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DIRECTOR'S MESSAGE

DR. SHELLY REKHI SHARMA

SHREE HANUMAT-IMT

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"Imagination is more important than knowledge. Knowledge is limited to all we know and understand, while imagination embraces the entire world, and all there ever will be to know and understand" - Albert Einstein.

SHREE HANUMAT-IMT, is fully devoted to precise understanding of what education really means. We truly want that all our students and their parents must have a sync with our thoughts to understand that all we are doing is to take the responsibility of nurturing our students and help open their eyes and their young minds to the wonders of life.
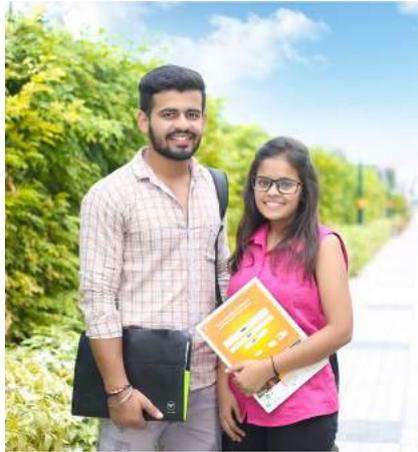
Through this e-magazine we want our budding professionals to self-portrait themselves as poets, writers, influencers and leaders. All we want is that all our SHIMT family including teachers, students and parents must take pride in what we have, in our country, in our state, our city and in our SHIMT.

I would like to thank all the parents for trusting us and to have reposed faith in SHIMT and motivating their wards to help for their creativity by contributing to this magazine.

I am proud of and thankful to my faculty team for not only being best mentors and teachers but to contribute their precious insights for this magazine. Last but not least I am thankful to that almighty to have blessed us with a very compassionate and passionate management who is always supporting our endeavors and giving us platform to experiment and learn. I am proud to be introducing the first issue of magazine.

May God Bless All !

CHIEF ADVISOR'S MESSAGE
Mr. Bhupinder Singh Garcha

A TIME OF CRISIS IS A TIME FOR CRYSTALLIZATION OF LEADERSHIP

The best of leaders are born in the worst of times for leadership does not present itself to a person on a platter. Corona virus, the pandemic has brought about cataclysmic changes the world over & people who have been able to adjust their perspective, conceive & perceive challenges, have come out winners. One multitude of a winner in India is the teaching fraternity. They were able to most quickly adapt to the changed academic habitat in the wake of covid-19 & keep the ship of Indian education on an even keel.

They Need to be congratulated more than anybody else because they are eternally engaged in the process of nation building-process that went on uninterrupted even when the virus was raging wild.
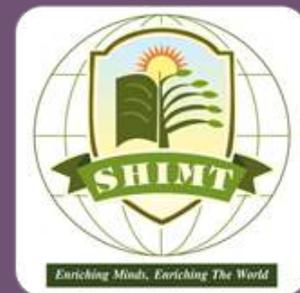
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Civilizing the world is no more only white man's Burden. We may not be as white but we are equally committed to the cause of educating the world. What is unique about our teachers is the fact that they may have armed themselves with the finest weapons from the arsenal of technology, yet they have not lost the human touch and it is for this and only this reason that not only the west but the entire world looks upto India for direction and solace.

I salute the Indian teacher.

A WHOLE BETTER LIFE

COLLEGE YEARS, A TRANSFORMATIONAL JOURNEY

As soon as one enters the senior secondary class of school; the dreams of college life begins. The dreams of a whole new life, filled with excitement and adventures make the blood rush through veins. For many, the definition of college does not go beyond freedom, fest, fun, and fashion. Few others enter college with eyes full of dreams and anxiety about the future. They come to learn to sprint towards the life of their dreams. Honestly speaking, none of them is wrong. College is equally about making youngsters more confident and independent as much as it is responsible for making them job-ready academically. The confusion of balancing both the aspects of college life is common among the students. Not just them, their parents also go through the stress of drawing a line for their children.

College years might not be the best years of life - after all life is pretty long - but these years have the potential to be one of the best years of one's life.

By: Ms. Arshpreet Kaur

Co-Editor

College education can't be quantified, the secret is in the quality of your learning and the power of your passion. Like any other situation of life, you get out of college what you put in. College is about more than book learning, it's about testing your theories and the books and rewriting them. Thus, to be haunted about how to live is common.

I will say, live it the way you have been living it till date- experimenting. Like until now, there will be phases and seasons and each one of them teaches you a new chapter of life. It's time to learn more about yourself along with the world. It's time to let the tiny buds bloom and flourish and become a fully rooted tree.

The beginning, the most immature, fantasy provoking freshman year. You'll have a whole new life awaiting you, with so many days and possibilities ahead. You, in your enthusiastic self, would set out on a pursuit, making plans and goals. Some about the march towards the aim ahead and some for the curiosity of unknown. You have been pursuing things since the day you gained your senses, you are going to do it again. This time you'll end up richer.

As you step into the second year, the rebellious, cupid prone, brainwashing era begins. Suddenly the feeling of seniority gives you wings. You feel wiser, superior, but sometimes way too much. Freedom gives you wings, but do you know how to fly? Maybe not but you would have learned to take responsibility for your actions. You will be confident to accept your insignificances and stronger to work on yourself.

The third-year arrives, and the time has flown. Really? gone? No. It has been there and it has left you richer, brighter, stronger and bolder. No will be the provoking year, the career-building year, the nonsense shunning year- the third year, Final Year.

Career building had begun the day you started to learn things. The day you picked a pen. Take the failures, take the mistakes, and embrace the lessons, rephrase them and forget about them. Remember what you learned. A year hence, you'll still be building your career, and everything around would seem irrelevant, it's just a phase and you will make best out of it. Don't let the buzzer of the final year ring so loud in your ears. The world of opportunity is awaiting you. You will be ready to rock it! You are meant for it. You have acquired the talent to deserve it and skills to survive it. You have survived the unknown before and you will now as well.

Here are a few more tips to make the journey smooth: From the first year onwards start learning software related to your field and keep yourself updated on the new developments. Work on your communication skills, your language your attitude, your outlook on life.

Start attending motivation seminars and read good authors.[you may start with 'Obstacle is the way' by Ryan Holiday].

STUDY TO GAIN KNOWLEDGE NOT FOR MARK'S.
Spend time with people from different cultures. It will help broaden
your horizons Become an active member of your college clubs and committees. Start preparing for further tests and admissions.
Exercise your leadership skills.
These habits will help you to live your life to fullest, with no regrets, and a happy one.

IMPACT OF CORONAVIRUS (COVID-19) ON BUSINESSES

By: Ms. Parleen Kaur Jaswal
Assistant Professor Commerce Department

COVID-19 has shocked the world and sent economies spinning. This virus first appeared in the Chinese city of Wuhan. At first, it has only affected China, but now its effects can be felt all around the globe, with many countries in lockdown. As many countries are facing the lockdown period and due to which many businessesare fighting to survive. The question arises how this virus is going to influence marketing and sales. The various survey has been done which include 237 brands to see how they are coping with the crisis. According to the survey done by the influencer marketing hub, it has been realized that the crisis will affect some industries more as compared to others. At present businesses are struggling to meet the demand. The firms related to luxury and service are in a more unpredictable position. Here are some of the results of the surveys carried out in March 2019 which shows how this virus is going to have a great impact on various business activities.

