



Details of the Webinar Organised in College during year 2024-25

Sr. no	Name of Webinar	National/ International	Date from -To
1	Webinar on Entrepreneurship through Mandala Art	National	25 th February, 2025
2	Webinar on the Global scenario of Hindi literature	National	18 th March 2025
3	Webinar on From Passion to Profit: Building a Successful Music Career in Sitar with Entrepreneurial Strategies	National	08 th April 2025
4	Webinar on Exploring Political Science as a Social Science: Unveiling the Nature and the Scope of the Discipline	National	24 th March, 2025
5	Webinar on Innovating Influence: AI-Powered Social Media	National	11 th April 2025
6	Enhancing Communication Skills for Effective Implementation of NEP 2020	National	3 rd April 2025
7	Webinar on the topic 'Punjabi Criticism: Historical Perspective'.	National	12 th April, 2025
8	Webinar on "The Concept of 'Streedhan' in Ancient India and its Relevance to Property Rights of Women in India	National	11 th April 2025
9	National webinar on Yog Kathak and Instrument	National	5 th March 2025



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



	Innovative Handmade Jewellery'		
11	Webinar on Contribution of Punjabi Community for Promotion of Sports at the World Level	International	4 th April 2025
12	Webinar on Role of Science in Tackling Challenges	International	16 th August 2024
13	Webinar on Divine Harmony: Entrepreneurship on Gurbani Sangeet	International	19 th march 2025
14	Webinar on the topic 'Contribution of Diaspora Punjabi Media in the Development of Punjabi Language.'	International	20 th March 2025
15	Webinar on "The Ghadar Uprising: A Fight for Freedom" Conducted	International	28 th March 2025
16	Webinar on "Tradition and Transition: Changing Contours of Kathak" on 2 nd April 2025	International	2 nd April 2025
17	Webinar on 'Sustainable Entrepreneurship: A Global Perspective	International	12 th April 2025
18	Webinar on "Innovating Wellness: Entrepreneurship in Emerging Health and Food Trends"	International	5 th March, 2025



1. National Webinar on Entrepreneurship through Mandala Art on 25th February, 2025

The Department of Fine Arts, under the guidance of the Institution's Innovation Council (IC), organized a National Webinar on "Entrepreneurship through Mandala Art" on 25th February, 2025. The session featured two esteemed resource persons: Mr. Vinay Vaid, Assistant Professor at Khalsa College Co-Education, Ranjit Avenue, Amritsar, and Mrs. Rakinder Kaur, a professional Mandala artist from New Delhi, Senior Vice President of Art Affina, and President of Art Affina Organization affiliated with IWS Canada. The webinar aimed to highlight the scope of Mandala Art as a form of creative entrepreneurship.





2. Webinar on Global Scenario of Hindi Literature on 18-3-2025

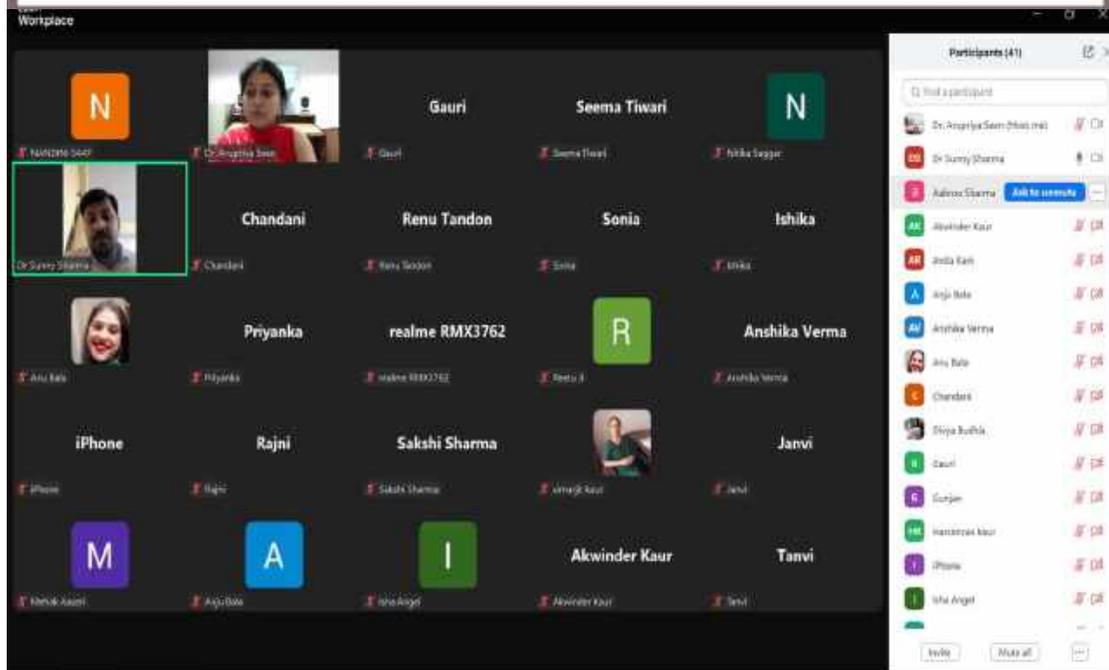
The Department of Hindi of PCM S.D. College for Women, Jalandhar, organized a National Webinar in which Dr. Paan Singh was invited as the resource person. Dr. Paan Singh is the former Head of the Department of Hindi at Himachal Pradesh University, Shimla. The theme of his lecture was *"The Global Perspective of Hindi Literature."* He focused on learning and studying Hindi with the same seriousness as English, pointing out that Hindi is not only taught at the national level but is also gaining a global identity and has been included as a subject in foreign countries as well.





