



### **Details of the Seminar Organised in College during year 2024-25**

<b>Sr. no</b>	<b>Name of Seminar</b>	<b>National/ International</b>	<b>Date from -To</b>
1	Sustaining Growth with Equity: Roadmap for Development of Entrepreneurship in Punjab	National	3 <sup>rd</sup> March 2025
2	Seminar on Artificial Intelligence and English Language Learning	National	22 <sup>nd</sup> March 2025
3	Innovative Seminar on "Success Unlocked: The Entrepreneurial Mindset Revealed	National	11 <sup>th</sup> September 2024
4	Seminar on Shape up or Ship out: A mantra for success (9 <sup>th</sup> April 2025)	National	9 <sup>th</sup> April 2025
5	National Seminar on Introduction to Research Methodology	National	6 <sup>th</sup> May, 2025
6	International Seminar on Rise & Thrive	International	20 <sup>th</sup> September 2024
7	Ethical Use of Artificial Intelligence in Humanities	International	21 <sup>st</sup> January, 2025
8	International Seminar on The Future of the Punjabi Language	International	20 <sup>th</sup> February 2025



**1. National Seminar on the theme "Sustaining Growth with Equity:  
Roadmap for Development of Entrepreneurship in Punjab."**

Department of Economics at PCM S.D. College for Women, Jalandhar, successfully organized an ICSSR-sponsored National Seminar on the theme "Sustaining Growth with Equity: Roadmap for Development of Entrepreneurship in Punjab." The seminar served as an insightful platform for academicians, policymakers, and industry experts to deliberate on strategies for fostering equitable growth and entrepreneurship in the region. Professor Anjali Mehra Head of the School of Social Sciences and Dean, Faculty of Social Sciences at Guru Nanak Dev University, Amritsar, Smt. Neelam Mahay, Deputy Director, District Bureau of Employment and Enterprises, Jalandhar, Professor Tushinder Preet Kaur, Assistant Dean of Economics, Mittal School of Business, Lovely Professional University, Phagwara, Mr. Mohd. Suhail, Founder, Athar Packaging Solutions Pvt. Ltd., Delhi, and Professor Falendra Kumar Sudan, from the Department of Economics, University of Jammu were guests of the seminar.



## **2. National Seminar on "Artificial Intelligence & The English Language Learning Landscape in Punjab" on March 22, 2025**

The Department of English, PCM S.D. College for Women, Jalandhar, successfully organized an ICSSR Sponsored National Seminar on "Artificial Intelligence & The English Language Learning Landscape in Punjab" on March 22, 2025. The seminar provided an insightful platform for academicians, researchers, and scholars to explore the impact of artificial intelligence on English language learning and teaching methodologies. The speakers of the seminar were Prof. (Dr.) Khem Raj Sharma, Professor, Department of English, Central University of Himachal Pradesh, Dr. Ashwani Rana, Professor, Department of English, GNA University, Phagwara, Prof. (Dr.) Susmita Talukdar, Professor of English, Padmakanya Multiple Campus, Tribhuvan University, and Dr. Ujjal Jeet, Assistant Professor, Department of English, Guru Nanak Dev University, Amritsar, Dr. Sakshi Dua, Associate Professor, School of Computer Applications, Lovely Professional University, and Dr. Charanjit Singh Department of English, Lyallpur Khalsa College, Jalandhar.



### **3. Seminar on “Success unlocked : The Entrepreneurial Mindset Revealed on 11<sup>th</sup> September 2024**

PG Department of Commerce and Management organized a Seminar on the topic "Success unlocked: the Entrepreneurial mindset revealed". The objective of this Innovative Seminar was to motivate the students and inspire them to pursue their careers as entrepreneurs by giving them deep insights on entrepreneurship. It was focused on removing their blocks of students and inspiring them to become better future entrepreneurs. The resource person for the Seminar was a versatile personality, Mr. Charan Kamal is an entrepreneur, philanthropist, web developer and one of India's top presenters in India.



#### **4. Seminar on Shape up or Shape out: A mantra for success on 9<sup>th</sup> April 2025)**

On 09<sup>th</sup> April 2025, the PG Department of Commerce & Management in collaboration with the Research Committee, organised a seminar on "Shape up or Ship out: A mantra for success." The Resource person for the Seminar was Dr. Rajneesh Arya, Dean, Technical Campus, Apeejay Institute of Management and Technology, Jalandhar. The objective of this event was to motivate the students to constantly improve their skill set and be upgraded in this ever-evolving scenario.