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IT'S BEEN EXPECTED THAT 69% OF BRANDS WILL DECREASE AD SPEND IN 2020

According to the survey, which was carried out before the end of March, 69% of the respondents have Specified that there is a high or possible chance that they will be decreasing their ad spend this year. They have already stopped ad campaigns for the products which they cannot currently sell due to the current situation.

THE DECREASE IN REVENUE HAS BEEN NOTICED DURING MARCH.

The survey shows that almost 65% of the respondents noticed that the firms were already facing a noticeable amount of decline in revenue. And most of the remaining firms are probably in essential industries or regions are yet to experience the worst effects of the coronavirus.

MOST OF THE BRANDS ARE POSTING LESS ON THEIR COMPANY SOCIAL ACCOUNTS AT PRESENT.

It has been seen that almost 74% of brands are posting less on their social accounts as compared to earlier. Nearly three-quarters of the firms have slowed down their social media posting. Many firms are closing their shops and are refocusing on their activities to make the business work. In other cases, companies are posting some of the stuff but less frequently. There are chances
that these numbers may reverse to some extent once the social media managers are settled into working from home.

SHIFTING OF SOCIAL TIME FROM INSTAGRAM TO TWITTER.

One of the interesting results from the survey is that there has been a shift in the preferred social networks over the last few weeks. It has been observed that 34% of the respondents have shifted their Social time from Instagram to Twitter.

Twitter has gained popularity recently, because of the current situation as people are getting more updates on twitter as compared to Instagram and few of the respondents has increased their Facebook usage, the reason behind this is that they can easily keep a check on their friends and family rather than for work activities.

IMAGES OF HUMAN INTERACTION DROPS 27.4% IN SOCIAL ADS

One of the studies done by Pattern 89 has noticed an evident change in the imagery used by brands in Social media ads during the time of the Coronavirus. They have found 27.4% fewer image and video ads on Facebook and Instagram depicting models displaying human interactions, such as hugging or shaking hands.

The coronavirus has an exponential impact on the economy as well as on the business. In the coming Years the GDP of the countries are going to be affected badly, as many orders from overseas companies have been canceled.The GDP of the country may dip to 2.70%. The preferences of the people are going to change to a larger extent. According to this survey businesses have changed their marketing and sales strategy; they are keeping it low and coming up with the new strategies so that they can cope up with the crisis they are facing.

HOW COLLEGE LIFE HAS CHANGED MY LIFE

### By: Ms. Paramvir Kaur
BBA 5th Sem

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As a high school senior, I, like many other people in my position, was torn in my decision of where to go to college. There were certainly pros and cons to each option, but my need for adventure and something new ultimately decided for me.

In my school, I learned the importance of 'You Only Live Once'. Sure, this saying can be applied to many different things but I've chosen to look at it differently. In school, I was hesitant to take risks, I didn't like being unsure of the outcome or the circumstances. Since I've been in college, in these years, I have learned the importance of risk-taking, experiencing new things and the ways that it promotes healthy growth and self-improvement. During the past year, I made lifelong friends, who are different from me. It's the difference that teaches me millions of new things as well as ways to see the same thing in many different ways. I can honestly admit that each one was out of my comfort zone and each one was the right decision.

I also learned to be confident and independent. I stopped questioning every decision I made and started believing in myself. After doing this two to three times, I realized that I had discovered a side of myself that is better in many ways. I have learned to take responsibility for my actions. Instead of blaming, I have learned to learn from my mistakes. Even the smallest lessons serve great purpose eventually. In college, I can become the best version of myself. I learned how to live my life to the fullest, and through this process became both incredibly independent and confident in the person that I am. I am looking forward to unfolding more of myself...
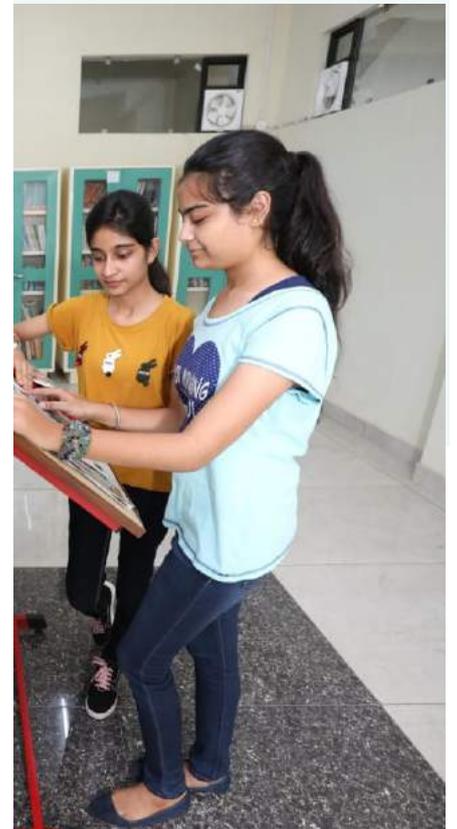
CLOUD COMPUTING: SECURITY ISSUES AND SOLUTIONS

**By: Er. Kanchan Rana**
Assistant Professor Computer Department

"In this world of internet cloud computing comes out as an arising technology", where software and information are given to PCs and gadgets on interest. Cloud computing uses circulated assets as a piece of clear environment, so it is basic to give the security and trust to share the data for making cloud computing applications. It is a distributed computing system consisting of collection, interconnected & virtualized data. Computer that has dynamical provision and presented as one or more unified computing resources based on service-level agreements build-up through negotiations b/w services user & customers. Clouds are a large pool of effectively useable and open virtualized assets, (such as hardware, development platform & services). This pool of resources is exploited by a pay-per-use model that guarantees the customized service-level agreement. A few issues arrive at cloud security as: lock-in, multi-occupancy, loss of control and so on. There are some security issues and their solutions on cloud computing.