3. National Webinar "From Passion to Profit: Building a Successful Music Career in Sitar with Entrepreneurial Strategies" on 08th April 2025

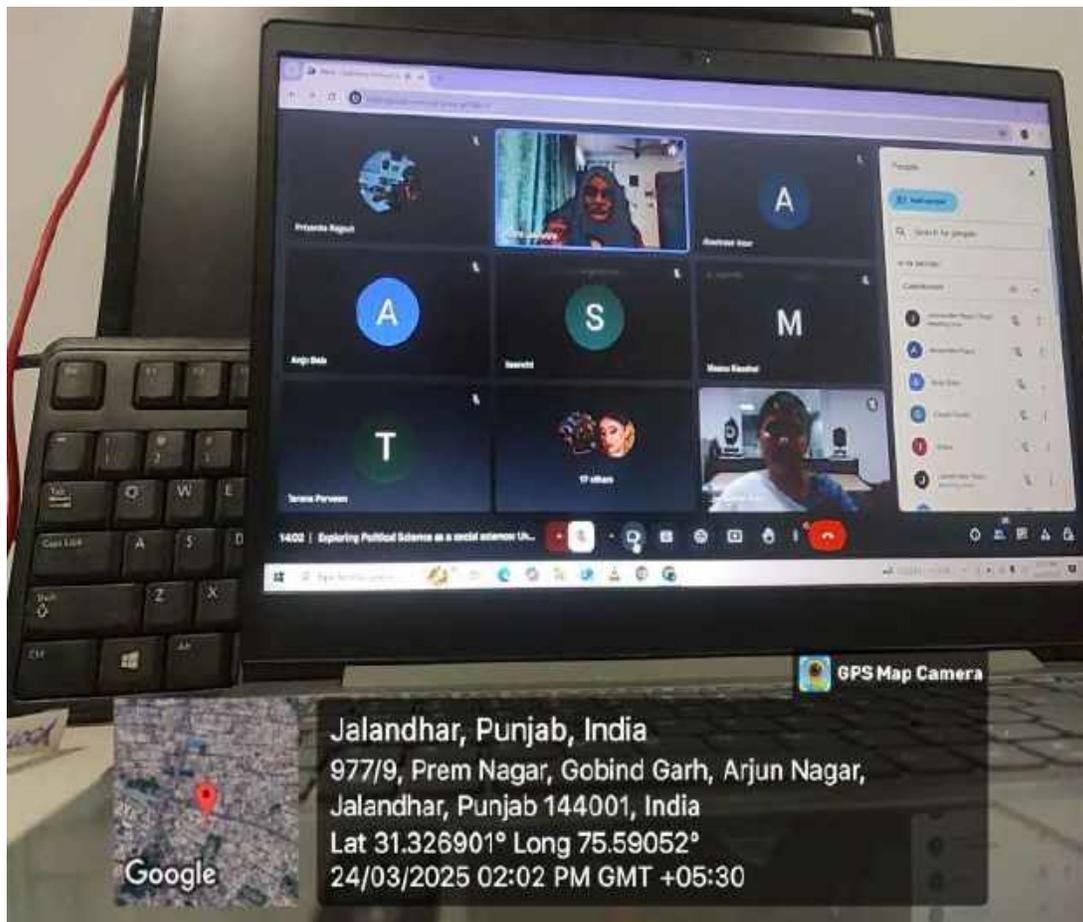
Department of Music Instrumental organized a one-day National Webinar titled "From Passion to Profit: Building a Successful Music Career in Sitar with Entrepreneurial Strategies" on 08th April 2025, to inspire and guide students on how to transform their passion for sitar into a sustainable and rewarding profession. The webinar was led by Dr. Sunny Sharma, Assistant professor from WRS Govt. College, Dehri (Himachal Pradesh). Dr. Sharma began the session by sharing his personal journey in the world of classical music and emphasized the importance of passion, discipline, and continuous learning in mastering the sitar.





4. National Webinar Organized by on "Exploring Political Science as a Social Science: Unveiling the Nature and the Scope of the Discipline." 24 March, 2025

The Department of Political Science of Prem Chand Markanda S.D. College for Women, Jalandhar, under the guidance of IQAC, organized a National webinar on the topic "Exploring Political Science as a Social Science: Unveiling the Nature and the Scope of the Discipline." The event featured Dr. Nidhi Lakhotra an Associate professor at Shaheed Bhagat Singh Evening College ,(University of Delhi) as the esteemed resource person.





5. Webinar on Topic "Innovating Influence: AI-Powered Social Media" on 11 April 2025

The Department of Mass Communication and TV Video Production, under the banner of the Institution's Innovation Council of PCM S.D. College for Women, Jalandhar, organized a thought-provoking webinar titled "Innovating Influence: AI-Powered Social Media". The session aimed to educate students about the growing intersection of artificial intelligence (AI) and social media and how this combination is revolutionizing digital communication. The keynote speaker for the webinar was Dr. Rahul Kumar, a distinguished expert in the field of media and technology, known for his extensive research and contributions in digital communication and AI integration.

