research provides valuable guidance, potentially steering students towards fulfilling and impactful career paths.
- **Promoting Innovation:** Competitions like poster presentations and science projects exhibition stimulate creativity and innovation among students, encouraging them to explore new ideas and approaches in the field of science.
- Overall, National Science Day contributes to building a scientifically informed and engaged society, fostering a spirit of inquiry, innovation, and appreciation for the scientific method.

### Faculty

Sr. no.	Name	Designation	Department
1.	Mrs. Shveta Mahajan	Assistant Professor, HOD	Mathematics
2.	Mrs. Sonia Sharma	Assistant Professor	Mathematics
3.	Dr. Jyoti	Assistant Professor	Physics
4.	Ms. Mehak	Assistant Professor	Physics
5.	Ms. Muskan	Assistant Professor	Chemistry
6.	Ms. Pooja	Assistant Professor	Chemistry

### Result of Poster Presentation Competition

S.No.	Name	Class	Roll No.	Position
1.	Ziya	B.Sc. (Non Med) Sem VI	351	Ist
2.	Ritika	B.Sc. (C.Sc.) Sem VI	2702	IInd
3.	Jasleen	B.Sc. (Non Med) Sem II	2303	IIIrd

### Result of Model Presentation Competition

S.No.	Name	Class	Roll No.	Position
1.	Bhavika	B.Sc. (Non Med) Sem II	2302	Ist
2.	Sandesh Preeti	B.Sc. (C.Sc.) Sem VI	2701	IInd
3.	Nisha	B.Sc. (Non Med) Sem VI	353	IIIrd

Social Media Promotional link

<https://www.facebook.com/share/p/hrvvBokqYSH5UPk9/?mibextid=WC7FNe>

## Attendance of Students



Prem Chand Markanda S.D. College for Women, Jalandhar  
NAAC Re-accredited "A+" Grade (Second Cycle)

Name of Department/Club/ Society: C.V. Raman Society

Name of Activity: National Science Day Celebration

Time: 10:30 a.m.

Date: 28<sup>th</sup> February, 2024

Venue: M.P.E.T. Lab

S. No	Name	Class	Roll No	Signature
1	Sandesh Pratih	Bsc (C.S) VI	2701	Sandesh Pratih
2	Nidhi	B.Sc (N.M) VI	353	Nidhi
3	Manpreet Kaur	B.Sc (N.M) VI	352	Manpreet Kaur
4	Komal	B.Sc (N.M) VI	354	Komal
5	Ritika	B.Sc (C.S) VI	2702	Ritika
6	ZIYA	B.Sc N.M Sem VI	351	Ziya
7	Ritika Sharma	Bsc (C.S) VI	2703	Ritika Sharma
8	Nidhi	B.Sc (NM) Sem I	2305	Nidhi
9	Blossom	B.Sc (N.M) Sem II	2304	Blossom
10	Anadhara Tameja	BSC NM Sem I	251	Anadhara
11	Lakshmi	B.Sc NM Sem II	2502	Lakshmi
12	Bhavika	B.Sc NM - Sem II	2302	Bhavika
13	Bhassam	B.Sc N.M. Sem I	2304	Bhassam
14	Nandini	BSC NM Sem II	23081	Nandini
15	Lakshita	BSC NM Sem II	2501	Lakshita
16	Jeevat	BSC (Eco) Sem II	2801	Jeevat
17	Chandni	Bsc (Eco) Sem IV	1702	Chandni
18	Supreet Kaur	BSC Eco Sem IV	1704	Supreet Kaur



S.No	Name	Class	Roll No	Signature
19	Mallabari	B.Com II	3029	Mallabari
20	Mangot Kaur	B.Com II	3006	Mangot Kaur
21	Arshi	B.Com II	3037	Arshi
22	Riya	B.Com II	3041	Riya
23	Rupali	B.Com II	3042	Rupali
24	Anita	B.Com II	3020	Anita
25	Seema	B.Com II	3034	Seema
26	Pooja	MBA Sem II	12002	Pooja
27	Kushi	B.Sc (Eco) Sem II	1203	Kushi
28	Anshika	B.Sc (Eco) Sem II	1204	Anshika
29	Mehak	B.Sc (Eco) Sem II	1207	Mehak
30	Kasak	B.Sc (Eco) Sem II	1202	Kasak
31	Anisha	B.Com Sem II	3040	Anisha
32	Syama	B.Com Sem II	3446	Syama
33	Kesari	B.Com Sem II	3431	Kesari
34	Sakshi	B.Com Sem II	3444	Sakshi
35	Khusni	B.Com Sem II	3009	Khusni
36	Rashmi	B.Com FS Sem VI	504	Rashmi
37	Geeta	B.Com (FS) Sem VI	501	Geeta
38	Shivangi	B.Com (FS) Sem VI	506	Shivangi
39	Atasha	B.Com (FS) Sem VI	503	Atasha
40	Harsimran	B.Com (FS) Sem VI	509	Harsimran
41	Vishakha	B.Com (FS) Sem VI	502	Vishakha
42	Tansa	B.A Sem II	1007	Tansa
43	Mannat	B.A Sem II	1020	Mannat
44	Kushi Sabharwal	B.A Sem II	1006	Kushi
45	Mehak	B.A Sem II	1029	Mehak
46	Arpita	B.Sc Economics (IV)	1703	Arpita
47	Harsimran Kaur	B.A (2017)	1503	Kaur

S. No	Name	Class	Roll No	Signature
48	HARSH Bala	B 6th SEM	3945	Harsh Bala
49	Riya Bill	B.A 6th sem	2002	Riya Bill
50	Anshika Verma	BA 4 sem	1516	Anshika Verma

## Geotag Photos







 GPS Map Camera



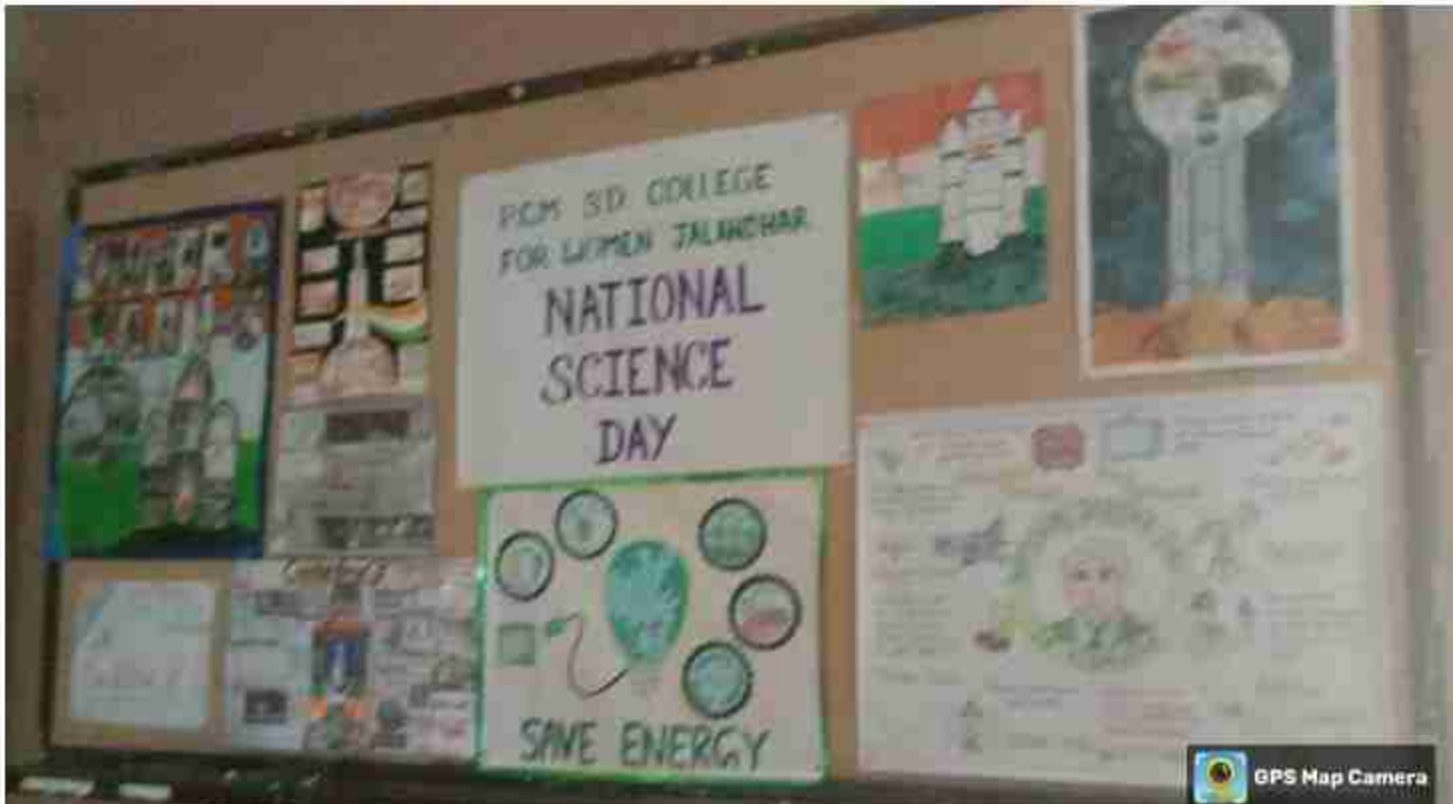
**Jalandhar, Punjab, India**

1, SD College Rd, Prem Nagar, Gobind Garh, Arjun Nagar, Jalandhar, Punjab 144001, India

Lat 31.326843°

Long 75.590703°

28/02/24 10:32 AM GMT +05:30



GPS Map Camera



**Jalandhar, Punjab, India**

1, SD College Rd, Prem Nagar, Gobind Garh, Arjun Nagar, Jalandhar, Punjab 144001, India

Lat 31.326869°

Long 75.590691°

28/02/24 09:34 AM GMT +05:30

Google



MEM SD COLLEGE  
FOR WOMEN STANDING  
NATIONAL  
SCIENCE  
DAY

GPS Map Camera

**Jalandhar, Punjab, India**

1, SD College Rd, Prem Nagar, Gobind Garh, Arjun Nagar, Jalandhar, Punjab  
144001, India

Lat 31.326816°

Long 75.590737°

28/02/24 10:28 AM GMT +05:30



Google





 GPS Map Camera



Google

**Jalandhar, Punjab, India**

896, SD College Rd, Gobind Garh, Arjun Nagar, Jalandhar, Punjab

144001, India

Lat 31.32671°

Long 75.590662°

28/02/24 10:23 AM GMT +05:30



GPS Map Camera



**Jalandhar, Punjab, India**

1, SD College Rd, Prem Nagar, Gobind Garh, Arjun Nagar, Jalandhar, Punjab  
144001, India

Lat 31.326742°

Long 75.590668°

28/02/24 10:16 AM GMT +05:30



**Jalandhar, Punjab, India**

1, SD College Rd, Prem Nagar, Gobind Garh, Arjun Nagar, Jalandhar, Punjab  
144001, India

Lat 31.326878°

Long 75.5906°

28/02/24 10:11 AM GMT +05:30



**Social Media Promotional link**

<https://www.facebook.com/share/p/hrvyBokqYSH5UPk9/?mibextid=WC7FNe>

**PREM CHAND MARKANDA**

**S.D. COLLEGE FOR WOMEN, JALANDHAR**

Re-Accredited with 'A' Grade by NAAC (Second Cycle)

**INSTITUTION'S INNOVATION COUNCIL (IIC)**

**NATIONAL POLLUTION CONTROL DAY**

**ACTIVITY REPORT**

The poster features a background image of industrial smokestacks emitting smoke against a hazy sky. A large yellow rectangular box is centered on the image, containing the text 'NATIONAL POLLUTION CONTROL DAY' in bold white letters, followed by 'Organized by Go Green club' and '2nd December, 2023 11:00 A.M.' with a clock icon. At the bottom of the poster, there is a list of names and titles: Sh. Kuresh Budhia (President), Dr. Pooja Prashar (Principal), Mrs. Renu Tandon (Vice-President IIC), Dr. Renu Bala (Convener IIC), Mrs. Manmeet Kaur (IPR Activity coordinator), and Mrs. Gahit Kaur (Interest Activity Coordinator). The top of the poster includes the college name 'PREM CHAND MARKANDA S.D. COLLEGE FOR WOMEN JALANDHAR', accreditation details 'NAAC Re-accredited "A" Grade (Second Cycle)', and logos for the Institution's Innovation Council and a 50th anniversary emblem. Social media icons and the website 'pcmsd.ac.in' are at the bottom.