Cloud computing security threads are the following: -

- Ease of Use
- Secure Data Transmission
- Insecure API's
- Account / Service Hijacking
- Data Loss
- Data Privacy
- Internal / Externalthreats
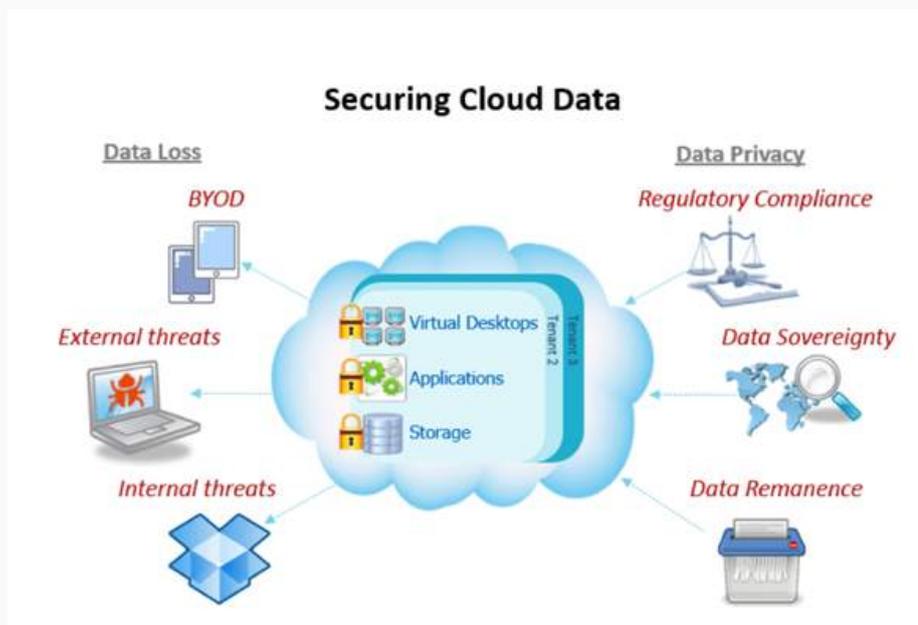
Solution of security issues are:-

- Check the access control
- Control the consumer access devices·
- Recovery Facilities
- Security Check Events·
- Use of Data Encryption·
- Prepare Chart Regarding Data Flow

A NEW APPROACH TOWARDS

FASHION

By: Ms. Prabhjot Kaur
Assistant Professor Fashion Design Department

We love fashion. We really do. But we also love our mother earth just as much as a light dress in spring, a warm jacket in autumn and a cozy jumper to stay in bed.

We need clothes to cover our body. We all depend on the fashion industry almost as much as on water to drink and air to breathe or achocolate to heal a broken heart. Clothes are actually an integral part of our identity, whether we like it or not. Behind all this, a massive industry exits, the second most polluting after the oil industry.

We are facing challenges in Manufacturing of Fashion Products and even in Managing Fashion Waste (Another big Problem for our environment).So a transition towards a more sustainable textiles and fashion sector requires approaches that can minimize its environmental and social impacts. Industries and brands are working on it already but we should also think about it.......

FOR BRANDS Sustainability means creating in a way which is most considerate of humanity and the environment. The goal is to have a system which works without leaving a negative footprint.

Solutions: Many designers are turning dead stock, vintage and other found fabrics into big business. For Example: People Tree, Reformation, Khadi etc.

FOR US/CONSUMERS Sustainability is a rational approach about what we buy, knowing which ideologies we are reinforcing through our purchases, and also questioning ourselves if we are really going to put on that new piece to the amount that it was worth being made.

Solutions:There are numerals of different perspective which we can ponder before changing our closet.

Clothing Swap: SWAP SHOPS are the most sustainable result because we are not only giving a new life to the pieces we are getting, but also providing the opportunity to others. This is the reality in a swap shop. These are generally run on a monthly membership fee, and as a member, we can then move around our outfits endlessly.

Borrow From A Friend: This is not a theory; it's an old fashioned idea. Marriages are especially good moments when we offer our expensive and exclusive outfits to friends and you know you'll take good charge of your companion goods.

Second Hand: This is another superb verifiable solution for the consumer as the pieces already exist in the market. As various companies are adopting this second-hand approach, so this is saving the whole negative impression of production by buying the high quality and vintage pieces.

Rent a Look: This concept is for those one time occasion that is salient but not happening again. For example, American site 'Rent the Runway' and because of this, renting concepts are expanding widely.

DIY Queen: Upcycling narrates the procedure of upgrading a textile to something other than its original purpose and look. It helps lessen the amount of waste going into landfills which can take thousands of years to break down. Even Upcycling can be a cool thing for upgrading our closet without spending money on new clothes. Here are some innovative ideas:

- Just take scissors and cut clothes to make cropped tops or sweater.
- Oversized shirts can be go around into skirts, off-shoulder tops and much more.

Buy for Longevity: Most of us are Fashion Followers who follow the latest trends, but we can still implement this advice. Whenever we are looking at new pieces, be assured in our own style and ask ourselves whether we will use this piece again in six months' time. If we have that confidence that it will last for quite some time in our fashion wardrobe then go ahead and buy it.

Similarly, examine whether we can combine it with things we already have – there's no use of buying a new top if we don't think it will go with anything else we own already.

Restyle The Wardrobe: It's a human behavior that we might feel like we have nothing to wear, but a fresh look can be obtained from what we already own. It can help us see things in a new light.

Repair Any Damage: We don't need to be a professional tailor to fix any damage to clothes. An unattached seam or button that has fallen off can be easily sorted out.It's not costly to buy a needle and thread either. If we don't know where to start, there are plenty of YouTube tutorials for beginners which will tell us exactly what we need to do. Just always try to find Solutions instead of complaining.

Avoid Fast Fashion: There's no doubt that fast fashion is super alluring with all the new trends and cheap prices; however we also know there's a not-so glamorous side to fast fashion. So we should stop our shopping habits. We should know our closet and style and it will definitely help in avoiding impulse purchases and being drawn into the ever-changing fast fashion rage.

Slow Fashion: Slow fashion means sticking with what we have for a long time, so this can get difficult to practice when our tastes change. Quality is key here, take the time to really think about if the pieces suit your style and you can see yourself wearing them for a long time. It's best to start with basics. When something breaks, check to see how you can get it repaired before you toss it.

Fair Fashion: If there is a Fair wages it will supports education and it also improves workers quality of life.If everyone had a living wage: There would be more happiness in the world = less conflict + more love & peace.

Prefer 100% Materials: Only apparel which is 100% can be recycled because there is no technology at the moment to separate blended fibers (mixed materials). This means we should turn away from pieces which are for example 80% cotton/wool/anything and 20% something else.

Conclusion:
"Our look has a lot to say about us and it is very societally influenced."
Yes, this is true, if we are buying brand new, expensive clothing it will increase our social status. Even various fashion and clothing companies make us think that we need their products. But due to fashion (whether to maintain our statusor to earn good income in short time) we all are actually contributing towards the destruction of our environmental. However, there are ways to look well-dressed without killing our planet. Recycling clothing, purchasing second hand clothing and purchasing clothing made with recycled materials are all ways to lessen our footprint and still look good.

STEM CELLS

By: Ms. Ravneet Kaur
Assistant Professor BMLS Department

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Cells in the body have particular purposes, but stem cells are cells that do not yet have a specific role and can become almost any cell that is mandatory. Stem cells are undifferentiated cells that can turn into specific cells, found throughout the human body. It reproduces over an extensive period of time without changing. Stem cells have the ability to make so many breakthroughs in the medical world.