The screenshot shows a Google Meet interface during a webinar. The main content area displays a slide titled "Impact of AI-powered Social Media on Society" with the following bullet points:

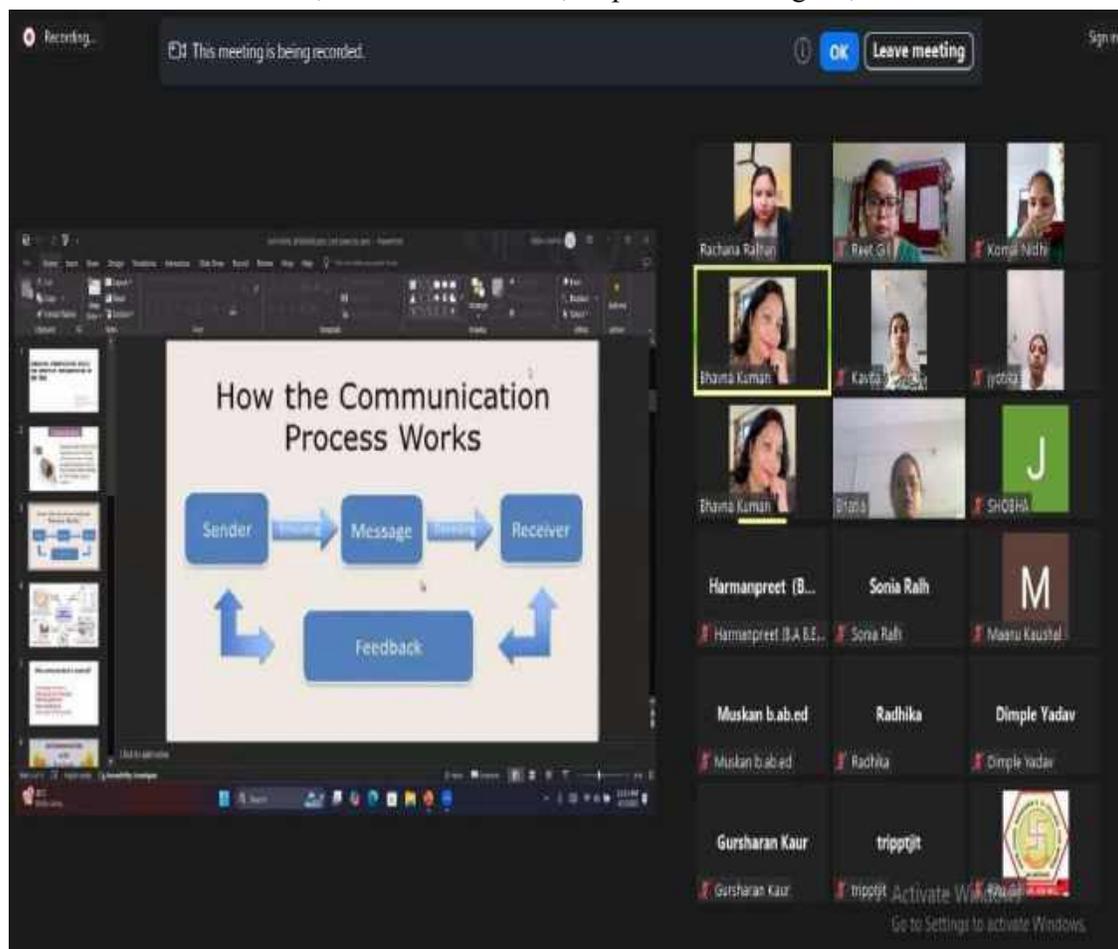
- Personalized Information Ecosystem
- Rise of Influencer Culture
- Faster Spread of Misinformation
- Data Privacy Concerns
- Algorithmic Bias and Discrimination
- Transformation of Communication and Relationships
- Influence on Buying Behavior
- Blurring of Real and Virtual Lives

The right side of the screen shows a grid of participant video thumbnails. The top row includes Dr. Rahul Kumar (Suchvrat Arya), Naina Kumari, and Anshika Chopra. Other participants visible include Tejinder Kaur, Sonu Sengupta, Navya Khatun, Kamal Kaur, 21 others, and Poojika Boparai. The bottom of the screen shows the Windows taskbar with the time 1:26 PM on 4/11/2025.



6. National Webinar was organized on the topic "Enhancing Communication Skills for effective Implementation of NEP 2020 on 3rd April, 2025

A one-day National Webinar was organized on 3rd April 4, 2025 on the topic "Enhancing Communication Skills for effective Implementation of NEP 2020. The Keynote Speaker was Mrs. Bhavna Kumari, Assistant Professor, Department of English, Shimla.