**PREM CHAND MARKANDA S.D. COLLEGE FOR WOMEN**  
**JALANDHAR** NAAC Re-accredited "A" Grade (Second Cycle)

**NATIONAL POLLUTION CONTROL DAY**  
Organized by Go Green club

2nd December, 2023 11:00 A.M.

Sh. Kuresh Budhia President  
Dr. Pooja Prashar Principal  
Mrs. Renu Tandon Vice-President IIC  
Dr. Renu Bala Convener IIC  
Mrs. Manmeet Kaur IPR Activity coordinator  
Mrs. Gahit Kaur Interest Activity Coordinator

pcmsd.ac.in

Expert Session on **NATIONAL POLLUTION CONTROL DAY**

**Date: 2<sup>nd</sup> December 2023**

**Time: 11:00 am**

**Duration: One Day**

**Vice President, IIC: Mrs. Renu Tandon**

**Convener: Dr. Renu Bala**

**Students: 40**

**Faculty: 06**

## Report

December 2<sup>nd</sup> has been declared as "National Pollution Control Day" to raise public awareness of environmental pollution and its harmful effects. Every year on this day, National Pollution Control Day is marked in honor of those who perished in the Bhopal chemical catastrophe, which occurred on the night of December 2-3, 1984, when the lethal chemical methyl isocyanate poured out of the Union Carbide facility. Even after the tragedy occurred many years ago, the consequences are still felt. The Green and Environment Audit Cell and the Institute Innovation Council of PCM S.D. College for Women, Jalandhar held a Declamation and Debate Competition on the topic of "Pollution- Status, Sources & Solutions" in honor of this potentially disastrous event. The competition was started by Mrs. Divya Budhia, Assistant Professor and Head of the Department of Economics. The most important thing is to educate and engage today's youth in this enormous undertaking. Our daily lives are being impacted by climate change and global warming more and more, and if we don't take decisive action in this regard, the problems will only become worse. About forty pupils from different courses and streams enthusiastically took part in the activity. They presented strong justifications for the necessity of prompt action and community involvement, as well as a wealth of information to their classmates. Such involvement and support inspire audiences and participants to increase their positive and constructive activities, which are anticipated to have a significant impact on lowering pollution and protecting the environment.

## Topics-

1. Sources of Environmental Pollution
2. Capitalism is the cause of pollution.
3. Can air conditioners cause pollution?
4. Climate change is a natural phenomenon not manmade.
5. Air and Water Pollution: Burden and Strategies for Control
6. Pollution Control Measure
7. Sustainable lifestyle/practices
8. Pollution Control Acts, Rules & Notifications

## Benefits

- To foster a culture of innovation and entrepreneurship.
- Awareness Generation: The competition serves as a platform to raise awareness about the pressing issues of pollution, global warming, and climate change.
- Educational Outreach: It facilitates the dissemination of crucial information among students, fostering a deeper understanding of pollution, its sources, and potential solutions.
- Youth Engagement: Involving students from various streams and classes ensures the active participation of the youth, who play a pivotal role in addressing environmental challenges.
- Effective Communication: The competition encourages participants to articulate convincing arguments, enhancing their communication skills and ability to convey complex environmental issues.
- Motivation for Action: Recognizing and rewarding inspires a sense of responsibility and motivates them to actively contribute to positive and productive efforts in environmental conservation.



## Objectives

- The primary objective of organizing the Declamation/ Debate Competition on the topic was to raise awareness and actively involve the youth in addressing the critical issues of global warming and climate change.
- By providing a platform for students from diverse streams and classes to articulate their views, the competition aims to empower them with knowledge about the current status and sources of pollution while fostering an understanding of potential solutions.
- The overarching goal is to advocate for immediate action and community involvement in environmental conservation.
- Through this initiative, the college seeks to motivate participants to become advocates for positive and productive efforts, thereby contributing significantly to the reduction of pollution and the preservation of the environment.
- Additionally, the competition serves as a means to recognize and reward the commitment and engagement of students, encouraging a sense of responsibility and a collective commitment to sustainable practices within the college community.

## Members (Faculty) of the Green and Environment Audit Cell

Sr. no.	Name	Designation	Department
1.	Mrs. Ujla Joshi	Associate Professor, HOD	English
2.	Mrs. Divya Budhia	Assistant Professor, HOD	Economics
3.	Mrs. Shveta Mahajan	Assistant Professor, HOD	Mathematics
4.	Dr. Jyoti	Assistant Professor	Physics
5.	Ms. Muskan	Assistant Professor	Chemistry
6.	Ms. Jaspreet	Assistant Professor	Computer Science

## Social Media Promotional link

<https://www.facebook.com/pcmsd.ac.in/posts/pfbid02qcMQvE3FYaFA5aSd1Psvrok4VvbYavs1NxeQGmCuKRVoVsRtdLFYHeeGwWXwbQRKl>

## Members (Students) of the Green and Environment Audit Cell

1	Name	class	Roll no
2	Pooja	MBEITsem2	12002
3	Sakshi	MBEITsem2	12001
4	Dipanshi	B.comFSsem4	305
5	Khushi	Bsc.Eco sem2	1203
6	Neha	B.com sem2	3016
7	Aarti	B.com sem2	3037
8	Mosami	B.com sem2	3029
9	Seema	B.com sem2	3034
10	Manjot kaur	B.com sem2	3006
11	Anisha	B.com sem2	3040
12	Bhanu	B.com sem2	3047
13	Riya	B.com sem2	3041
14	Rupali	B.com sem2	3042
15	Anita	B.com sem2	3020
16	Nandini	B.scnon-med;	2301
17	Sandeshpreet	B.sc (c.sc )6th	2701
18	Aarti	B.sc eco. 4th	1701
19	Arpita	B.sc eco. 4th	1703
20	Amisha	BA.Bed sem4	1362
21	Dhruvi	BA.Bed sem4	1361

#### WINNERS OF THE COMPETITION

Sr. no.	Name	Class	Position	Topic
1.	Dipanshi	B.Com ( F.S.) Semester III	1 <sup>st</sup>	Capitalism is the cause of pollution.
2.	Pooja	MBEIT Semester I	2 <sup>nd</sup>	Air and Water Pollution: Burden and Strategies for Control
3.	Mosmi	B.Com Semester I	3 <sup>rd</sup>	Pollution Control Acts, Rules & Notifications

## Attendance of Students



Prem Chand Markanda S.D. College for Women, Jalandhar  
NAAC Re-accredited 'A+' Grade (Second Cycle)

Name of Department/Club/ Society: GREEN & ENVIRONMENT AWARE CELL

Name of Activity: DECLARATIONS COMPETITION ON 'POLLUTION'

Time: 11:00 AM

Date: 02.12.23

Venue: Prem Chand College for Women, JAL

S. No	Name	Class	Roll No	Signature
1	DiParvati	B.COM ESSM-IV	305	DiParvati
2	Chandni	B.Sc (Gen) IV	1702	Chandni
3	Aarti	B.Sc (Gen) (III)	1701	Aarti
4	Pooja	M.Sc IT (Gen)	12000	Pooja
5	Hansamit	B.COM II	3029	Hansamit
6	Aarti	B.COM Sem I	3087	Aarti
7	Radhika	B.A (Gen) Sem 2	1310	Radhika
8	Jyotsna	B.A B.Ed (Sem 2)	1309	Jyotsna
9	Jyotsna	B.A B.Ed (Sem 2)	1303	Jyotsna
10	Purnima	BA (Sem-2)	1056	Purnima
11	Rubali	Ba (sem-2)	1035	Rubali
12	Nitika	BSc-Gen BAMB	8804	Nitika
13	Divya Kishi	B.A Sem 6	20441	Divya Kishi
14	Chauhanika	CA Sem 6	200214	Chauhanika
15	Aparajita	M.Sc IT Sem 4 <sup>th</sup>	12051	Aparajita
16	Deepika	B.Sc Ed Sem 6 <sup>th</sup>	1406	Deepika
17	Nandini	B.Sc (Non Med) II	2301	Nandini
18	Arshita	BA (Sem-1)	1013	Arshita



S.No	Name	Class	Roll No	Signature
19	Saanu	B.Com (6)	3418	
20	Jitika	B.Com (6)	3417	
21	Dolly	B.Com (6)	3416	Dolly
22	Muskan	M.B.Com (2)	8110	
23	Bhoolika	B.Com P.S (2)	205	
24	Hassam Waha	B.Com P.S (2)	205	Hassam Waha
25	Neha	B.A (2nd Sem)	1050	Neha
26	Soni	B.A (2nd Sem)	1054	
27	Jaswinder Kaur	B.A (2nd Sem)	1083	
28	Shobha	BA/B.Ed (1st Sem)	1366	
29	Nimrati Soodhi	BA/B.Ed (1st Sem)	1360	
30	Kanika	BA III Sem	2036	Kanika
31	Mehak	BA Sem II Ed	1030	Mehak
32	Naupreet	BA Sem II Ed	1101	Naupreet
33	Archana	B.A Sem (2nd)	1045	
34	Kaiga K	B.A Sem (2nd)	1010	
35	Kanika	BA Sem (4th)	1518	Kanika
36	Vishakha Ghai	BA Sem 4th	1529	Vishakha Ghai
37	Raja	B.A/B.Ed Sem 4th	1353	Raja
38	Shruti	B.A Sem II	1034	Shruti
39	Meera	B.A Sem II	1028	
40	Anamika	B.A Sem II	1036	Anamika
41	Taruna	BA-B.Ed Sem II	1317	Taruna
42	Manisha	BA-B.Ed Sem I	1324	Manisha
43	Dimple	BA B.Ed Sem II	1325	Dimple
44	Simran Singh	B.A. I-1	1008	Simran Singh

Geotag Photos





**Jalandhar, Punjab, India**  
55-R-B, near Dusshera Ground, Model House, Jalandhar, Punjab 144003, India  
Lat 31.309868°  
Long 75.560562°  
02/12/23 11:57 AM GMT +05:30



**Jalandhar, Punjab, India**  
55-R-B, near Dusshera Ground, Model House, Jalandhar, Punjab 144003, India  
Lat 31.309868°  
Long 75.560562°  
02/12/23 11:59 AM GMT +05:30





GPS Map Camera



Google

**Jalandhar, Punjab, India**  
55-R-B, near Dusshera Ground, Model House, Jalandhar, Punjab  
144003, India  
Lat 31.309868°  
Long 75.560562°  
02/12/23 11:56 AM GMT +05:30



GPS Map Camera



Google

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55-R-B, near Dusshera Ground, Model House, Jalandhar, Punjab 144003, India  
Lat 31.309868°  
Long 75.560562°  
02/12/23 11:51 AM GMT +05:30