Scientists and doctors have all ready found so many ways that stem cells can be used for the better of so many people.
Stem cell is extremely capable of developing to other forms of cells like
- Liver Cells
- Kidney Cells
- Heart cells

Stem cells an undifferentiated cell of a multicellular organism which is capable of giving rise to indefinitely more cells of the same type.
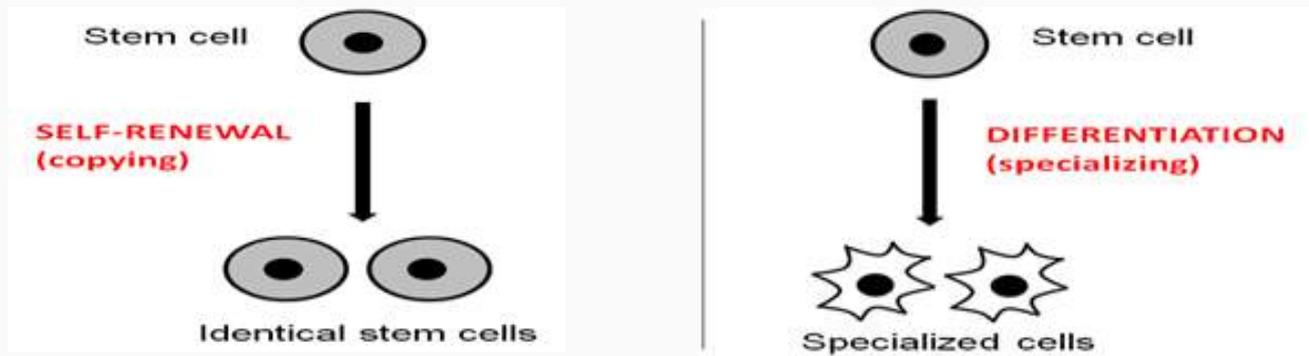
Stem cell characteristics are·
- Regenerate identical cells ·
- Transplant ability·
- Maintain the ability to proliferate and multipotentiality.

Stem cells are divided into four categories:

1. Totipotent stem cells:
These stem cells are capable of giving rise to any cell in the embryo and extra embryonic tissue.

2. Pluripotent stem cells: It is that produce cell types from each of the three embryonic germ layers,
- Mesoderm
- Ectoderm
- Endoderm

3. Multipotent stem cells: These stem cells give rise to only limited cell types

4. Unipotent stem cells: These cells that give rise to only one cell type are termed unipotent.

On the basis of these categories stem cells have two kinds:

Adult stem cells:
An adult stem cell is an undifferentiated cell found among differentiated cells in a tissue or organ, can renew itself, and can differentiate to yield the main specialized cell types of the tissue or organ. The key roles of adult stem cells in a living organism are to maintain and renovate the tissue in which they are found. This division and regeneration are how a skin wound heals, or how an organ such as the liver, for example, can repair itself after harm.
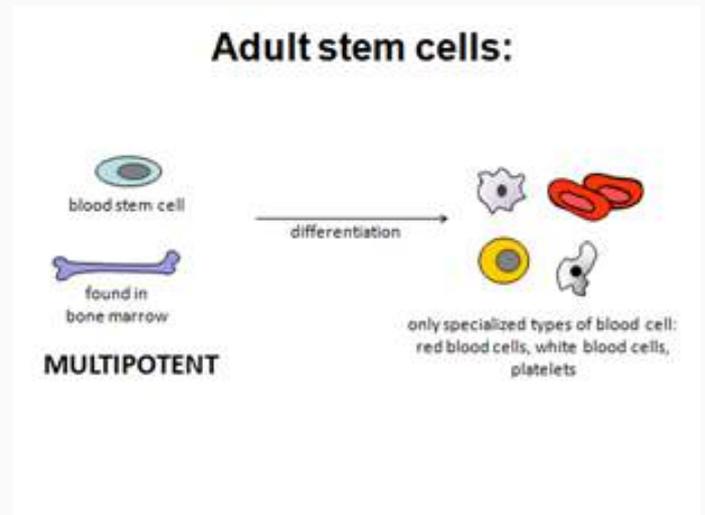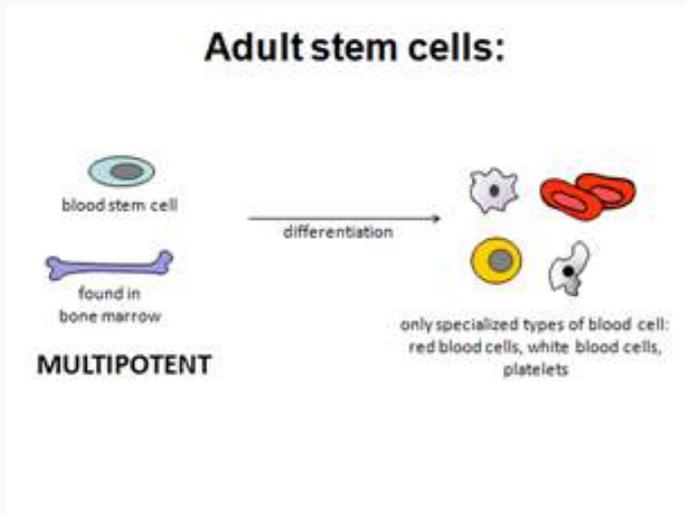
Embryonic stem cells:

Embryonic stem cells, as their names suggests, are derived from embryos. Most embryos that develop from eggs that have been fertilized in vitro. Embryonic stem cells are pluripotent stem cells derived from the inner cell mass of a blastocyst, an early-stage preimplantation embryo. Human embryos reach the blastocyst stage 4-5 days post fertilization, at which time they consist of 50-150 cells. Bone marrow contains Mesenchymal stem cells (MSCs) progenitor cells which is multipotent cells with capacity to differentiate to produce multiple types and to promote growth of new capillary blood vessels in the body.

USES :- Stem cells themselves do not serve any single purpose but are important for several reasons. They can regenerate damaged tissue, under the right conditions. This potential could save lives or repair wounds and tissue damage in people after an illness or injury. Scientists see many possible uses for stem cells like

- Tissue regeneration
- Cardiovascular disease treatment
- Brain disease treatment
- Cell deficiency therapy
- Blood disease treatments
- Donating or harvesting stem cells

DARK TOURISM IN INDIA

By: Ms. Aparna Bhatia
Assistant Professor BTTM Department

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## "DISASTER SITES AS RECREATIONAL LANDSCAPE"

Tourism is the practice and theory of attracting and guiding tourists along with entertaining and treating them well. It also increases the country's economy by attracting more tourists. Tourism is divided into various types; the most popular types of tourism are Pilgrimage tourism, Wildlife tourism, Cultural tourism, Leisure tourism, Educational tourism etc.

Dark tourismalso known as `Thana tourism' was coined by Foley and Lennon and is indicated as – "tourism involving locations related to death and great suffering". India has wonders of the great diversity of a long history of dark tourism. Moving into contemporary history, one might consider sites of recent terrorist acts as potentially relevant to dark tourists.Dark business, understood as a result of the kind of business that involves a visit to real or recreated places related to death, suffering.