7. National Webinar on Punjabi Criticism: Historical Perspective' on 12th April, 2025

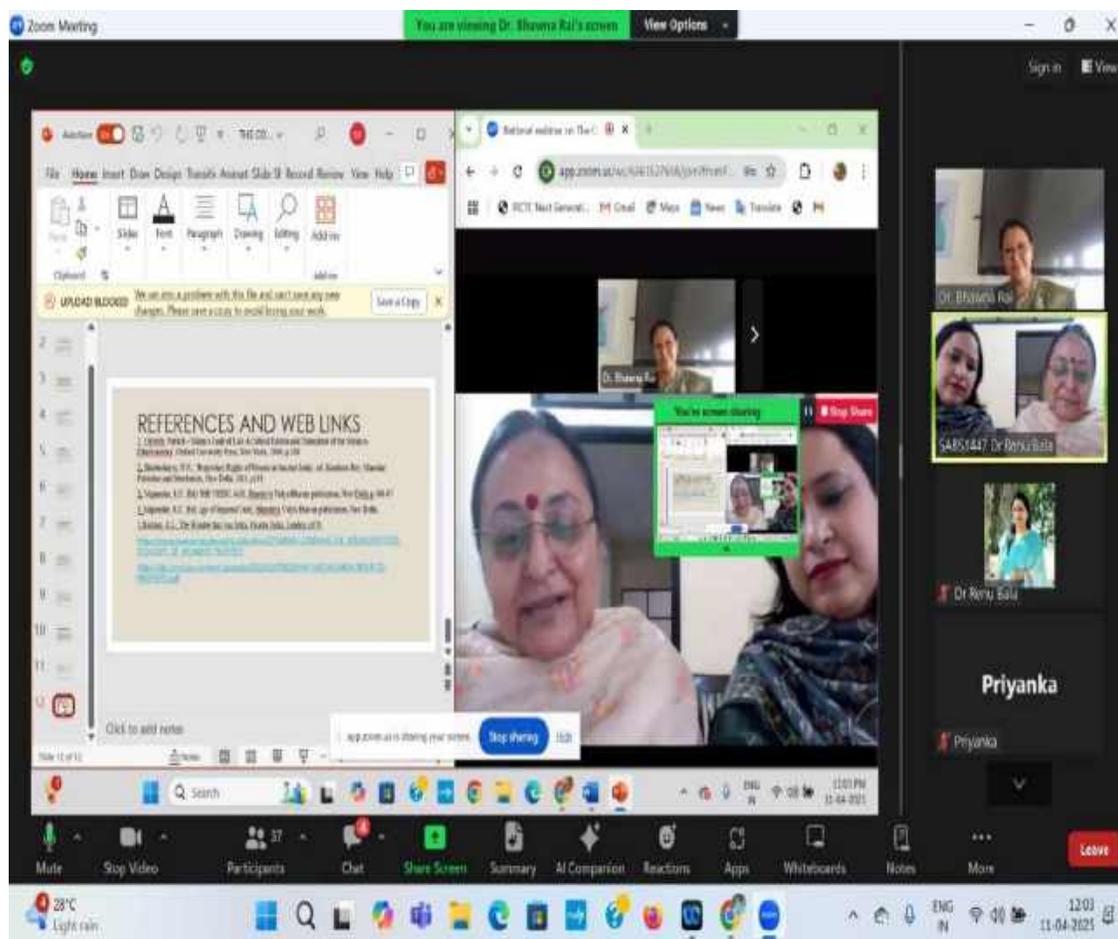
The Department of Punjabi at PCM SD College for Women, Jalandhar, under the aegis of the Internal Quality Assurance Cell (IQAC), organized a National Webinar on the topic 'Punjabi Criticism: Historical Perspective'. Dr. Naresh Kumar, Associate Professor and Head, Department of Punjabi and Dogri, Central University of Himachal Pradesh, Dharamshala, graced the occasion as the keynote speaker. During the session, Dr. Naresh Kumar defined literary criticism and shared significant insights into its historical evolution. He deliberated on the various historical phases of criticism and enlightened the students about the theoretical aspects and key elements of different schools of thought in literary criticism.





8. National Webinar on "The Concept of 'Streedhan' in Ancient India and its Relevance to Property Rights of Women in India" April 11, 2025

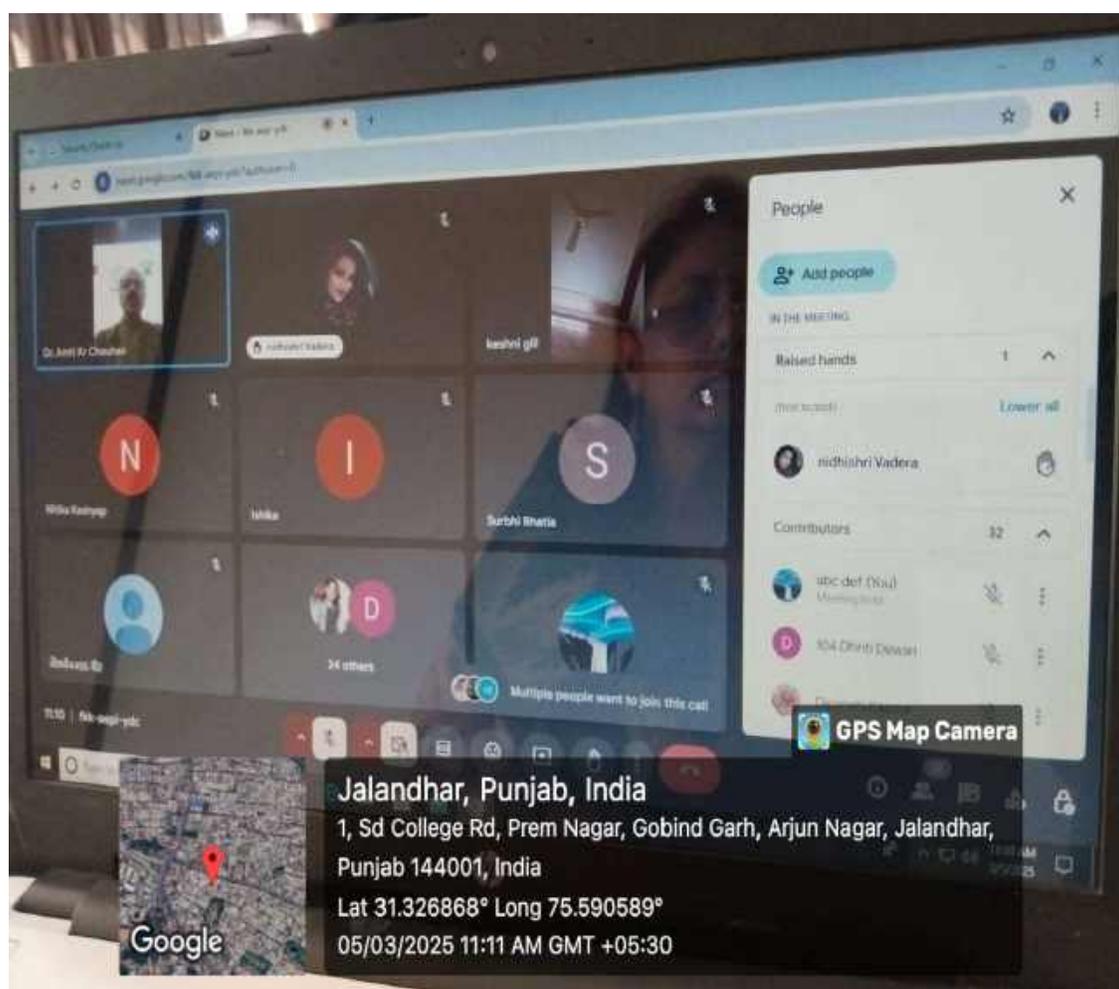
The Department of History of PCM S.D. College for Women, Jalandhar, organized a National Webinar on April 11, 2025, on the topic "The Concept of 'Streedhan' in Ancient India and its Relevance to Property Rights of Women in India." The session aimed to explore the historical origins, interpretations, and evolution of the concept of Streedhan and its legal and social implications in contemporary times. Dr. Bhawna Rai, Assistant Professor in the Department of History, University of North Bengal, was the esteemed expert speaker for the event.