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**Jalandhar, Punjab, India**

55-R-B, near Dusshera Ground, Model House, Jalandhar, Punjab 144003, India

Lat 31.309868°

Long 75.560562°

02/12/23 11:53 AM GMT +05:30



 **GPS Map Camera**

**Jalandhar, Punjab, India**

55-R-B, near Dusshera Ground, Model House, Jalandhar, Punjab 144003, India

Lat 31.309868°

Long 75.560562°

02/12/23 11:49 AM GMT +05:30



**PREM CHAND MARKANDA**

**S.D. COLLEGE FOR WOMEN, JALANDHAR**

Re-Accredited with 'A' Grade by NAAC (Second Cycle)

**INSTITUTION'S INNOVATION COUNCIL (IIC)**

**NATIONAL ENERGY CONSERVATION DAY**

**ACTIVITY REPORT**



**PREM CHAND MARKANDA S.D. COLLEGE FOR WOMEN**  
**JALANDHAR** NAAC Re-accredited "A" Grade (Second Cycle)



**GO GREEN CLUB**

celebrating

*National*  
**ENERGY CONSERVATION**



**14 DEC 2023 12:00 AM**



**Sh. Naresh Budhia**  
President

**Dr. Pooja Prashar**  
Principal

**Mrs. Renu Tandon**  
Vice-President IIC

**Dr. Renu Bala**  
Convener IIC

**Mrs. Manmeet Kaur**  
IPR Activity coordinator

**Mrs. Daljit Kaur**  
Internship Activity  
Coordinator

[pomsd.ac.in](http://pomsd.ac.in)

Expert Session on **National Energy Conservation Day**

Date: 14<sup>th</sup> December 2023

Time: 12:00 am

Duration: One Day

Vice President, IIC: Mrs. Renu Tandon

Convener: Dr. Renu Bala

Students: 45

Faculty: 06



## Report

We are as dependent on electricity as we are on air and water; we cannot envisage a moment in our lives without it. To have a comfortable existence, we use a variety of devices throughout the day. The moment we start wasting energy, the issue arises. Every year on December 14<sup>th</sup>, India observes National Energy Conservation Day to highlight the country's accomplishments in energy efficiency and conservation and promote awareness of the value of energy conservation. The precise definition of energy conservation is utilizing less energy by eschewing pointless energy use. To store energy for later use, it must be used efficiently. To have a greater impact on the energy conservation plan, energy conservation should be ingrained in every human behavior: the Green and Environment Audit Cell and the Institution's Innovation Council of PCM S.D. College for Women, Jalandhar organized a Poster Making Competition in which students from B.Sc (Non-Med.), B.Sc(Computer Science), B.Sc (Economics), M.Com, and MBEIT participated enthusiastically. Through their posters, students shared their opinions and thoughts on protecting Mother Nature. They were advised to plan additional events like this like the Green and Environment Audit Cell to inspire pupils to protect the environment. Students learn that energy conservation is crucial for a greener and brighter future with this activity, which also raises awareness of climate change and global warming while encouraging attempts to conserve energy.

## Objectives

- **Message Dissemination:** Raise awareness about the crucial importance of conserving energy in various aspects of daily life.
- **Educational Initiatives:** Promote energy conservation through educational activities such as discussions, conferences, debates, workshops, and competitions.
- **Behavioral Change:** Encourage individuals to adopt energy-efficient practices and discourage excessive and wasteful energy use.
- **Efficient Energy Use:** Advocate for efficient energy use to decrease overall energy consumption and prevent unnecessary energy loss.
- **Theme-Based Celebration:** Celebrate National Energy Conservation Day with a specific theme each year to focus on relevant issues and goals.
- **Promote people for less energy usage by neglecting excessive and wasteful uses.**

## Benefits

- **Environmental Preservation:** Energy conservation reduces the environmental impact, helping preserve ecosystems and biodiversity.
- **Climate Change Mitigation:** Lower energy consumption contributes to mitigating climate change by reducing greenhouse gas emissions.
- **Resource Sustainability:** Conserving energy ensures the sustainable use of natural resources, promoting long-term environmental health.
- **Cost Savings:** Individuals and businesses save money through reduced energy consumption, leading to lower utility bills.
- **Energy Security:** Conservation reduces dependence on finite energy sources, enhancing national and global energy security.

**Members (Faculty) of the Green and Environment Audit Cell**

Sr. no.	Name	Designation	Department
1.	Mrs. Ujla Joshi	Associate Professor, HOD	English
2.	Mrs. Divya Budhia	Assistant Professor, HOD	Economics
3.	Mrs. Shveta Mahajan	Assistant Professor, HOD	Mathematics
4.	Dr. Jyoti	Assistant Professor	Physics
5.	Ms. Muskan	Assistant Professor	Chemistry
6.	Ms. Jaspreet	Assistant Professor	Computer Science

**Members (Students) of the Green and Environment Audit Cell**

1	Name	class	Roll no
2	Pooja	MBEITsem2	12002
3	Sakshi	MBEITsem2	12001
4	Dipanshi	B.comFSsem4	305
5	Khushi	B.sc.Eco sem2	1203
6	Neha	B.com sem2	3016
7	Aarti	B.com sem2	3037
8	Mosami	B.com sem2	3029
9	Seema	B.com sem2	3034
10	Manjot kaur	B.com sem2	3006
11	Anisha	B.com sem2	3040
12	Bhanu	B.com sem2	3047
13	Riya	B.com sem2	3041
14	Rupali	B.com sem2	3042
15	Anita	B.com sem2	3020
16	Nandini	B.scnon-med;	2301
17	Sandeshpreet	B.sc (c.sc )6th	2701
18	Aarti	B.sc eco. 4th	1701
19	Arpita	B.sc eco. 4th	1703
20	Amisha	BA.Bed sem4	1362
21	Dhruvi	BA.Bed sem4	1361

Geotag Photos











 **GPS Map Camera**

**Jalandhar, Punjab, India**

55-R-B, near Dusshera Ground, Model House, Jalandhar, Punjab 144003, India

Lat 31.309868°

Long 75.560562°


14/12/23 11:40 AM GMT +05:30



Google





 **GPS Map Camera**

**Jalandhar, Punjab, India**  
55-R-B, near Dusshera Ground, Model House, Jalandhar, Punjab 144003, India  
Lat 31.309868°  
Long 75.560562°  
14/12/23 11:40 AM GMT +05:30





Attendance of Students

No.	Name	Class	Year	Signature
19	A. Lina	B. Sc. (H) Sem II	2002	A. Lina
20	Karna	B. Sc. (H) Sem II	2002	Karna
21	Srihari	B. Sc. (H) Sem II	2002	Srihari
22	Sujana	B. Sc. (H) Sem II	2002	Sujana
23	Prasanna	B. Sc. (H) Sem II	2002	Prasanna
24	Prasanna	B. Sc. (H) Sem II	2002	Prasanna
25	Prasanna	B. Sc. (H) Sem II	2002	Prasanna
26	Prasanna	B. Sc. (H) Sem II	2002	Prasanna
27	Prasanna	B. Sc. (H) Sem II	2002	Prasanna
28	Prasanna	B. Sc. (H) Sem II	2002	Prasanna
29	Prasanna	B. Sc. (H) Sem II	2002	Prasanna
30	Prasanna	B. Sc. (H) Sem II	2002	Prasanna
31	Prasanna	B. Sc. (H) Sem II	2002	Prasanna
32	Prasanna	B. Sc. (H) Sem II	2002	Prasanna
33	Prasanna	B. Sc. (H) Sem II	2002	Prasanna
34	Prasanna	B. Sc. (H) Sem II	2002	Prasanna
35	Prasanna	B. Sc. (H) Sem II	2002	Prasanna
36	Prasanna	B. Sc. (H) Sem II	2002	Prasanna
37	Prasanna	B. Sc. (H) Sem II	2002	Prasanna
38	Prasanna	B. Sc. (H) Sem II	2002	Prasanna
39	Prasanna	B. Sc. (H) Sem II	2002	Prasanna
40	Prasanna	B. Sc. (H) Sem II	2002	Prasanna
41	Prasanna	B. Sc. (H) Sem II	2002	Prasanna
42	Prasanna	B. Sc. (H) Sem II	2002	Prasanna
43	Prasanna	B. Sc. (H) Sem II	2002	Prasanna
44	Prasanna	B. Sc. (H) Sem II	2002	Prasanna
45	Prasanna	B. Sc. (H) Sem II	2002	Prasanna





Prem Chand Markanda S.D. College for Women, Jalandhar  
NAAC Re-accredited 'A+' Grade (Second Cycle)

Name of Department/Club/ Society: GREEN & ENVIRONMENT AUDIT CELL

Name of Activity: National Energy Conservation Day (India)

Date: 14<sup>th</sup> December 2022

Time: 11:00 am

Venue: MBEIT LAB

S. No	Name	Class	Roll No	Signature
1	Khushi	B.com Sem IV	2217	
2	Garima	B.com Sem IV	2243	
3	Susmita	B.com Sem IV	3245	
4	Sneha	B.com Sem IV	3220	
5	Manjot Kaur	B.com Sem II	3006	Manjot Kaur
6	Aarti	B.com Sem II	3037	Aarti
7	Mausami	B.com Sem II	3029	Mausami
8	Riya	B.com (Sem II)	3041	Riya
9	Amita	B.com (Sem II)	3020	Amita
10	Rupali	B.com Sem II	3042	Rupali
11	Ritika	B.Sc. C.S. Sem VI	2702	Ritika
12	ZIYA	B.Sc. NM Sem II	2351	Ziya
13	Pooja	MBEIT Sem II	13002	
14	Ritika Sharma	B.Sc. C.S. Sem VI	2703	Ritika Sharma
15	Aradhana Tameja	B.Sc. N-M Sem IV	251	
16	Lakshita	B.Sc. (C.S.) Sem II	2501	
17	Bhawika	B.Sc. (NM) Sem II	2302	
18	Jasleen Kaur	B.Sc. (NM) Sem II	2303	Jasleen Kaur

- **Social Media Promotional link**

<https://www.facebook.com/pcmsd.ac.in/posts/pfbid0256jf74n9LZvyzJJeLHBd9qALMfoMxEYbTKFtNaspoeyFSjBa1TKPpiKjrQGzpgul>

PREM CHAND MARKANDA

S.D. COLLEGE FOR WOMEN, JALANDHAR

Re-Accredited with 'A' Grade by NAAC (Second Cycle)

**INSTITUTION'S INNOVATION COUNCIL (IIC)**

**NATIONAL YOUTH DAY**

**ACTIVITY REPORT**



**PREM CHAND MARKANDA S.D. COLLEGE FOR WOMEN, JALANDHAR**  
NAAC Re-accredited "A" Grade (Second Cycle)



**VIVEKANAND STUDIES CENTRE**  
Celebrates  
**National Youth Day**

12 JANUARY 2024  
TIME 11:00 | VENUE: LANGUAGE LAB

[pemsd.ac.in](https://www.pemsd.ac.in)



**Sh. Naresh Budhia**  
President

**Dr. Pooja Prashar**  
Principal

**Mrs. Renu Tandon**  
Vice-President IIC

**Dr. Renu Bala**  
Convener IIC

[pemsd.ac.in](https://www.pemsd.ac.in)