Places in India which comes under Indian Dark Tourism:

- Jallianwala Bagh, Punjab
- Cellular Jail, Andaman & Nicobar Islands.
- Chambal Ghati in Madhya Pradesh
- Bhuj,Gujarat
- Roopkund, Uttarakhand
- Kuldhara Village, Rajasthan
- Taj Palace hotel, Mumbai
- Union Carbide plant, Madhya Pradesh
- The Residency, Uttar Pradesh
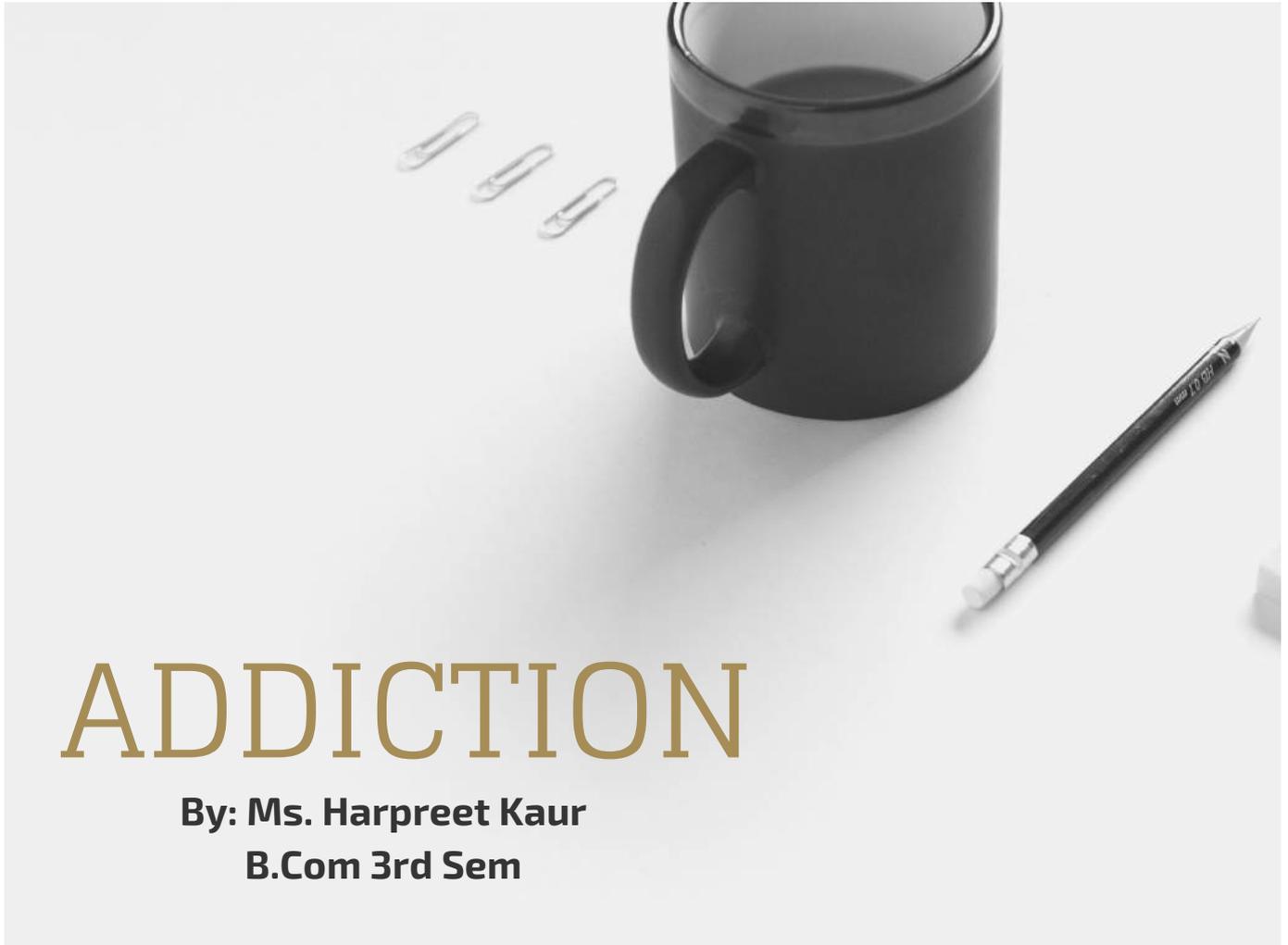
ADDICTION

By: Ms. Harpreet Kaur
B.Com 3rd Sem

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Everyone is quiet familiar with the word ADDICTION. Addiction is a condition that results when a person engages in an activity that can be pleasurable but the continuous use of which becomes compulsive. Addiction of any kind (drugs, alcohol) is nasty as well as obnoxious. It vandalizes a person completely leaving no chance of revamp. It is the only door where the locks are inside. It leaves a person in deplorable and destructive condition .The youth of today is getting trapped in the maze of addiction very rapidly. Once they get addicted to such nasty things, it becomes impossible for them to revive from it. Not only the addicted person suffers but also the family of the person has to go through a lot. It's very painful to see the youth deteriorating their lives on their own when they have the option to emancipate themselves from such deplorable things.One should stay away from such life deteriorating activities, if not for them but for their families.

FOOD SAFETY & HYGIENE

By: Mr. Deepak Thakur
Assistant Professor Hotel Management Department

Today production of food is done by large farms, branded hotels, restaurants, lots of big and small companies or outlets, which are interested to involve in catering, hospitality and sold healthy and delicious food in the multinational food outlets or supermarkets.

Food production has increased the variety and availability of food, they reduced the food cost, which is a real matter of concern in production of food. On the other hand, Hygiene and safety of food material is primary tent in preventing infection from various diseases and protect the atmosphere from various contaminations. Many people get affected by diseases that are transmitted through food materials.

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FoodHygiene is the practice of ensuring food safety, by protecting it from contamination and preventing bacteria. Keep in mind when we produce, cook and distribute the food, it is necessary to pay serious attention to the health of individuals working there.

HOW CAN BACTERIAL GROWTH BE CONTROLLED?

- Good quality control system such as, not storing raw food next to ready to eat and cooked food.
- Cook to a maximum core temperature of 75 degrees Celsius, on this temperature bacteria are killed off and food is safe for eating.

- At -18 degree Celsius or below bacteria are dormant and do not multiply at freezer temperatures.
- Personal Hygiene is also very important such as washing of hands after using the toilet and then preparing food.

PLANNING FOR HYBRID IT

By: Ms. Swati Arora
Assistant Professor Computer Department

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Every organization needs an in-house IT infrastructure to keep the precious data safe from prying eyes. While on-premise IT service offer organizations better control of their data, it is not the most economical and flexible solution. Similarly, relying totally on cloud services may help enterprises save a lot in terms of resources, it may not always be the most secure way to keep critical data.

This is where Hybrid IT solutions come into the picture. This mix-infrastructure technique allows businesses to outsource the low-risk resources to the public and private cloud while keeping the most critical data in-house. This process lets organizations enjoy the best of both the worlds by offering both data security and agility to expand when required. Hence Hybrid IT is fast becoming a go-to model for companies.

Factors to be considered while opting for it If, as an enterprise, you are looking to go with the blended or Hybrid IT infrastructure, then the security and privacy of your data is of utmost importance. However, here are a few other important factors that must be considered before deciding the company model……

Upfront costs: Determining the upfront cost in setting up the mix-hybrid environment is important as the cost may vary depending on each business case.

Integration with on-premises data: Public and private clouds need to be determined to ensure seamless transfer and zero downtime. This will also give the organization information about resources that will be used for the integration by the vendor.