9. National webinar on "Yog Kathak and Instrument" on 5th March 2025

The dance department organized a National webinar on Yog Kathak and Instrument on 5th March 2025. The resource person was Dr. Amit Kr. Chauhan, Naturopath and yogacharya, Kathak Kendra, New Delhi. He taught about the various technique to be used to improve Physical and mental health of a person. According to him, timing in food plays a vital role in the upbringing of a child.





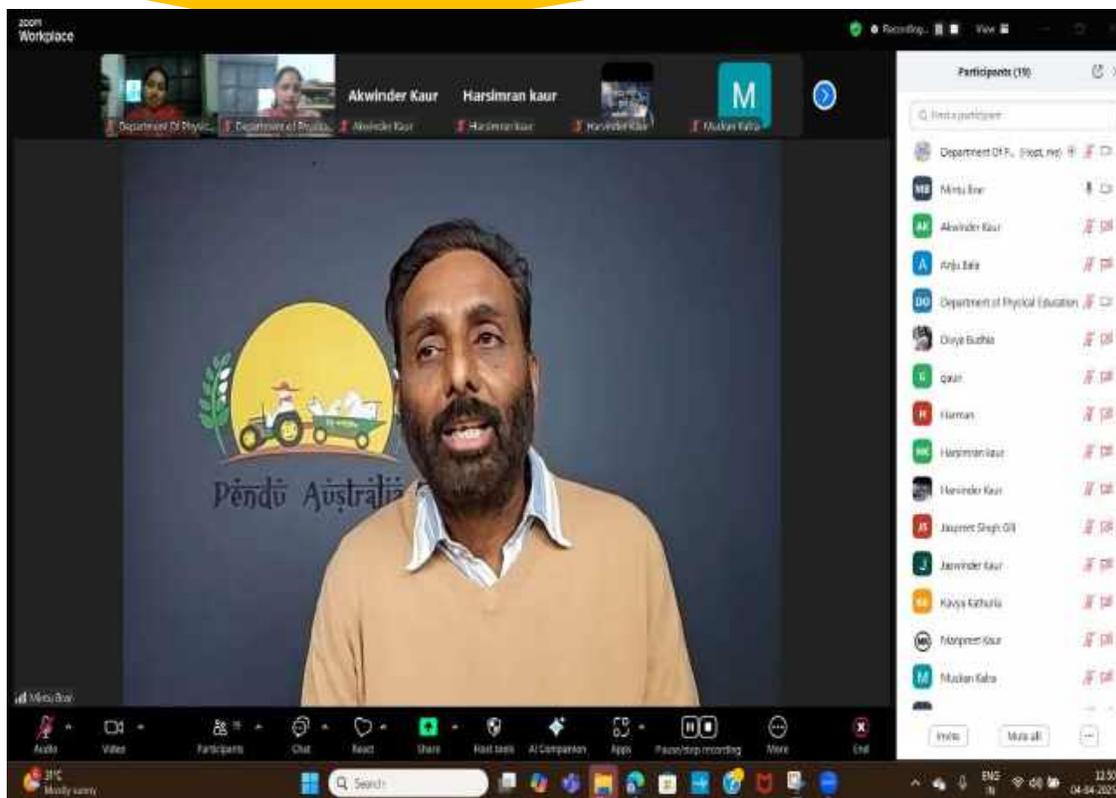
10. National Webinar on 'Marketing Strategies For Innovative Handmade Jewellery' on 16th April 2025

PG Department of Fashion Designing in collaboration with IIC and Incubation Cell of PCM S.D. College for Women, Jalandhar organised a National Webinar on the topic 'Marketing Strategies For Innovative Handmade Jewellery'. The resource person of the session was Ms. Manisha Dhiman, founder of Kalakari. Kalakari is a brand creating handmade jewellery using waste and recycled papers and fabrics. She guided the participants on various marketing strategies, with special reference to exhibitions and freelancing. Moreover, she addressed the brand-building process, which includes creating a logo and promoting brand identity. The students engaged with the speaker and gained valuable insights into various strategies to boost their clientele. Students of all the streams of fashion designing joined the webinar and learned interesting things about the topic.