Expert Session on **National Youth Day**

Date: 12<sup>th</sup> January 2024

Time: 11:00 am

Duration: One Day

Vice President, IIC: Mrs. Renu Tandon

Convener: Dr. Renu Bala

Students: 45

Faculty: 05



## Report

In 1984, the Indian Government first declared to celebrate the birthday of Swami Vivekananda i.e. 12 January as National Youth Day (*Rashtriya Yuva Diwas*). Since then, the day has been celebrated as National Youth Day all over the country. The day is observed to commemorate the birth anniversary of Swami Vivekananda, one of the greatest philosophers and spiritual leaders. To endorse this day, the under the banner of the Institution's Innovation Council, the Vivekananda Studies Centre of PCM SD College for Women, Jalandhar organized a captivating Books Exhibition cum Sale and an insightful Guest Lecture on "Swami Vivekananda - A Youth Icon." Dr. Monika Sharma, Associate Professor of History and Director of the Gandhian Studies Centre at KMV College, Jalandhar, served as the resource person for the lecture. During the event, Dr. Sharma elaborated on the life and teachings of Swami Vivekananda, emphasizing his role as a youth icon. The day creates awareness and provides knowledge about the rights of people in India. It is a day to educate people to behave properly in the country. The main objective behind the celebration is to make a better future for the country by motivating the youth and spreading the ideas of the Swami Vivekananda. The primary aim of sensitizing the students about the philosophies, principles, and ideas of Swami Vivekananda, a great spiritual leader and reformer, was the main objective of the celebration. The students get the opportunity to understand the great work done in the different fields, especially spirituality thus motivated to be good citizens of India and contributing to the country's development. Additionally, a selection of motivational writings with a direct connection to Swami Vivekananda were on display at the Book Exhibition cum Sale. The goal of each work on display was to encourage and uplift pupils while providing insightful analyses of the teachings and life of this esteemed individual. Because of the affordable costs, the students were able to obtain these publications, which provided a great chance for personal development. Through this project, the students' knowledge of Swami Vivekananda was enhanced, and they also gained access to reasonably priced materials for self-improvement.

## Benefits

- **Knowledge Enhancement:** Students gain a deeper understanding of Swami Vivekananda's philosophy, contributing to their intellectual and spiritual growth.
- **Cultural and Academic Exposure:** Exposure to a diverse range of books and a guest lecture enriches students culturally and academically, broadening their perspectives.
- **Promotion of Self-Improvement:** Affordable books empower students to invest in their personal growth and development, fostering a proactive approach towards self-improvement.
- **Community Building:** The event provides a platform for students to engage with each other, faculty, and the broader community, fostering a sense of unity and shared learning.
- **Inspiration for Youth:** By highlighting Swami Vivekananda as a youth icon, the initiative motivates students to embody values of leadership, self-discipline, and social responsibility.
- **Financial Accessibility:** Setting nominal prices ensures that students from diverse economic backgrounds can afford valuable learning resources, promoting inclusivity in education.
- **To create an enriching educational experience,** while the benefits focus on empowering students, fostering a sense of community, and promoting accessible and affordable resources for holistic development.

## Objectives

- **Educational Enrichment:** To enhance students' knowledge and understanding of Swami Vivekananda's life and teachings through an informative guest lecture.
- **Promotion of Reading Culture:** To foster a culture of reading by organizing a Books Exhibition cum Sale, encouraging students to explore literature related to Swami Vivekananda.
- **Youth Empowerment:** To inspire and empower the youth by highlighting Swami Vivekananda as a role model and showcasing books that provide insights into personal development and character building.
- **Accessible Learning Resources:** To make quality literature affordable and accessible to students by setting nominal prices for the exhibited books, thereby promoting self-improvement.

## Organizers of this event.

Sr. no.	Name	Designation	Department
1	Mrs. Renu Tandon	Associate Professor, Vice President, IIC	Commerce
2	Dr. Renu Bala	Assistant Professor, Convener, IIC	History
3	Mrs. Kawaljit Kaur	Assistant Professor	History
4	Dr. Neena Mittal	Assistant Professor	Hindi
5	Dr. Indu Tyagi	Assistant Professor	English

- Social Media Promotional link

<https://www.facebook.com/pcmsd.ac.in/posts/pfbid02rCDRz3t6cTR78Ce5J8qVzFdsKU7UXXKZJuNbWJSeY8GgD82kUiWMPfwbcouhJK9HI>

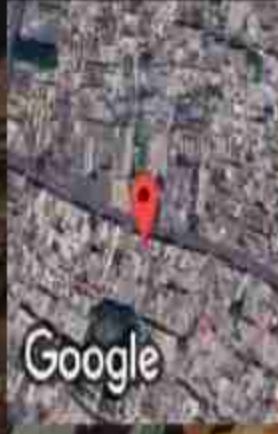
Geotag Photos







 **GPS Map Camera**



**Jalandhar, Punjab, India**

8HGR+JC7, SD College Rd, Prem Nagar, Gobind Garh, Arjun Nagar, Jalandhar,  
Punjab 144001, India


Lat 31.326704°

Long 75.590983°

12/01/24 11:19 AM GMT +05:30



ed Grade A+ by NAAC  
AND MARKANDA  
FOR WOMEN

 **GPS Map Camera**

**Jalandhar, Punjab, India**

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Punjab 144001, India

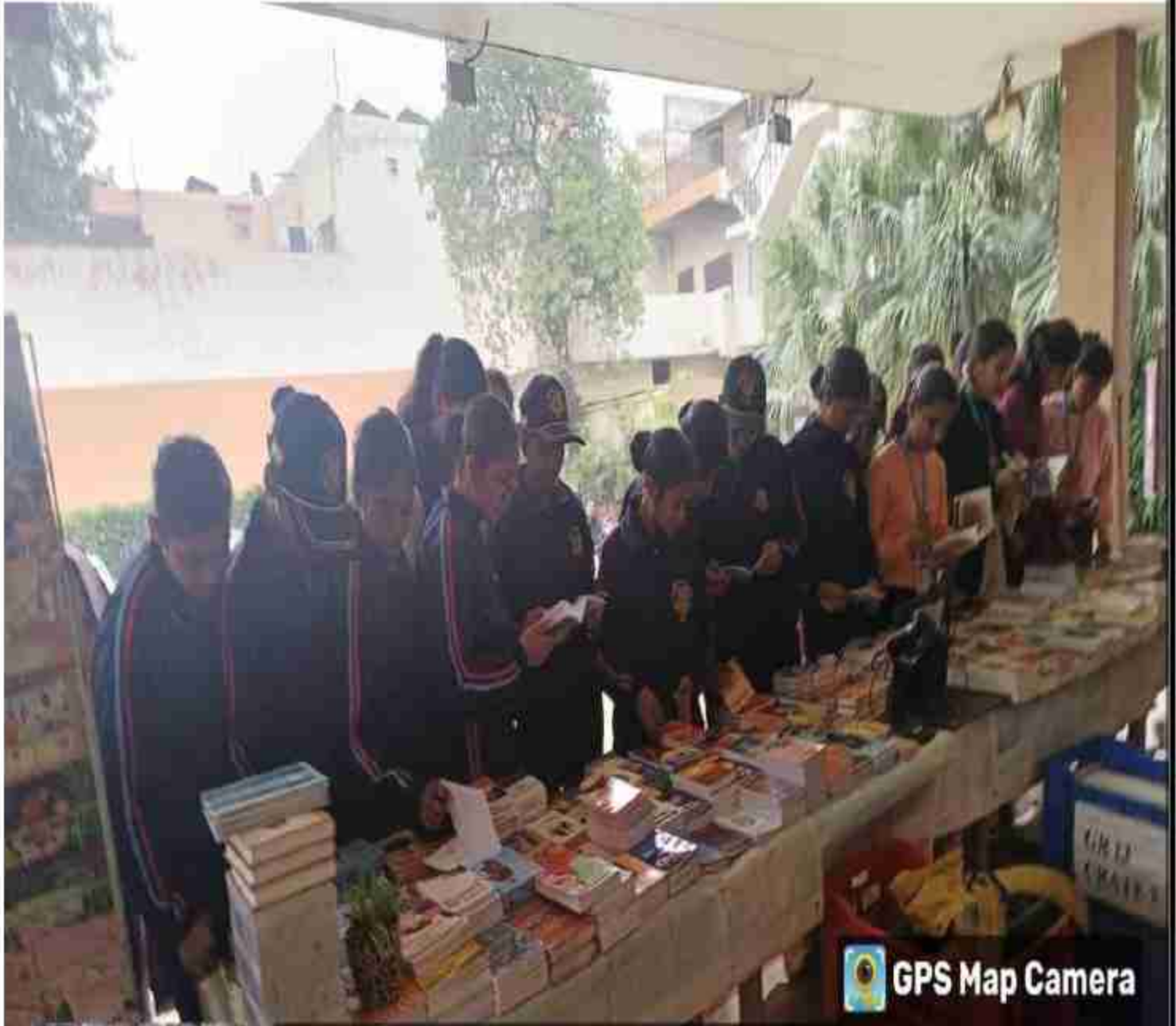
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
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 **GPS Map Camera**



**Jalandhar, Punjab, India**

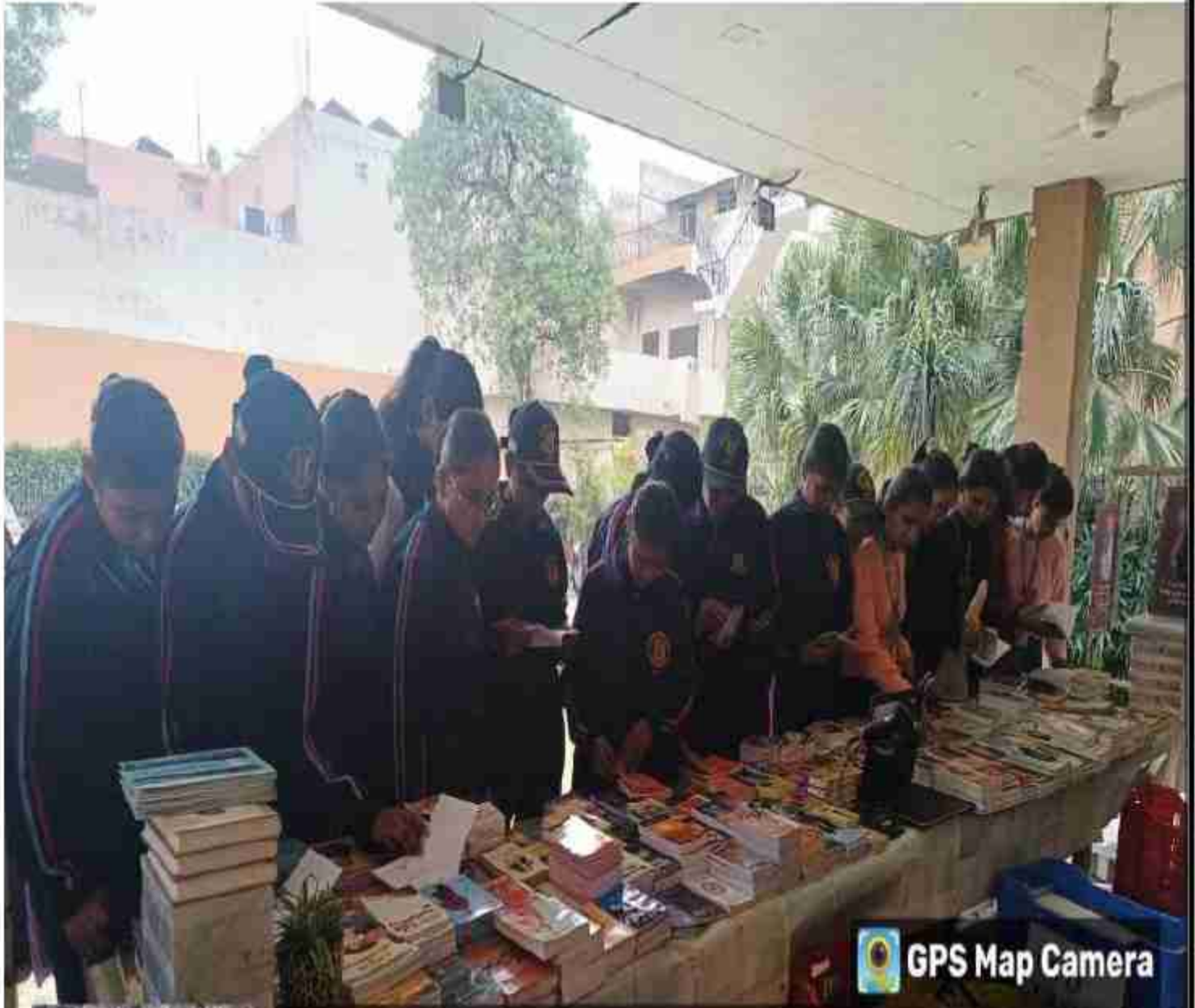
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Punjab 144001, India