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



PCM SD College for Women, Jalandhar  
(Re-Accredited A+ Grade By NAAC) (Second Cycle)

**PG Department Of Commerce & Management**  
In collaboration with  
**Research Committee**  
organizes a  
**SEMINAR**  
on

**Shape Up or Shape out : A mantra for Success**

09.04.2025 (Wednesday) | 11:40 am | Smart Room

**EMINENT SPEAKER**

Dr. Rajneesh Arya,  
Dean, School of Management  
Apeejay IMT Campus,  
Jalandhar

Dr. Harvinder Singh Bhatia (Chairman) | Dr. Pooja Prakash (President) | Mrs. Anu Sharma (Head) | Dr. Pooja Singh (Secretary) | Dr. Pooja Singh (Member)



### **5. National Seminar on Introduction to Research Methodology (6<sup>th</sup> May 2025)**

On 06<sup>th</sup> May, 2025 the PG Department of Commerce & Management in collaboration with the Research Advisory Committee, organised a National Seminar on "Introduction to Research Methodology" via Google Meet App. The Resource person for the seminar was Dr. Gaganpreet Kaur, a freelance researcher in the field of labour law in construction companies, workplace flexibility, and a Doctorate in Human Resource and Labour Law from Amity University, Noida, and also has Scopus-indexed registered research papers and is a recipient of Best Research Papers under many publications. The objective of the seminar was to motivate the students to enhance their research skills and raise awareness with regard to the research process and the research field.





## 6. International Seminar on "Rise & Thrive on 20<sup>th</sup> September 2024

The Department of Cosmetology at PCMSD College for Women, Jalandhar, in collaboration with the Institution's Innovation Council (IIC), successfully organized an International Seminar on "Rise & Thrive", featuring an inspiring Motivational Session by a Successful Entrepreneur/Startup Founder. The event aimed to ignite the entrepreneurial spirit among students, empowering them with knowledge, insights, and motivation to excel in their respective fields. This session was to encourage students to embrace innovation, develop a growth mindset, and gain valuable guidance from a successful entrepreneur. The session focused on practical business strategies, overcoming challenges, and seizing opportunities in the dynamic startup ecosystem. Mrs. Ekta Kaushal, a Beauty Advisor and Owner of Rig N Rag Beauty Salon in Dubai shared their journey, challenges faced, and strategies adopted to build a thriving business. Students engaged with the speaker, asking insightful questions regarding business development, financial planning, risk management, and market trends. Real-life examples of startup success were presented to provide a deeper understanding of business sustainability and innovation.



### **7. International Seminar on the topic "Ethical Use of Artificial Intelligence in Humanities on January 21, 2025**

The Department of English at PCM S.D. College for Women, Jalandhar, organised an intellectually invigorating International Seminar on the topic "Ethical Use of Artificial Intelligence in Humanities". Dr. Patrick L. Corbett, Assistant Professor of English and Director of Professional and Technical Writing at the New York City College of Technology, CUNY (The City University of New York) was the speaker of the day. In his eloquent exposition, Dr. Corbett delved into the intricate nexus between artificial intelligence and the humanities, illuminating the ethical quandaries and transformative potential of AI.





### **8. International Seminar on The Future of the Punjabi Language on 20<sup>th</sup> February, 2025**

The Amrita Pritam Sahit Sabha, in collaboration with the Department of Punjabi and the Guru Nanak Study Centre of PCM S.D. College for Women, Jalandhar, organized a seminar dedicated to International Mother Tongue Day. The theme of the seminar was "The Future of the Punjabi Language." The keynote speaker for the seminar was Dr. Satish Kumar Verma, Professor Emeritus (DBU) and former Dean of Languages at Punjabi University, Patiala. Addressing the students, Dr. Verma explained the definition of the mother tongue and its significance in human life. He emphasized that no other medium of communication can match the depth with which an individual can express emotions and thoughts in their native language. He also highlighted the rich phonetic and linguistic heritage of Punjabi, asserting that it is one of the most profound languages in the world.