11. International Webinar on "Contribution of Punjabi Community for Promotion of Sports at World Level" on 4th April 2025

Department of Physical Education organized an International Webinar on "Contribution of Punjabi Community for Promotion of Sports at World Level" on 4th April 2025. The resource person of the webinar was S. Shaminder Singh.



12. International Webinar on Role of Science in tackling challenges on 16 August 2024

Department of Science of PCM SD College for Women, Jalandhar, hosted an insightful International Webinar on "The Role of Science in Understanding and Managing Challenges in Day-to-Day Business Life for Stress Reduction." Under the guidance of the Intuition's Innovation Council on 16 August 2024. The event brought together experts from various fields, including psychology, neuroscience, and organizational behavior, to explore how scientific principles can be applied to the everyday challenges faced in the business world.



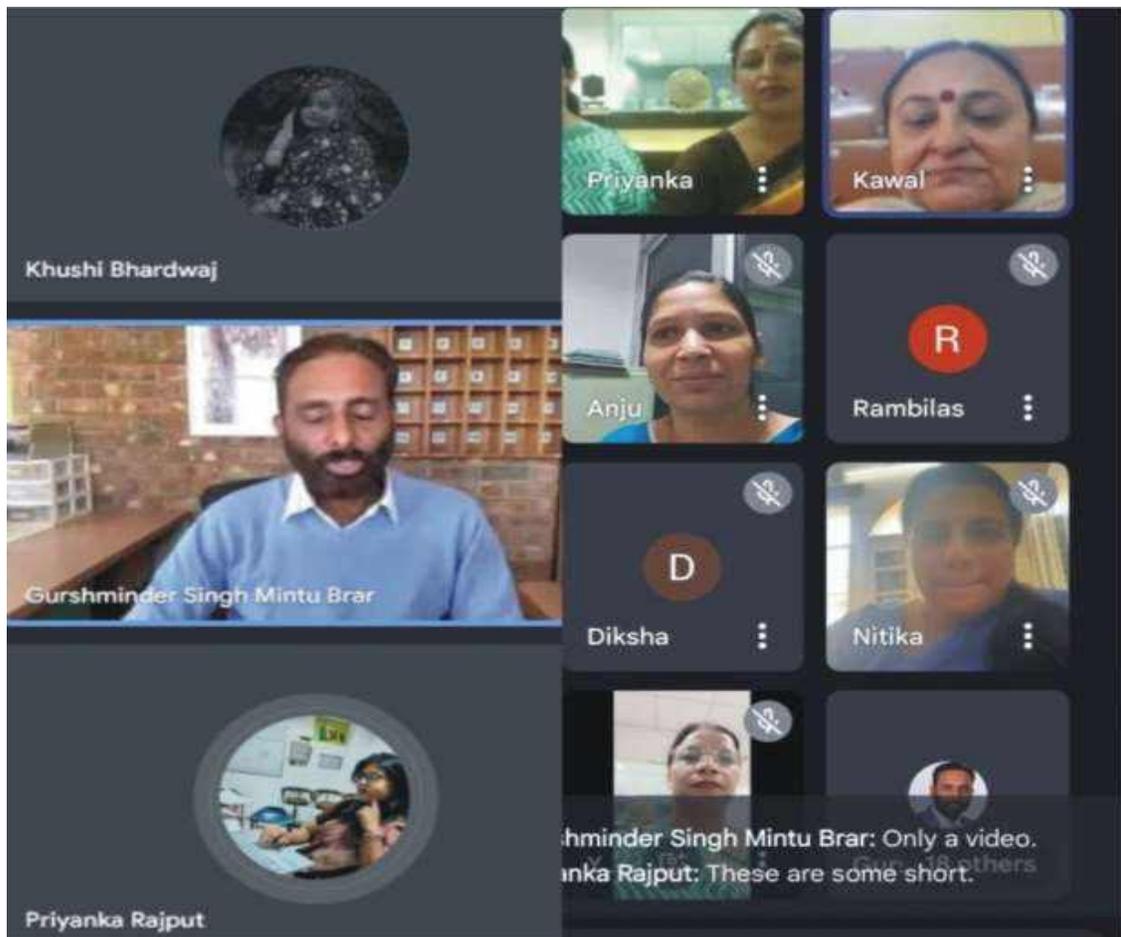
13. International webinar on Divine Harmony: Entrepreneurship on Gurbani Sangeet on 19 march 2025

The Department of Music Vocal at PCM S.D. College for Women, Jalandhar, under the Institution's Innovation Council (IIC) guidance, organized an International Webinar on 'Divine Harmony: Entrepreneurship in Gurbani Sangeet'. It shed light on how the sacred art of devotional music can be respectfully transformed into career opportunities while preserving its spiritual essence. The keynote speaker of the session was Prof. Dalbir Singh, founder of Raag Naad Academy of Music, San Francisco, California, USA, an internationally acclaimed scholar and practitioner in the field of Gurbani Sangeet and music entrepreneurship.