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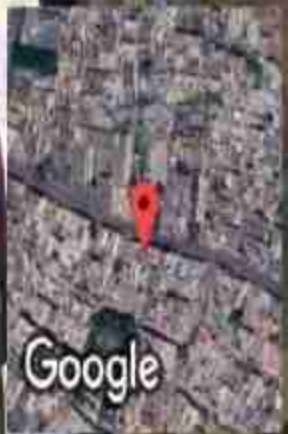
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 **GPS Map Camera**



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Punjab 144001, India

Lat 31.326704°

Long 75.590983°

12/01/24 11:18 AM GMT +05:30

Reaccredited Grade A+ by NAAC  
**PREM CHAND MARKANDA**



**SD COLLEGE FOR WOMEN**

Exhibition of original books of Swami Vivekananda

<p>Original Books of Swami Vivekananda</p>	<p>Original Books of Swami Vivekananda</p>	<p>Original Books of Swami Vivekananda</p>	<p>Original Books of Swami Vivekananda</p>
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**GPS Map Camera**

**Jalandhar, Punjab, India**

8HGR+JC7, SD College Rd, Prem Nagar, Gobind Garh, Arjun Nagar, Jalandhar,

Punjab 144001, India

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Long 75.590983°

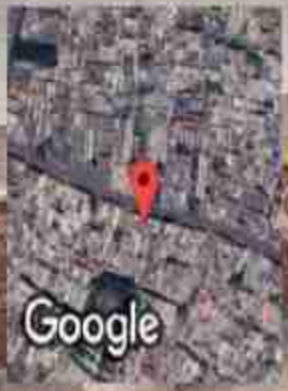
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 **GPS Map Camera**



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Long 75.590983°  
12/01/24 11:20 AM GMT +05:30



**PREM CHAND MARKANDA**

**S.D. COLLEGE FOR WOMEN, JALANDHAR**

Re-Accredited with 'A<sup>+</sup>' Grade by NAAC (Second Cycle)

**INSTITUTION'S INNOVATION COUNCIL (IIC)**

**NATIONAL STARTUP DAY**

**ACTIVITY REPORT**



**PREM CHAND MARKANDA S.D. COLLEGE FOR WOMEN**

**JALANDHAR**

**NAAC Re-accredited "A<sup>+</sup>" Grade (Second Cycle)**



DEPARTMENT OF COSMETOLOGY

celebrating

**NATIONAL STARTUP DAY**



**16TH JANUARY 2024, 10: 30 AM**



**Sh. Naresh Budhia**  
President

**Dr. Pooja Prashar**  
Principal

**Mrs. Renu Tandon**  
Vice-President IIC

**Dr. Renu Bala**  
Convener IIC

**Mrs. Manmeet Kaur**  
IPR Activity coordinator

**Mrs. Daljit Kaur**  
Internship Activity  
Coordinator

[pcmsd.ac.in](http://pcmsd.ac.in)

**Expert Session on NATIONAL STARTUP DAY**

**Date: 16<sup>th</sup> January 2024**

**Time: 10:30 am**

**Duration: One Day**

**Vice President, IIC: Mrs. Renu Tandon**

**Convener: Dr. Renu Bala**

**Students: 50**

**Faculty: 06**

## Report

National Startup Day is observed in India to celebrate the successes of the startup community. In the previous years, Indian entrepreneurs had impressive development despite several obstacles, including funding problems. The nation is currently ranked third in the world for startups. This success has been largely attributed to the government's aggressive efforts to promote entrepreneurship, particularly through programs like the Startup India plan. Prime Minister Narendra Modi proclaimed January 16 to be "National Startup Day," honoring the remarkable expansion and contributions made by the startup community to the Indian economy. The purpose of the day is to provide entrepreneurs with a platform to discuss innovation for the youth of India and their role in the economy. Additionally, this celebration is intended to highlight the importance of startup initiatives and hold them up as representatives of society at large. This initiative also has the goal of encouraging young people to pursue entrepreneurship as their primary career option. To endorse this celebration, the Department of Cosmetology under the banner of the Institution's Innovation Council of PCM SD College for Women, Jalandhar organized a guest lecture. Ms. Shilpi Johri served as the event resource person. She works as a freelance artist in the gel nail extension field. She talked about her journey, including her struggles, obstacles, and sources of encouragement. She went on to discuss how she explored the opportunities and pursued her passion. Her success credo, which she expressed, is to always try to analyze the market and build a strategy or deliver services that are equivalent to or better than those of competitors, all while creating value for clients. The significance of striking a balance between academics and networking was emphasized as the session came to a close. The participants' insightful questions and doubts added even more value to the event. The Expert Talk became even more innovative at the conclusion when a separate question & answer session was held. There were fifty students present for the session. The goal of the session was to raise awareness and provide advice regarding startups. Students discovered that National Startup Day serves as a reminder of the significance of entrepreneurship and that it has always played a vital role in our economy. Through their creative thinking and diligence, entrepreneurs played a crucial role in the early development of the country. Even in the modern era, entrepreneurs continue to make significant contributions to the economy. They are fostering innovation, producing income, and creating jobs.

## Objectives

- **The Recognition and Appreciation:** To recognize and appreciate the successes and contributions of the startup community in India.
- **Promoting Entrepreneurship:** To promote and encourage entrepreneurship, especially among the youth, by showcasing success stories and providing a platform for discussions on innovation.
- **Government Initiatives:** To highlight the impact of government initiatives like the Startup India plan in fostering a conducive environment for startup growth.
- **Inspiration and Learning:** To provide a platform for entrepreneurs to share their journeys, including challenges faced, sources of encouragement, and strategies for success, thereby inspiring and educating aspiring entrepreneurs.
- **Balancing Academics and Entrepreneurship:** Emphasizing the importance of striking a balance between academic pursuits and networking, recognizing that both are essential components of a successful entrepreneurial journey.

## Benefits

- **Awareness:** Raises awareness about the significance of startups in the economy and their role in fostering innovation.
- **Inspiration for Youth:** Inspires the youth to consider entrepreneurship as a viable and rewarding career option.

- **Knowledge Sharing:** Facilitates knowledge sharing among entrepreneurs, allowing them to learn from each other's experiences and strategies.
- **Encourages Innovation:** Promotes a culture of innovation by showcasing successful startup stories that have made significant contributions to various industries.
- **Networking Opportunities:** Provides a platform for networking among entrepreneurs, investors, and aspiring business professionals.

- **Government Support:** Reinforces the support provided by the government through initiatives like Startup India, encouraging more individuals to take the entrepreneurial leap.
- **Economic Growth:** Recognizes the vital role played by entrepreneurs in economic development by generating income, fostering innovation, and creating job opportunities.
- **in summary,** National Startup Day aims to celebrate achievements, promote entrepreneurship, share knowledge, and inspire the youth to contribute to the growth and innovation of the economy through startups.

**Organizers of this event.**

Sr.no.	Name	Designation	Department
4	Mrs. Renu Dindon	Associate Professor, Vice President, III	Commerce
	Dr. Renu Bala	Assistant Professor, IIC Jalandhar, PB, India	History
	Mrs. Daljit Kaur	Assistant Professor, IIC Patti Nagar, Near Karam Nagar, Jalandhar, 144001, PB, India	Cosmetology
	Mrs. Rupinder Kaur	Assistant Professor, IIC 01716:2024 10:50 AM GMT+05:30 Note: Captured by GPS Map Camera	Cosmetology
5	Ms. Aashna Sharma	Assistant Professor	Cosmetology
6	Mrs. Priya	Assistant Professor	Cosmetology

**Geotag Photos**





GPS Map Camera

**Jalandhar, PB, India**  
Prem Nagar Near Krishan Nagar, Jalandhar,  
144001, PB, India  
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GPS Map Camera

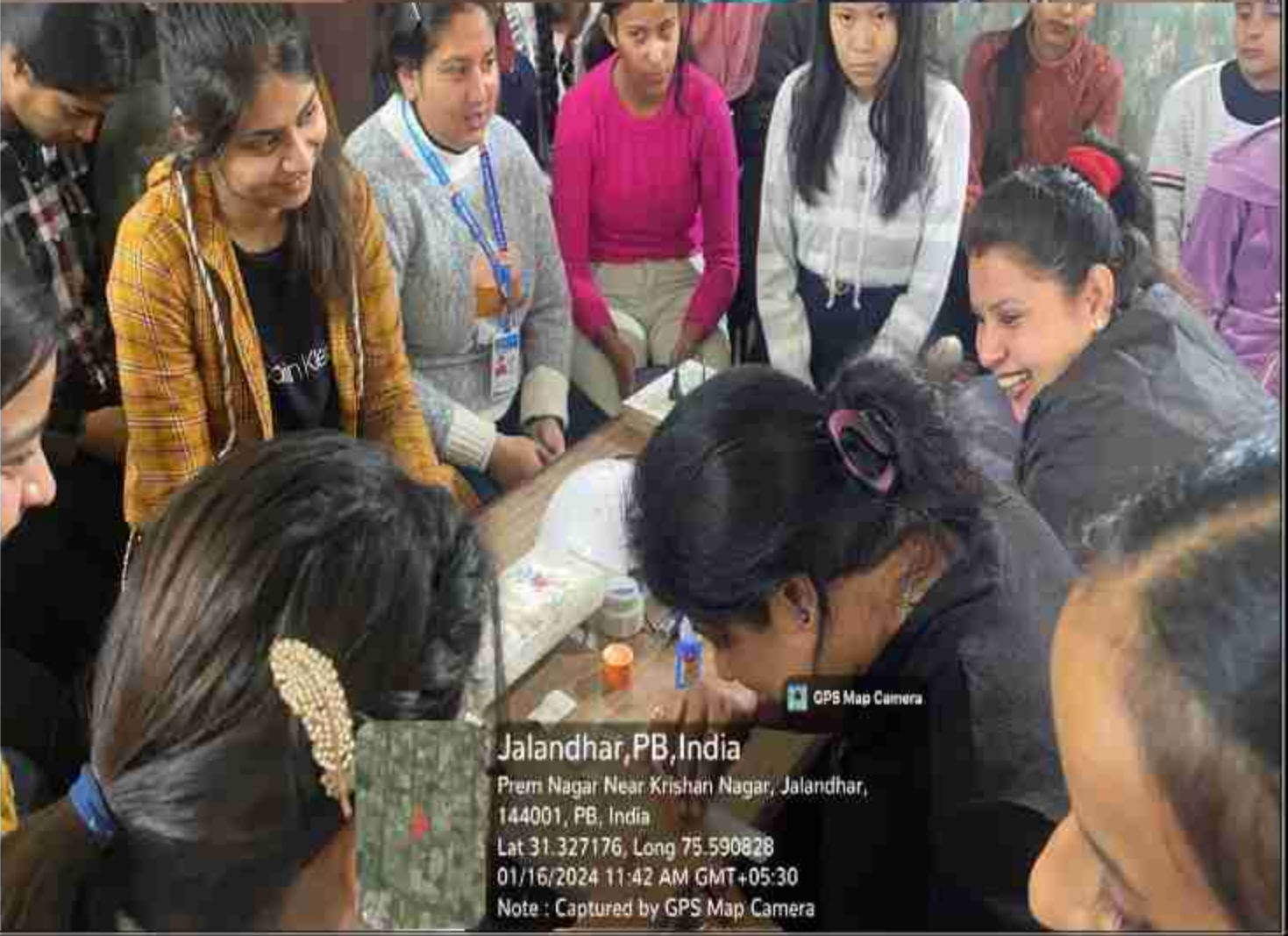
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GPS Map Camera