Analysis of the workload: it is important to identify which application will be used remotely. Analysis of workload and execution venues beforehand can help in designing a better infrastructure strategy.

Backup and recovery: Understanding terms and conditions regarding backups and recovery plans offered by the vendors is important. Since you do not have physical access to the data servers, going with reliable vendors is a good idea.

Scalability: Make sure that the vendor is future-ready. In case you need to scale up, the vendor should have the relevant infrastructure in place. Planning for the future is the key here.

Challenges of Hybrid IT

Like any other technical process, Hybrid IT infrastructure has a fair share of challenges that need to be understood before making a switch. Few such challenges are….

Compliance: Under the hybrid model, data will be stored on a remote cloud server. This may become a challenge in case the compliance or regulatory policies demand the data to be stored locally. Non-compliance may result in complications.

Management: While cloud servers are meant to reduce expenses and increase efficiency, handling multiple cloud servers is a challenge in itself. Keeping a track of the costs, load on each server, idle time and resource is a huge task. Cost management in such cases becomes crucial to ensure on-demand servers are not loaded unnecessarily. Hiring a trained cloud expert is a must in such scenarios.

Why are enterprises opting for this model?

Since the requirements of every enterprise is different , they need a highly customizable solution to design, manage and scale their model as per their needs. Hybrid technology offers this flexibility and gives organizations an opportunity to optimize the operations, making them more agile and ready to innovate.

With the help of future proof technology, it is easy to minimize costs, scale up when required, increase efficiency. Hybrid solutions can now blur the gap between conventional technology and new age cloud solutions making the infrastructure current and practical.
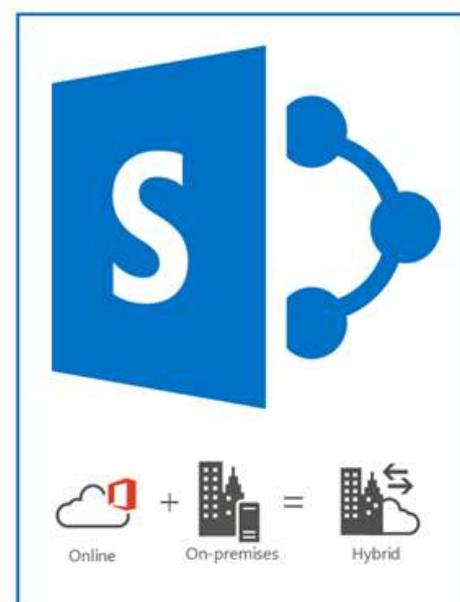
CASH BUDGET

BY: MS,SHIKHA SHARMA
ASSISTANT PROFESSOR COMMERCE DEPARTMENT

A BUDGET is telling your money where to go instead of wondering where it went.

John Maxwell

Cash budget is prepared by the Chief Accountant of the guidance for the management so that arrangements may be made with requirements of the organisation. Cash budget gives an estimate of the anticipated receipts and payments of money during the budget period.

In the words of Solomon Ezra, a cash budget is "an estimated projection of the company's cash position in the future."

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So this budget is split into two parts , one showing the estimated cash receipts on account of money sales and therefore the other showing the estimated disbursement on account of cash purchases, amount payable to creditors, wages, indirect expenses, revenue enhancement payable and budgeted cost.

- The cash budget is counteracted into periods, mainly in months.
- Cash budget helps in co-ordinating the assorted finance functions like sales, credit, investments, assets etc. It's a crucial basis of long run financial planning.
- Cash budget plans for cash dividend to shareholders, in line with the liquid position of the firm.
- The cash budget allows management to predict cash levels and adjust them as needed and helps to forecast large amounts of cash.

FASHION INDUSTRY: BOOM OR CURSE FOR YOUNGSTERS.

By: Ms. Navdeep Dogra
Assistant Professor Fashion Design Department

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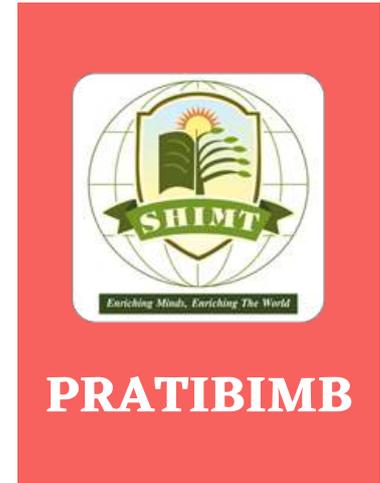
The fashion industry is a magnificent and compelling world of self-expression and style. From the day we are born, we are given clothes that portray how our parents look at fashion and once we grew up, we dress the way we have been inspired to dress. Though it would be pointless to compare the old generation with the new as fashion keeps on changing and it has its own significance for different generations. We know that the industry of glamour and fashion can actually have a negative effect on youngsters' minds.

Social media and the fashion industry show that humans need makeup to be attractive and youngster accepts this idea sharply. However, instead of wearing an artificial look, youngsters should have self-confidence. From books to magazines and social media, youngsters look everywhere to copy the latest trends in fashion because they want to be accepted in this modern and fashionable society. These days, youth is obsessed with fashion, they spend a lot of time on online shopping apps, they waste money on buying ridiculously expensive dresses which will not stay in trend for a long time. Today, the young generation spends a lot of their time to look attractive because of which they neglect their studies. Even they buy those expensive trends which are not in their budgets and this increases the financial burden on parents. What's more, to lot slim and to fit in skin-tight dresses girls start dieting which adversely affects their health. Hair dying is very popular and common among youngsters these days, however, they are not aware of the side effects of the hair colors and bleach on their hair. They use chemical-based cosmetic products that have allergic reactions and cause pimples and other skin related problems. Fashion also creates distance between parents and children, instead of planning a family trip they are more interested in going out with friends at malls or shopping centers.

There is no harm in keeping yourself updated, fashion is the wonderful part of our society that brings us together in a unique way, but it is also important that the youth concentrate on study and enjoy their young days by creating and maintaining their own natural styles.

"POWER OF BELIEF FOR YOUR SUCCESS"

BY- MS. DIKSHA BHATIA
ASSISTANT PROFESSOR COMMERCE DEPARTMENT

A belief is an idea that is accepted to be true. It can be a fact, a guiding principle, an opinion or faith in someone or something. We can have faith in our teacher, parents or doctor, in the value of being honest or good, in the value of exercise for good health, in our ability to succeed, or in value of a reading newspaper, magazine or books. The strongest factor for success is self-esteem: believing you can do it, believing you deserve it and believing you will get it. Almost every successful person begins with two beliefs, the future can be better than the present, and I have the power to make it so.

Now, here are a few examples that illustrate how belief affects our performance:

HOW SOME NEW WORLD RECORDS WERE CREATED?

In the first half of the century, athletes and trainees believed that humans could not run a mile in 4 minutes. Then, in 1954, one runner ran a mile in less than 4 minutes. In June, the same year, another person did it again. Since then, innumerable people have run a mile in less than four minutes.