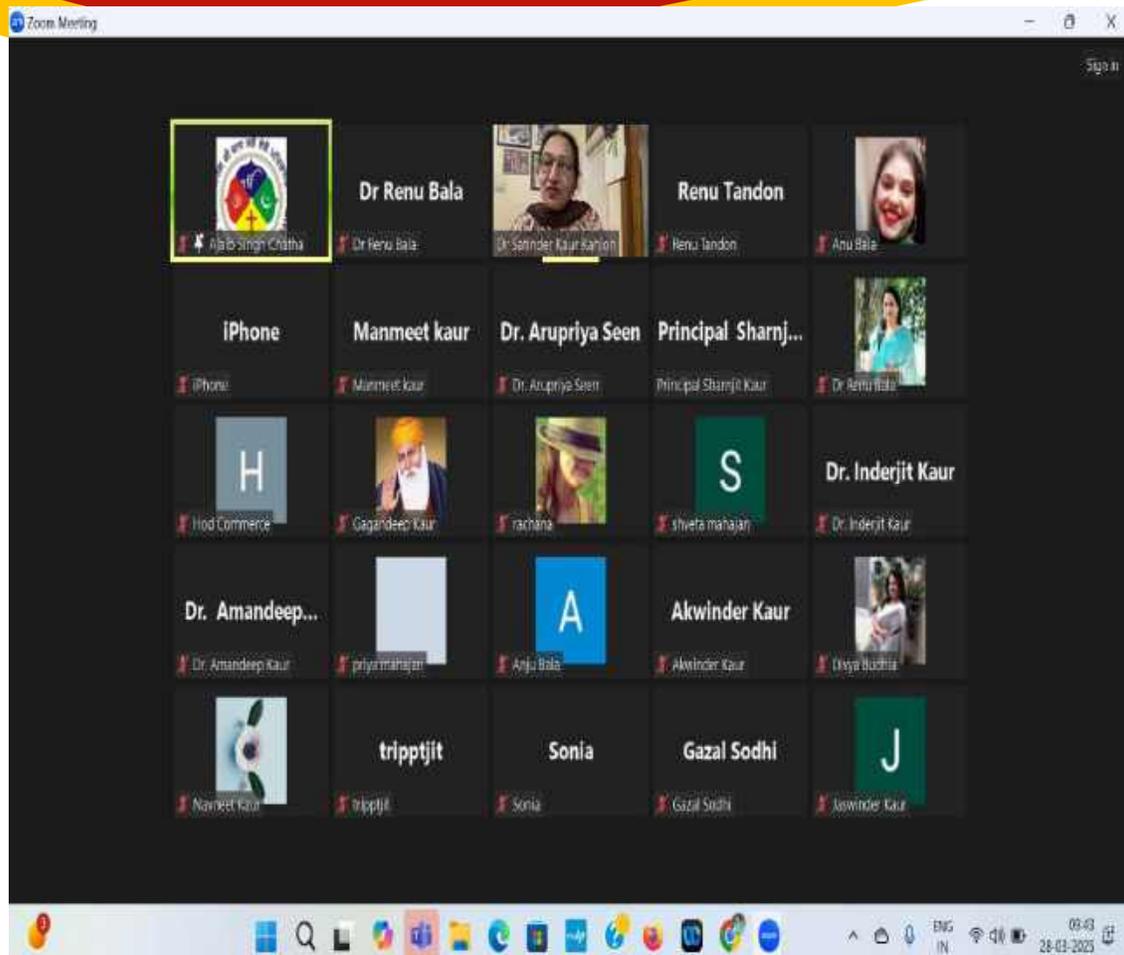
14. International Webinar on Contribution of Diaspora Punjabi Media in the Development of Punjabi Language on 20-03-25

The Department of Punjabi of Prem Chand Markanda S.D. College for Women, Jalandhar, under the guidance of IQAC, organized an international webinar on the topic 'Contribution of Diaspora Punjabi Media in the Development of Punjabi Language.' The webinar featured Mr. Gurshaminder Singh 'Mintu Brar' (Chief Editor of Punjabi Akhbar, Host and Producer of Pendu Australia (a YouTube travel show), and President of the Punjabi Culture Association, South Australia) as the keynote speaker. During the session, Mintu Brar shared his personal struggles and experiences, highlighting his contributions to the promotion of Punjabi language and media.



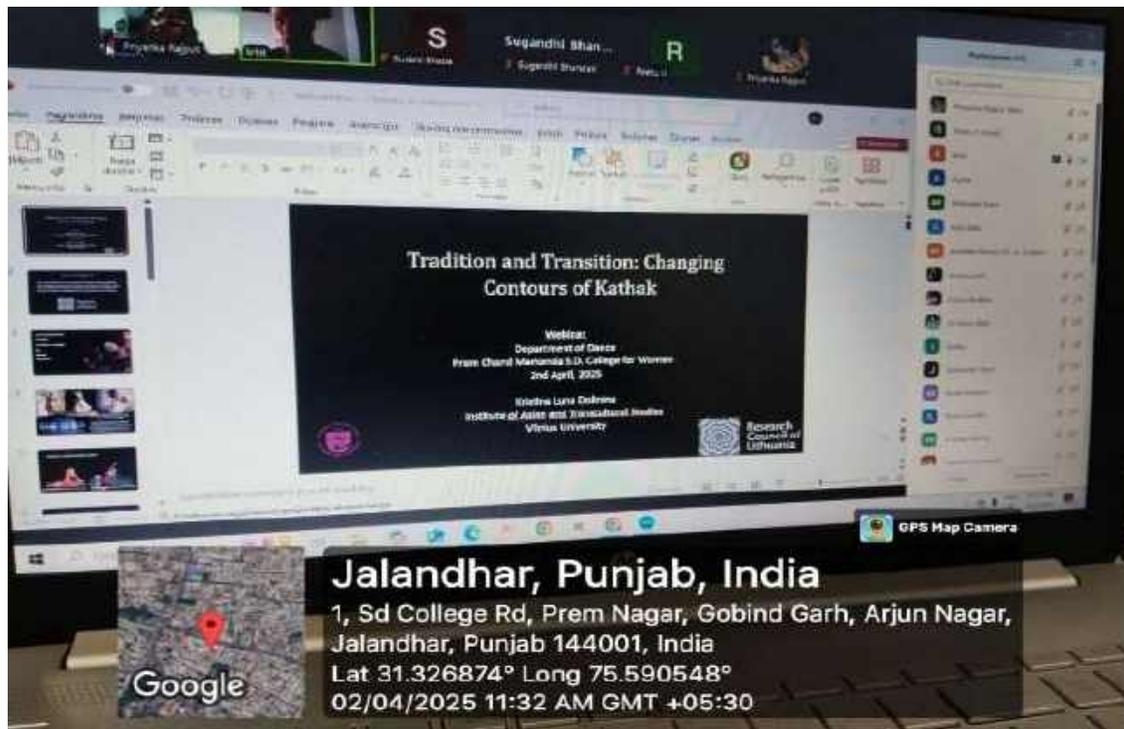
15. International Webinar on "The Ghadar Uprising: A Fight for Freedom on 28 March 2025"