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GPS Map Camera



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**Social Media Promotional link**

<https://www.facebook.com/pcmsd.ac.in/posts/pfbid036HsAPNGROE5Hj4UjsMZHdgJWq5W5ZQKnHiiJLuHpd3bkXNUxbi4AvRFWZoL1o8FWI>



## PREM CHAND MARKANDA

### S.D. COLLEGE FOR WOMEN, JALANDHAR

Re-Accredited with 'A\*' Grade by NAAC (Second Cycle)  
**OUTREACH PROGRAM ON NAIL GEL EXTENSION**  
**ACTIVITY REPORT**



**PREM CHAND MARKANDA S.D. COLLEGE FOR WOMEN**  
**JALANDHAR** NAAC Re-accredited "A\*" Grade (Second Cycle)



## **OUTREACH PROGRAM ON NAIL GEL EXTENSION**

**AT  
G.G.S.S SCHOOL  
BASTI SHEIKH**



21th December 2023, 11:00 A.M.

**Sh. Naresh Budhia**  
President

**Dr. Pooja Prashar**  
Principal

**Mrs. Renu Tandon**  
Vice-President IIC

**Dr. Renu Bala**  
Convener IIC

**Mrs. Manmeet Kaur**  
IPR Activity coordinator

**Mrs. Daljit Kaur**  
Internship Activity  
Coordinator

[pcmsd.ac.in](http://pcmsd.ac.in)

**Date: 21<sup>st</sup> December, 2023**

**Time: 11:00 am**

**Duration: One Day**

**Vice President, IIC: Mrs. Renu Tandon**

**Convener: Dr. Renu Bala**

**Students: 40**

**Faculty: 06**

## Report

Nail extensions are becoming a game-changing tool for people who want to express their style and add a little glitz to their look in the always-changing worlds of beauty and fashion. We are grateful for the advancements that allow us to have long, gorgeous nails right away. We no longer have to wait months to get long, eye-catching nails. There are trendy nail art designs on the market. Undoubtedly, nail art has evolved. There is a great demand from girls worldwide. Having fashionable, one-of-a-kind nails and extensions gives you a sense of confidence and pride. With long, attractive nails, many women feel more presentable. A global upsurge in nail care is driving the massive growth of the nail cosmetics sector. There are many different nail cosmetics available, including nail polish and all of its variations, shellacs, finishes, fake nails, embellishments, and removers for nail polish. Smooth, appealing nails are the result of applying nail cosmetics, which have both medicinal and aesthetic benefits. The Department of Cosmetology under the banner of the Institution's Innovation Council of PCM SD College for Women, Jalandhar organized a one-day outreach program on Nail Gel Extension at Govt. Sen. Sec School Basti Sheikh, Jalandhar. During a live demonstration of nail extension, Mrs. Daljit Kaur and Mrs. Rupinder Kaur of the Department of Cosmetology provided comprehensive information about nail extension and an in-depth description of various nail art design techniques. She talked about two different kinds of nail extensions: soft and hard. She gave the students some pointers on how to prepare their nails, choose the right size, apply topcoat, and take care of them thereafter. The students benefited greatly from the workshop since it gave them useful knowledge about nail care and beauty.

## Objectives

- **Educational Focus:** The event aimed to educate participants on the medicinal and aesthetic benefits of nail cosmetics, emphasizing the importance of proper nail care for overall well-being.
- **Live Demonstration:** Through live demonstrations, provide practical knowledge about nail extension techniques. Participants had the opportunity to witness the process, enhancing their understanding of the art.
- **Comprehensive Information:** The program aimed to provide in-depth information about nail extension procedures, ensuring that participants gained a thorough understanding of the techniques involved.
- **Skill Enhancement:** Participants, particularly students, benefited significantly from the workshop by acquiring useful knowledge about nail care and beauty. The practical skills gained during the session aimed to enhance their expertise in the field of cosmetology.
- This activity not only addressed the aesthetic aspects of nail care but also focused on imparting valuable knowledge and skills, contributing to the overall personal and professional development of the participants.

## Benefits

- **Expressive Style:** Nail extensions offer individuals a game-changing tool to express their unique style. Participants gained the ability to enhance their overall look with long, gorgeous nails, adding a touch of glamour to their style.
- **Instant Transformation:** The workshop highlighted the advancements in nail extension techniques, emphasizing that individuals no longer need to wait for months to achieve eye-catching nails. Attendees learned how to achieve long and attractive nails promptly.
- **Trendy Nail Art Designs:** The workshop showcased the latest trends in nail art designs, keeping participants informed about the ever-evolving world of nail aesthetics. This knowledge allowed them to stay current and

experiment with fashionable designs.

- **Global Demand:** The session acknowledged the global upsurge in nail care, emphasizing the significant growth in the nail cosmetics sector. Participants gained insights into the worldwide demand for fashionable and unique nail extensions.
- **Boost in Confidence:** Long, attractive nails were highlighted as a source of confidence and pride. Participants learned how having well-maintained and stylish nails contributes to an increased sense of self-presentation.

**Organizers of this event.**

Sr. no.	Name	Designation	Department
1	Mrs. Renu Tandon	Associate Professor, Vice President, IIC	Commerce
2	Dr. Renu Bala	Assistant Professor, Convener, IIC	History
3	Mrs. Daljit Kaur	Assistant Professor, HOD	Cosmetology
4	Mrs. Rupinder Kaur	Assistant Professor	Cosmetology
5	Ms. Aashna Sharma	Assistant Professor	Cosmetology
6	Mrs. Priya	Assistant Professor	Cosmetology



Geotag Photos



Jalandhar, PB, India

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144002, PB, India

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Note : Captured by GPS Map Camera



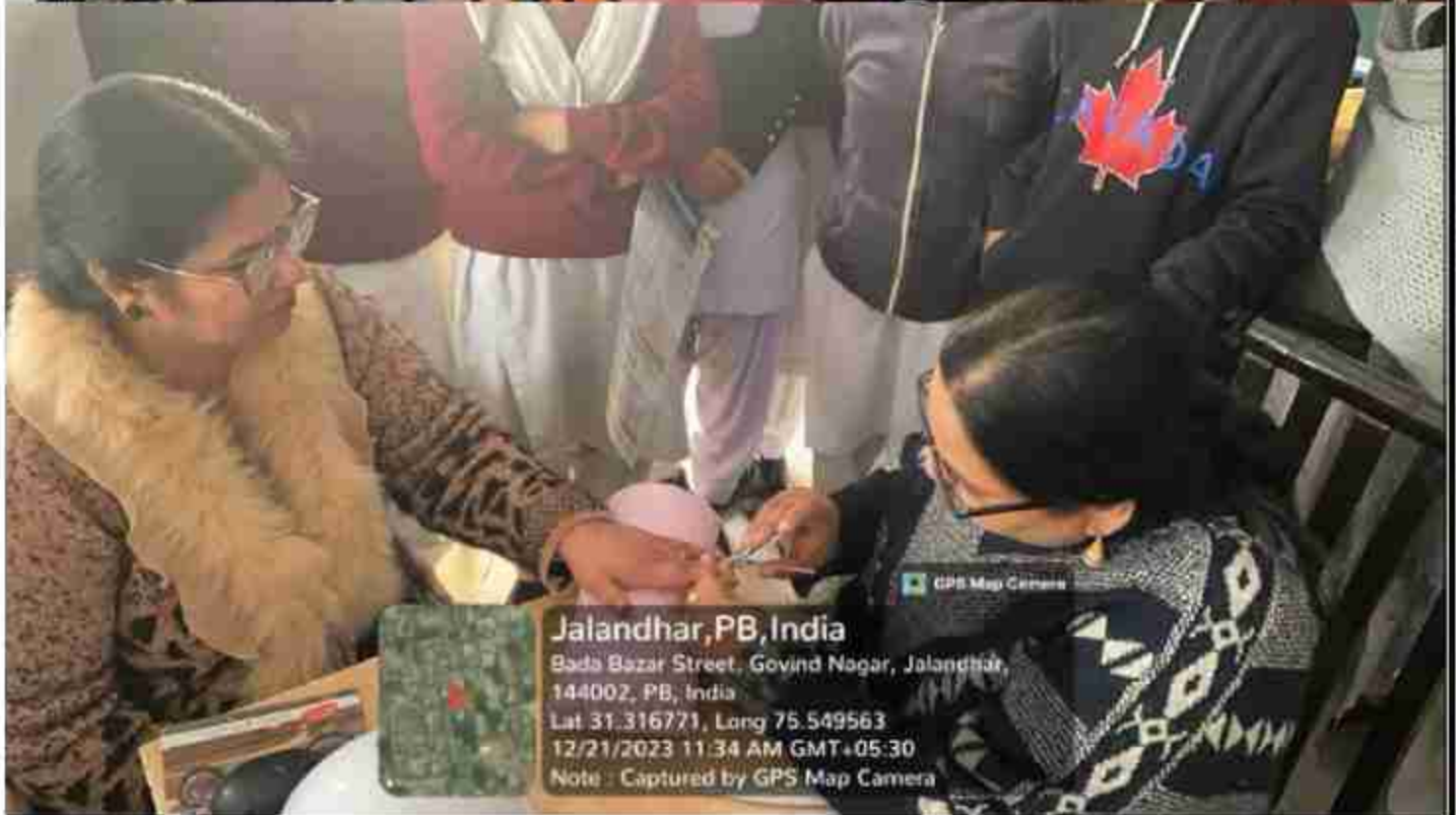
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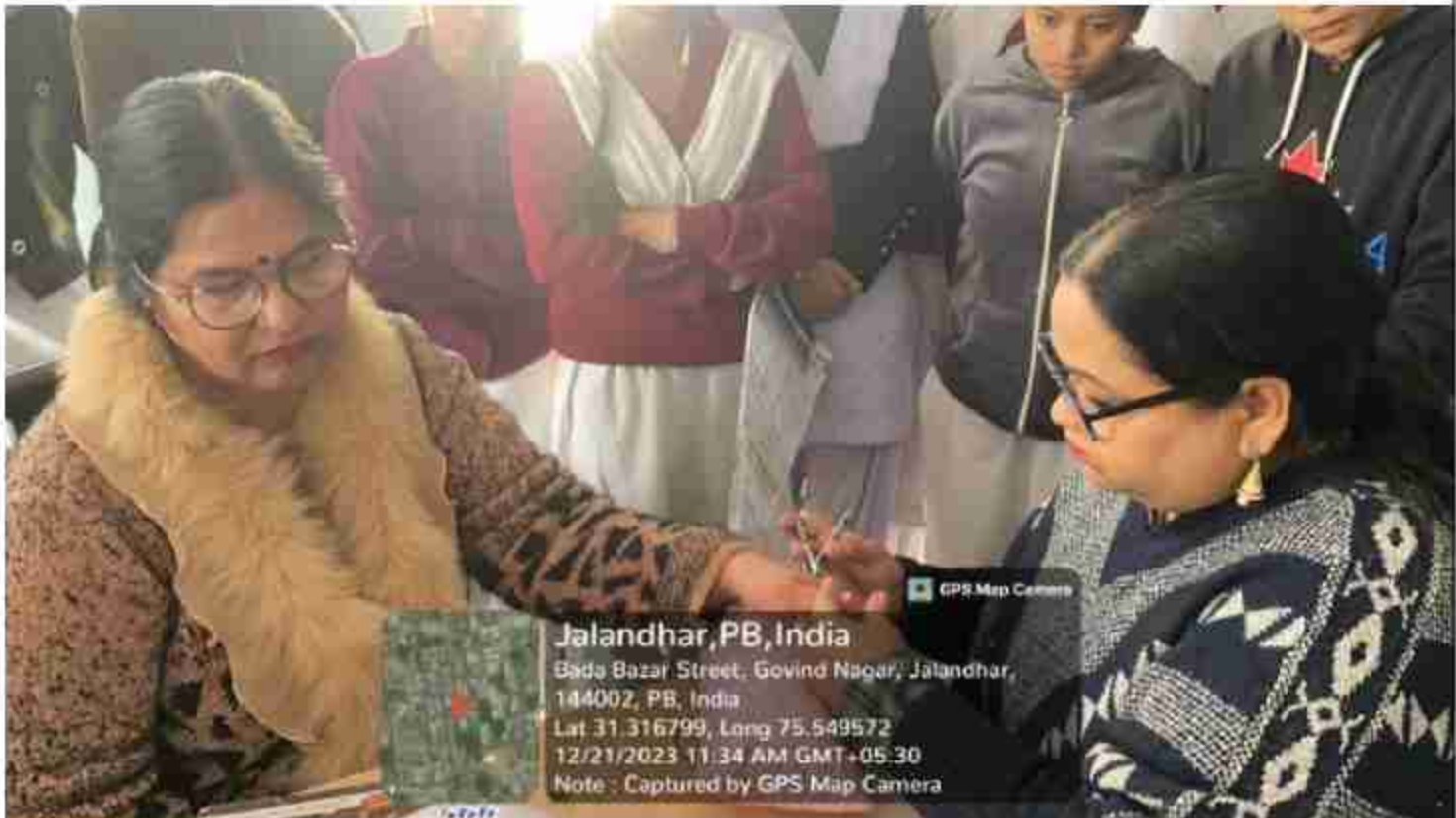
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**Social Media Promotional Link**