THE MAGIC OF SUGAR TABLETS

The magic of sugar tablets (also called the PLACEBO effect) is well known to doctors. In some PLACEBO studies, patients were given sugar tablets that contained no medicine. But they were told that they were medicated. Many people were cured by sugar tablets. They got well believing that they were on real medication.

STUDENTS GET HIGH MARKS BECAUSE OF THE TEACHER'S BELIEFS

In a study, educational researchers divided students of equal IQ into two groups. Teachers were told that one group had a high IQ and should get high marks while the others had a low IQ and should get low marks. What, do you think, was the result? Students believed to get high marks, by teachers, got high marks in vice versa.

Many people mistakenly believe that they **have** to earn or prove their worth by achieving a certain number of external goals, like having an impressive career, large house, and acceptable body shape. The truth is you were born inherently worthy and enough. You will never truly be happy or successful if you go after goals because you feel incomplete. Step one of a successful life is to love yourself and feeling whole and complete just as you are.

Hence one may conclude that we should get inspiration from these interesting examples and believe in a positive attitude for success in life.

In any field, the most important factor is the belief in success. Without faith, success is impossible and our goals can only be reached through a vehicle of a plan, in which we must fervently believe, and upon which we must vigorously act. There is no other route to success.

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A NEW ERA OF GREEN FINANCE

Ms. Rimple Sharma

Assistant Professor Management Department

The degradation ofthe environment day by day is becoming ahuge concern for every country. This broughta new concept into existence "Green Finance". From the words, it is clear that it hasa focus on environmental sustainability in which the best use of financial resources is done for protecting the environment. Green finance is quite close to two terms; green economy and green growth. Green economy means to reduce the burden on resources & ecology and sustain the environment.

Green growth is a strategy to make the use of natural resources in a sustainable manner so that the concept of sustainability can be achieved, and all this will lead to less emission of carbon footprints.

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For creating awareness about this concept there are many green finance products available for making the investment. Few instruments are green loan, green mortgage, eco fund, green insurance, carbon emission etc. The main green finance spectrum is classified into four categories i.e. retail finance, asset management, corporate finance and insurance. Below given are the few instruments in which parties can make an investment or purchase the products and extend their hand in protecting the environment.

Retail Finance	Asset Management
Credit card	Carbon fund
Green loan	Green securitization
Green mortgage	Eco fund
Green home loan	Treasury fund

Corporate Finance	Insurance
Green project finance	Auto insurance
Carbon finance	Carbon insurance
Technology leasing	Green insurance
Private equity	Catastrophe insurance

GREEN PRODUCTS

INDIA AND SAARC

By - Ms. Arshpreet Kaur
Assistant Professor Management Department

The South Asian Association for Regional Cooperation (SAARC) is an intergovernmental and geopolitical association of South Asian states established in Dhaka on December 8, 1985. It was established to accelerate, strengthen and assist economic and socio-cultural growth of its member nations. The SAARC charter outlines its objective as to promote the welfare of South Asia and collective self-reliance among the countries of South Asia.

India has an important geographical advantage as being the only country to share its borders with all other SAARC nations, barring Maldives. Realizing the importance of SAARC, Indian Prime Minister, Mr. Narinder Modi has made his intentions clear to make the ties stronger by inviting heads of governments of South Asian countries to his oath taking ceremony followed by bilateral talks on his second day in office.

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South Asian Association for Regional Cooperation
International Business

S. No.	Country	2014-15	2015-16	% Growth	2016-17	% Growth	2017-18	% Growth	2018-19	% Growth
1	Bangladesh	7,072.84	6,762.09	-4.39	7,521.79	11.23	9,299.99	23.64	10,254.86	10.27
2	Nepal	5,198.68	4,373.29	-15.88	5,898.72	34.88	7,051.34	19.54	8,274.34	17.34
3	Sri Lanka	7,459.89	6,053.54	-18.85	4,515.35	-25.41	5,249.09	16.25	6,198.60	18.09
4	Pakistan	2,354.49	2,612.20	10.95	2,276.36	-12.86	2,412.83	6	2,561.44	6.16
5	Afghanistan	684.47	834.5	21.92	799.24	-4.22	1,143.53	43.08	1,150.89	0.64
6	Bhutan	483.81	750.22	55.07	817.1	8.91	924.11	13.1	1,028.29	11.27
7	Maldives	156.7	183.36	17.01	206.97	12.88	222.68	7.59	243.42	9.32

For the past several years, Bangladesh has been the largest trade market for India in the SAARC region. The countries enjoy multifaced economic relations including trade transactions, credit arrangements, joint ventures and transport development. The necessary legal and infrastructural framework is in place for both the countries to realize their full potential of economic cooperation.

According to a report published by The Economic Weekly in February 1962, 95% of Nepal's total trade was with India. Though the changing economic and diplomatic relations diversified Nepal's trade geographically, Nepal is the second largest trade market for India in the SAARC region. Nepal's dependence on India for transport and transit is the major reason behind this. Besides India is Nepal's largest source of foreign investment.

With the signing of FTA, bilateral trade between India and Sri Lanka increased manifolds. V. Krishnamoorthy, The Deputy High Commissioner, of Sri Lanka in a meeting with Federation of Telangana Chambers of Commerce and Industry (FTCCI) announced the growing interest among the Indian and Sri Lankan companies to invest in each other's markets. Indian goods has huge potential in the Sri Lankan markets but the reverse is quite bleak.

# CONTENT BASED IMAGE RETRIEVAL

BY: ER. MANPREET SINGH MAHAL
ASSISTANT PROFESSOR COMPUTER DEPARTMENT

Image Processing is a process to convert an image into digital form and perform some operations to get an enhanced image and extract useful information from it. As the use and processing of digital images increased now days, researchers are developing improved or new systems to retrieve images from a large database. There are generally two approaches for image retrieval:

1. Annotation-based image retrieval (ABIR)
2. Content-based image retrieval (CBIR)

In ABIR, keywords are used to annotate images. Well-named or annotated images provide precise results but it still has some shortcomings: Manual image annotation consume more time, human annotation is subjective type and some images would not be annotated because it's tough to illustrate their content with words. Visual content is used to retrieve images from database in CBIR. CBIR removes many problems related to retrieving images by keywords. Thus, in recent years CBIR becomes the major area of research for developers. The performance of a CBIR system mainly depends on the image representation methods and similarity matching criteria. Content-based image retrieval (CBIR) systems experience the challenge of semantic gap between the low-level visual features and the high-level semantic concepts. It would be advantageous to build CBIR systems which support high-level semantic query. The main idea is to integrate the strengths of content and keyword-based image indexing and retrieval algorithms while alleviating their respective difficulties. The CBIR basically performs two main tasks; firstly feature extraction, which is extracting feature set from