The Department of History of PCM SD College for Women, Jalandhar, successfully organized an International Webinar on "The Ghadar Uprising: A Fight for Freedom." The event aimed to shed light on the significant role of the Ghadar Movement in India's struggle for independence and its global impact. Renowned scholars S. Ajaib Singh Chatha, Chairman Jagat Punjabi Sabha Canada, Dr. Satinder Kaur Kahlon, Vice President Jagat Punjabi Sabha Canada, and Principal Sharanjit Kaur, Vice President Jagat Punjabi Sabha Canada were speakers of the webinar.



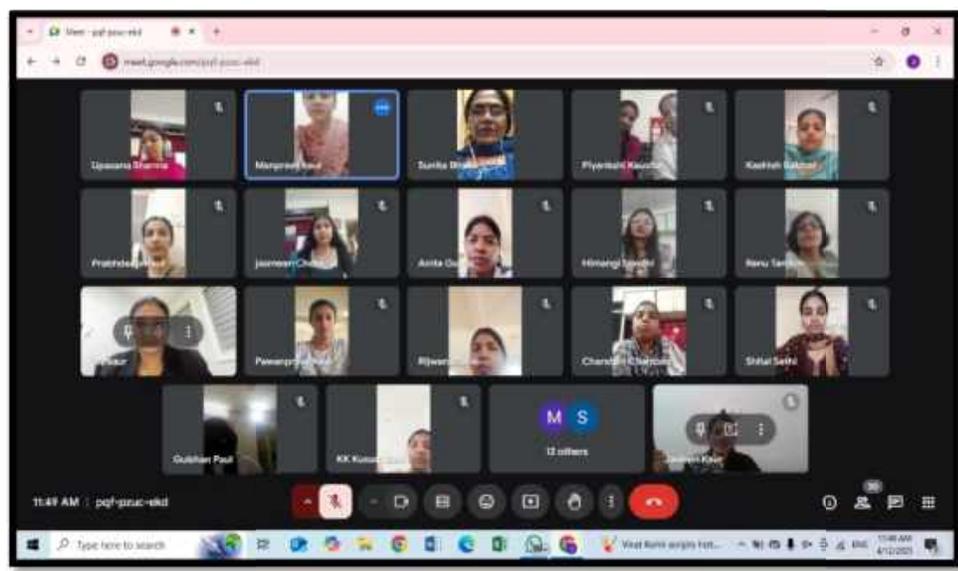
16. International Webinar Tradition and Transition: Changing Contours of Kathak on 2nd April 2025

The dance department organized an international webinar on “Tradition and Transition: Changing Contours of Kathak” on 2nd April 2025. The resource person was Dr. Kristine Luna Dolinina, Post-Doctoral researcher, Institute of Asian and Transcultural Studies, Lithuania. She is the disciple of guru Shovana Narayana and guru Aditi Mangladas. She spoke about the traditional Kathak and about the transit period in Kathak.



17. International Webinar on 'Sustainable Entrepreneurship: A global perspective' on 12 April 2025

PG Department of Fashion Designing organised an International Webinar on the topic 'Sustainable Entrepreneurship: A global perspective'. The resource person of the session was Ms. Jaspreet Kaur, Manager in Fashion Studio, Surrey, Canada. She guided the participants regarding fashion business ideas, focusing on creating profit with ethical and environmental responsibility, addressing societal needs, and promoting long-term sustainability. Moreover, she addressed the stores running in Canada that are promoting sustainable fashion businesses. She also encouraged the final year students to adopt sustainable practices like recycling when running their fashion studios. Students from all the streams of fashion design joined the webinar and learned interesting things about the topic.



18. International Webinar on "Innovating Wellness: Entrepreneurship in Emerging Health and Food Trends" - 5th March, 2025

An International Webinar on Innovating Wellness: Entrepreneurship in Emerging Health and Food Trends was organized by the Department of Home Science in collaboration with the IIC & P.G. Department of Cosmetology at Prem Chand Markanda S.D. College for Women, Jalandhar on 5th March 2025 at 10:00 AM. The webinar aimed to explore innovative approaches in health, nutrition, and wellness, while highlighting entrepreneurial opportunities in emerging food and health trends. It featured two distinguished speakers: Ms. Kirandeep Kaur, a Child Youth Care Worker from Canada, who spoke on global wellness trends and youth health, and Ms. Taniya Singh, Assistant Manager at Domino's (Canada), who discussed innovation in the evolving food industry.