<https://www.facebook.com/pcmsd.ac.in/posts/pfbid0TskP53uc5axhQ8ReFLX7qu1eWkgX7MRNDpMERbEr2eP2V7im8CdTqcARcy5x1sbgl>

**PREM CHAND MARKANDA**

**S.D. COLLEGE FOR WOMEN, JALANDHAR**

Re-Accredited with 'A' Grade by NAAC (Second Cycle)

**ENTREPRENEURSHIP SKILL-BASED WORKSHOP  
ON CHEMICAL HAIR TREATMENT  
ACTIVITY REPORT**



**PREM CHAND MARKANDA S.D. COLLEGE FOR WOMEN**

JALANDHAR CITY (P.B.)



**RE-ACCREDITED WITH "A+" GRADE BY NAAC (SECOND CYCLE)**



*Department of Cosmetology*  
Organises

**ENTREPRENEURSHIP SKILL BASED WORKSHOP**

on  
*Chemical Treatment*

**Mr. Dharminder Singh**  
Hair Expert

Orane Beauty  
Academy, Jalandhar



 **11** October, 2023  
**11 : 00 A.M.**

**Sh. Naresh Budhia**  
President




**Dr. Pooja Prashar**  
Principal

**Mrs. Renu Tandon**  
Vice-President IIC

**Dr. Renu Bala**  
Convener IIC

**Mrs. Manmeet Kaur**  
IPR Activity coordinator

**Mrs. Daljit Kaur**  
Internship Activity  
Coordinator

   [pcmsd.ac.in](http://pcmsd.ac.in)

Date: 11<sup>th</sup> October, 2023

Time: 11:00 am

Duration: One Day

Vice President, IIC: Mrs. Renu Tandon

Convener: Dr. Renu Bala

Students: 47

Faculty: 06



## Report

Color is dynamic. It can express personality, mood, fashion, and time. Hair coloring, or hair dyeing, is the practice of changing the hair color. The Department of Cosmetology under the guidance of the Institution's Innovation Council at PCM S.D. College for Women in Jalandhar conducted an entrepreneurship skill-based workshop on Chemical hair treatment. The workshop's expert was Mr. Dharminder Singh, a hair specialist from Orane Beauty Academy. The guest speaker explained entrepreneurship's definition, significance, and role in a country's economic growth. He went on to discuss the entrepreneurial abilities needed to succeed in the business endeavor. Additionally, he listed a few critical abilities that are necessary to the success of his endeavor. Additionally, the entrepreneur must have the proper mindset and conduct to handle day-to-day operations in his business and oversee all activities, including managing the workforce. In the beginning, he taught students about the scientific study of hair (trichology) and gave them knowledge of hair structure. He talked on the chemical composition of hair, which is composed of carbon (45%), hydrogen (6.7%), nitrogen (15%), sulfur (5.3%), and oxygen (28). The science and art of using color are combined in color theory. He described how color is perceived by people as well as how colors conflict, blend, or mix. In addition, color theory covers how colors are replicated as well as the meanings they convey. He went on to discuss many hair color varieties, such as chemical and vegetable tints. In the workshop, pre-lightening, global color, and high-lightening techniques were demonstrated. A thorough understanding of the products for semi-permanent, permanent, and temporary hair color was provided. He went over how to apply temporary hair color, rinse it out, apply color shampoo, apply temporary hair color sprays, apply temporary hair color crayons, and apply mascara. He provided some hair coloring guidelines. He gave students several tips on how to use chemical treatment on their clients, such as being aware of the available coloring products, realizing that natural depth is a skill that is invaluable when coloring hair, making sure that you provide a thorough and professional consultation before every service, testing coloring products either 24 or 48 hours in advance of every color service, doing a thorough analysis of the client's hair and scalp, and recording the results for future use. The students participated with full zeal and enthusiasm in the session. Student's showed keen interest in entrepreneurial activities as many of them have objective of having their own start-ups in future. The workshop was highly interactive.

## Objectives

- The objective of the workshop on Hair Styling was to provide comprehensive training to the students.
- Entrepreneurial Empowerment: Equip participants with the entrepreneurial mindset and skills required to establish and manage a successful chemical hair treatment business.
- Scientific Knowledge Transfer: Provide a foundational understanding of trichology, hair structure, and the chemical composition of hair, fostering a scientific approach to hair treatments.
- Color Expertise: Enable participants to master the science and art of color theory, expanding their expertise in creating appealing and personalized hair colors.
- Technical Proficiency: Demonstrate various hair coloring techniques, ensuring participants are proficient in applying chemical treatments like pre-lightening, global color, and high-lightening.
- Product Awareness: Familiarize participants with a range of hair color products, from semi-permanent to permanent and temporary, enhancing their ability to select and use products effectively.
- Client-Centric Approach: Instill a client-centric approach by emphasizing the importance of thorough consultations, testing, and analysis, ensuring customer satisfaction and safety.
- Inspire Entrepreneurship: Ignite interest and enthusiasm in entrepreneurial activities among students, encouraging them to consider starting their own ventures in the future.
- Interactive Learning: Foster a highly interactive learning environment, allowing students to actively engage in the workshop and apply their newfound knowledge with zeal and enthusiasm.

## Benefits

- Attendees gained hands-on experience in Hair Styling techniques, including detailed demonstrations and step-by-step instructions.
- Skill Development: Participants gain hands-on experience and skills in chemical hair treatments, including various coloring techniques and product applications.
- Entrepreneurial Insight: The workshop imparts knowledge about entrepreneurship, emphasizing its definition, significance, and role in economic growth. Participants learn about the entrepreneurial abilities essential for success in the hair treatment business.
- Scientific Understanding: Attendees acquire a scientific understanding of hair, delving into trichology, hair structure, and the chemical composition of hair. This foundation enhances their expertise in providing effective hair treatments.
- Color Theory Mastery: The workshop covers the science and art of using color, including how it's perceived, conflicts, blends, and mixes. Participants gain mastery in color theory, understanding how colors are replicated and the meanings they convey.
- Variety of Techniques: Participants are exposed to a range of hair coloring techniques, from pre-lightening to global color and high-lightening. This comprehensive knowledge enables them to cater to diverse client preferences.
- Product Familiarity: A thorough understanding of semi-permanent, permanent, and temporary hair color products is provided. Participants learn how to apply and manage different types of coloring products effectively.
- Client Interaction Skills: Practical tips on client interactions are shared, emphasizing the importance of a professional consultation, testing coloring products in advance, and conducting a thorough analysis of the client's hair and scalp.

## Organizers of this event.

Sr. no.	Name	Designation	Department
1	Mrs. Renu Tandon	Associate Professor, Vice President, IIC	Commerce
2	Dr. Renu Bala	Assistant Professor, Convener, IIC	History
3	Mrs. Daljit Kaur	Assistant Professor, HOD	Cosmetology
4	Mrs. Rupinder Kaur	Assistant Professor	Cosmetology
5	Ms. Aashna Sharma	Assistant Professor	Cosmetology
6	Mrs. Priya	Assistant Professor	Cosmetology

Geotag Photos







Jalandhar, PB, India  
Prem Nagar Near Krishan Nagar, Jalandhar, 144001,  
PB, India  
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10/11/2023 11:13 AM GMT+05:30  
Note : Captured by GPS Map Camera



Jalandhar, PB, India  
Prem Nagar Near Krishan Nagar, Jalandhar, 144001,  
PB, India  
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**PREM CHAND MARKANDA**

**S.D. COLLEGE FOR WOMEN, JALANDHAR**

Re-Accredited with 'A' Grade by NAAC (Second Cycle)

**BUDGET-FRIENDLY COOKING COMPETITION**

ACTIVITY REPORT



**PREM CHAND MARKANDA S.D. COLLEGE FOR WOMEN**  
**JALANDHAR**

NAAC Re-accredited "A" Grade (Second Cycle)



**HOME SCIENCE DEPARTMENT**

ORGANISES

# **BUDGET FRIENDLY RECIPES COMPETITION**



**14 FEB 2024, 11:40 AM**

**Sh. Naresh Budhia**  
President

**Dr. Pooja Prashar**  
Principal

**Mrs. Renu Tandon**  
Vice-President IIC

**Dr. Renu Bala**  
Convener IIC

**Mrs. Manmeet Kaur**  
IPR Activity coordinator

**Mrs. Daljit Kaur**  
Internship Activity  
Coordinator

[pcmsd.ac.in](http://pcmsd.ac.in)

**Session on: BUDGET-FRIENDLY COOKING COMPETITION**

**Date: 14<sup>th</sup> February, 2024**

**Time: 11:40 am**

**Duration: One Day**

**Vice President, IIC: Mrs. Renu Tandon**

**Convener: Dr. Renu Bala**

**Students: 47**

**Faculty: 06**

## Report

### BUDGET-FRIENDLY COOKING

Budget-friendly cooking competition is a thrilling way to showcase culinary skills and creativity. Under the guidance of the Home Science Department and the Innovation Council, the competition was held in PCM S.D. College for Women, Jalandhar, with all the necessary equipment and ingredients provided to the participants. The competition was held at the Home Science Department's kitchen, which featured several cooking stations. The newest kitchen appliances, such as gas burners, ovens, and blenders, were installed in each station. A variety of ingredients were given to the participants, such as fruits, fresh vegetables, staple foods, and spices. The pupils could work in a perfect atmosphere because the kitchen was well-ventilated and well-lit. Every station had a label and number for simple identification, and the arrangement was neatly arranged. The cooking procedure was fascinating and intensive. The competition was made even more exciting and stressful by the students' time constraints for preparing their dishes. The competitors employed a range of culinary methods, such as grilling, baking, and frying. There were about forty-five students that took part in this competition. Every student made their dishes distinct from the others by adding their own flavors and ingredients. Some contestants even used unconventional ingredients, such as edible flowers and exotic fruits, to create a truly unique culinary experience. The final dishes were evaluated based on their presentation, taste, and overall execution. The Principal, Prof. (Dr.) Pooja Prashar, was invited as a special guest who carefully examined each dish, taking note of the flavors, textures, and aromas. The top performers were identified based on their ability to balance flavors, create visually appealing dishes, and execute their recipes flawlessly. The Principal and faculty also took note of the factors that contributed to the success of the contestants, such as time management, creativity, and attention to detail. Students who compete also benefit emotionally since it increases their sense of self-worth and self-assurance in their skills. Competition demonstrates to them their strength, endurance, and capabilities. Competing has several advantages, chief among them being the opportunity to expose oneself to criticism and vulnerability. Even when the rival does not want to hear it, it helps them understand things from another person's perspective. The benefit is that it helps students develop strong character despite failure, even if the results are not in their favor. Students benefit professionally from these kinds of competitions.

### Objectives

- The objectives of the budget-friendly cooking competition at PCM S.D. College for Women encompassed several key aspects.
- **Skill Showcase:** Provide a platform for participants to showcase their culinary skills and creativity, encouraging the application of various cooking methods.
- **Learning Environment:** Create a well-equipped and organized kitchen environment with the latest appliances, fostering a conducive space for learning and innovation.
- **Creativity Exploration:** Encourage participants to explore creativity by working with diverse ingredients, including unconventional ones like edible flowers and exotic fruits.
- **Time Management:** Introduce a time-constrained element to the competition to enhance students' time management skills and ability to perform under pressure.
- **Evaluation Criteria:** Establish clear criteria for evaluating dishes, focusing on presentation, taste, and overall execution, and providing constructive feedback for improvement.
- **Guest Recognition:** Invite a special guest, in this case, Prof. (Dr.) Pooja Prashar, to recognize and appreciate the efforts of the participants, adding prestige to the event.

- **Balanced Execution:** Emphasize the importance of balancing flavors, creating visually appealing dishes, and executing recipes flawlessly through evaluation and recognition.
- **Factors of Success:** Identify and acknowledge factors contributing to the success of contestants, such as creativity, time management, and attention to detail.
- **Emotional Growth:** Foster emotional well-being by boosting participants' self-worth, self-assurance, and resilience through the experience of competition.
- **Professional Development:** Provide students with valuable experiences that contribute to their professional growth, preparing them for potential careers in the culinary field.
- In summary, the event aimed to offer a holistic experience, combining skill development, creativity, evaluation, emotional well-being, and potential professional growth for the participating students.

### **Benefits**

- It provided a thrilling platform for showcasing culinary skills and creativity, allowing students to express their individuality through unique flavors and ingredients.
- The well-equipped kitchen, featuring the latest appliances and organized stations, created a conducive environment for intensive and fascinating cooking procedures.
- The time constraints imposed on the students added an element of excitement and stress, promoting effective time management skills.
- The evaluation of final dishes based on presentation, taste, and execution not only identified top performers but also provided constructive feedback for improvement.
- Beyond the tangible culinary aspects, the competition had emotional benefits, enhancing participants' self-worth, self-assurance, and resilience. Engaging in such competitions exposed students to constructive criticism, fostering personal growth and character development.
- The experience, despite potential failures, contributed to building strong character and instilling a sense of endurance and capability in the students.
- Professionally, these competitions offered valuable learning experiences that can contribute to the students' future endeavors in the culinary field.
- Overall, the benefits extended from skill development and constructive feedback to emotional well-being and professional growth for the participating students.

Geotag Photos





 **GPS Map Camera**



**Jalandhar, Punjab, India**  
1, SD College Rd, Prem Nagar, Gobind Garh, Arjun Nagar, Jalandhar, Punjab 144001,  
India  
Lat 31.32691°  
Long 75.590608°  
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**Jalandhar, Punjab, India**

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Long 75.590608°

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PREM CHAND MARKANDA

S.D. COLLEGE FOR WOMEN, JALANDHAR

Re-Accredited with 'A<sup>+</sup>' Grade by NAAC (Second Cycle)

**INSTITUTION'S INNOVATION COUNCIL (IIC)**

**ACTIVITY REPORT**

**MENTORING EVENT DEMO DAY / EXHIBITION/POSTER PRESENTATION OF  
INNOVATION/PROTOTYPES AND LINKAGE WITH INNOVATION  
AMBASSADORS/EXPERTS FOR MENTORSHIP SUPPORT**

**PREM CHAND MARKANDA S.D. COLLEGE FOR WOMEN**  
NAAC Re-accredited "A<sup>+</sup>" Grade (Second Cycle) **JALANDHAR**

**MENTORING EVENT**

DEMO DAY/ EXHIBITION/  
POSTER PRESENTATION OF INNOVATION/  
PROTOTYPES AND LINKAGE WITH INNOVATION AMBASSADORS/  
EXPERTS FOR MENTORSHIP SUPPORT

**7th February, 11:00 A.M.**

Sh. Naresh Budhia  
President

Prof.(Dr.) Pooja Prashar  
Principal

Mrs. Manmeet Kaur  
IPR Activity Coordinator

Mrs. Daljit Kaur  
Internship Activity  
Coordinator

@ @ f pmsd.ac.in

**Expert Session on: MENTORING EVENT DEMO DAY / EXHIBITION/POSTER PRESENTATION OF  
INNOVATION/PROTOTYPES AND LINKAGE WITH INNOVATION AMBASSADORS/EXPERTS FOR  
MENTORSHIP SUPPORT**

**Date: 7<sup>th</sup> February 2024**

**Time: 11:00 A.M**

**Duration: One Day**

**Vice President, IIC: Mrs. Renu Tandon**

**Convener: Dr. Renu Bala**

**Students: 60**

**Faculty: 10**

### **Report**

PCM S.D. College for Women, Jalandhar organized a Mentoring Event Demo Day and Exhibition offline mode to give a platform to the participants to showcase their idea/start up to get desired support or external visibility with the support of the Institute Innovation Council. The exhibition was held on 7<sup>th</sup> February 2024 in the college campus. Students from the college's many departments enthusiastically engaged in the program and wowed the audience with their professional presentation abilities and creative, well-thought-out problem-solving techniques. At their food stand, the Department of Home Science offered a delicious selection of food dishes that were cooked by the students themselves. The Department of Cosmetology dazzled guests with a nail painting station and the sale of different cosmetic products, showcasing the student's artistic abilities. Concurrently, the Department of Fashion Designing showcased a remarkable assortment of independently created jewelry, offering a venue for students to market their works. This initiative is noteworthy because it goes beyond a simple presentation. After all, students profit from their efforts. The activity's goal was to provide women with possibilities for entrepreneurship and real-world experience. To give the participating teams the necessary mentorship assistance, President Shri Naresh Budhia, Senior Vice-President Shri Vinod Dada, the distinguished members of the Managing Committee, and the deserving Principal, Prof. (Dr.) Pooja Prashar, was invited as a special guest for the exhibition. Several academic staff members and students were in attendance. With the tremendous success of this event, all students were inspired and motivated to learn more about entrepreneurship to launch their start-ups.

### **Organizers of this event.**

Sr. no.	Name	Designation	Department
1.	Mrs. Manmeet Kaur	Associate Professor, HOD	Home Science
2.	Mrs. Sunita Bhalla	Assistant Professor, HOD	Fashion Designing
3.	Ms. Dolly	Assistant Professor,	Fashion Designing
4.	Ms. Manpreet Kaur	Assistant Professor	Fashion Designing
5.	Ms. Beenu	Assistant Professor	Fashion Designing
6.	Ms. Prabhdeep Kaur	Assistant Professor	Fashion Designing
6	Mrs. Shallu	Assistant Professor	Fashion Designing
7	Mrs. Daljit Kaur	Assistant Professor, HOD	Cosmetology
8.	Mrs. Rupinder Kaur	Assistant Professor	Cosmetology
9.	Ms. Aashna Sharma	Assistant Professor	Cosmetology
10.	Mrs. Priya	Assistant Professor	Cosmetology

## **Objectives**

- The mentorship Event Demo Day and Exhibition sought to empower women by means of creative mentorship programs across multiple disciplines, each of which made a distinct contribution to the talent and entrepreneurship display.
- The Department of Home Science gave students a stage on which to showcase food dishes they had prepared themselves, encouraging culinary skills.
- The Department of Cosmetology sold cosmetics and held nail art, mehndi, and hairstyle stations to highlight artistic abilities.
- In addition, the Department of Fashion Designing provided students with a business opportunity by showcasing a wide range of handmade jewelry.
- This program was more than just an exhibition; its main goal was to empower women by giving them access to real-world experiences and business possibilities so they could actively pursue their passions and make money.
- The institution sought to instill a sense of independence and creativity in its female students by providing them with experiences and skills that go beyond typical academic learning through these varied programs.

## **Benefits**

- **Financial Empowerment:** Students gain the opportunity to earn from their creative endeavors, contributing to their financial independence and reinforcing the value of their skills.
- **Showcasing Talent:** Students can display their talents to a larger audience during this event, which helps to recognize and value their creative ability.
- **Networking Opportunities:** Through forming meaningful relationships with peers, mentors, and industry professionals, students can create networking possibilities that could help them in the future.
- **Real-world Application:** Students who actively participate in the event prepare themselves for the demands of the working world by bridging the gap between theoretical knowledge and practical application.
- **Institutional Innovation:** The occasion highlights the institution's dedication to offering a comprehensive education that goes beyond standard classroom instruction and adds to the institution's overall innovative culture.

## **Geotag Photos**





GPS Map Camera

Jalandhar, Punjab, India  
2007/L, Prem Nagar, Gobind Garh, Chan Mohalla, Jalandhar, Punjab 144001, India  
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Long 75.59088°  
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2007/L, Prem Nagar, Gobind Garh, Chan Mohalla, Jalandhar, Punjab 144001, India  
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Long 75.59131°  
07/07/24 11:17 AM GMT +05:30



GPS Map Camera

Jalandhar PB, India  
Prem Nagar, Chan Mohalla, Jalandhar,  
144001, IN, India  
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GPS Map Camera

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Long 75.590540°  
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Jalandhar, Punjab, India

200/1, Prem Nagar, Gobind Garh, Dhan Mohalla, Jalandhar, Punjab 144001, India

Lat 31.326996°

Long 75.591009°

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**Media Coverage**

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**Instagram Link**

[https://x.com/sd\\_pcm/status/1758023968240386169?s=20](https://x.com/sd_pcm/status/1758023968240386169?s=20)