the query image which is generally known as feature vectors which represents the content of each image in the database. The second task is similarity measurement, which basically measures the distance between the query image and each image in database using the computed feature vectors and thus retrieves the closest match/matches. The general framework of system is displayed in Figure.
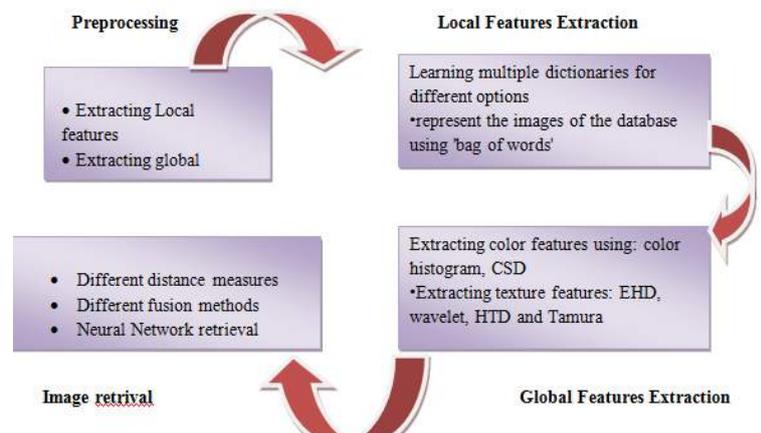
There are two stages in this ANN based classifier technique: training stage and testing stage. In the training stage, the input data and target data need to be fed into the network. Therefore, the extracted color and texture features from images database give the input data and the class label of images gives the target data. The back-propagation learning rule is applied until the network convergence is reached. In the testing stage, for a query image we use the same technique to extract its features to build a feature vector which then becomes an input to the trained neural

network for the retrieval process. The network assigns the feature vector to one or more similar classes. Image matching is a crucial step in content-based image retrieval. Therefore, finding a good similarity measure between images based on some feature set is a challenging task and leads to affect the effectiveness and the efficiency of the retrieval technique. Once features values associated to images database have been computed and stored, queries may be done. Similarity measurement techniques are of different kinds e.g. to represent features extracted from images as multi-dimensional points, the distances between corresponding multi-dimensional points can be calculated. Euclidean distance, weighted Euclidean distance, Manhattan distance, cross correlation distance, minimum mean distance rule, and statistical distance are the most common metrics used to measure the distance between two points in multi-dimensional space. Histogram similarity measures such as histogram intersection, histogram Euclidean distance and histogram quadratic distance are other methods. The artificial neural network serves as an intelligent search engine in our model to extract the corresponding class of a query image based on extracting its low level features. Then, the similarity measure between a query vector and each image vector in the extracted class is performed. Finally, similar images are ranked by their similarities and returned as the retrieval results.

FEATURE EXTRACTION

CBIR results are very much dependent on feature types. Generally there are two categories of features: global features and local features. Global features include color and texture histograms and color layout of the whole image. Local features include color, texture, and shape features for sub images, segmented regions, and interest points. The present paper integrated local color and texture features to improve the system performance.

Edge Histogram Descriptor (EHD)

The edge histogram descriptor resembles the color layout descriptor (CLD) in its principle of capturing the spatial distribution of edges which is useful in image matching even if the texture itself is not homogeneous.

An image is partitioned into 4×4 = 16 sub-images, and 5-bin local edge histograms are computed for these sub-images, each histogram representing five broad categories of vertical, horizontal, 45o-diagonal, 1350-diagonal, and isotropic (non-orientation specific) edges. The resulting scale-invariant descriptor is of size 240 bits, i.e. 16×5 = 80 bins and supports both rotation-sensitive and rotation-invariant matching. Five edge strengths, one for each of the five filters, are computed for each image block. If the maximum of these strengths exceeds a certain preset threshold, the corresponding image block is an edge block contributing to the edge histogram bins. The bin values are normalized to the range [0.0, 1.0].

NEURAL NETWORK CLASSIFIER

Artificial neural networks are well known as powerful tools in the area of pattern classification. Various types of neural networks techniques have been employed for image classification problems because of their generalization ability. The process of feed-forward, back-propagation is repeated until the output reaches a desired accuracy, or until a given number of training cycles has been completed. Assume that, a fully connected feed-forward network is chosen for our implementation and the images database is divided into two different samples which are training, and testing samples. The training samples are used to train the network, and the network is adjusted according to its error. Testing samples are then used to provide an independent measure of the network performance during and after training. A good classification test always results from high values of accuracy. The accuracy value can be calculated as follows:

Accuracy= (True Positive + True Negative) / Total No. of Images

Where true positive is the number of correct predictions when an instance is positive; true negative is the number of correct predictions when an instance is negative.

BEAUTIFUL ART OF INDIAN DRESSES

Ms. Maninder Kaur
Assistant Professor Fashion Design Department

Clothing in India change relying on the assorted ethnicity, climate, geography, and cultural traditions of the people of each region of India. Clothes are the best way to express our personality, where we come from, who we are, what we do, and etc.Historically, male and female clothing has evolved from simple garments like langota, dhoti, lungi, sari, gamcha and loincloth to cover the body into elaborated costumes not only utilized in daily wear, but also on festive occasions. India also had a superb diversity in terms of weaves, fibers, colors, and materials of clothing. Indian and International designers have been experimenting with the Indian garments, and styles to make it more adaptable to the international taste. Culture also effects the fashion greatly. Culture influences our lifestyle in major ways, especially by way of modernization, art, and technological innovation. These daysit's about comfort, on-the-go pieces and wearable's items. A blend of all cultures brought together has led to a fully new category of clothing, unique to our time- like fusion wear.

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FRONT OF THE HOUSE

By: Ms. Simranjit Kaur
Assistant Professor Hotel Management Department
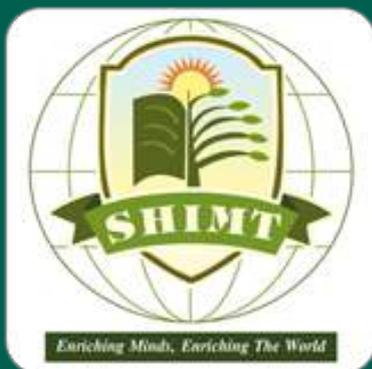
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The hospitality industry is endeavoring to enlarge itself and enhance the guest's overall experience. There are four considerable departments in the entire hotel; Front Office, Food Production, Housekeeping,and Food and Beverage Service, however, hotel front desk is a vital part of the front office operations because it creates the guest's first impression.Along with this front office helps to generate maximum revenue. In this contemporary era, there is a lot of competition among hotels. Due to this, new practices are being embraced by everyone to ameliorate their level of services. As the front office is an integral part and the front face of the hotel in which guests directly interact with the hotel staff at the time of arrival in the hotel.This is a very critical stage for both guests and front staff because during this phase guests build an imaginary image about the services and standards of that hotel. So,the front office is solely responsible for guest satisfaction and solace.

At the time of Check-in guests are greeted by the front desk staff and after that registration process beginsbut, in some hotels, welcome drinks are offered to the guests on their arrival as per the hotel's policies and standards. Apart fromit, at the time of check-in upselling is done with walk-in guests whereby guests are offered a more expensive room than they originally requested, mainly upselling is a sales technique which assist to accelerate the revenue of the hotel. Once the guest has registered with the hotel, he/she is assigned a room at the negotiated rate and room keys are allotted as per demand. Beside this, all the complaints of the guests such as attitudinal, mechanical, service related, etc. are handled in the front office in an elegant and courteous way. Moreover, variegated vouchers and bills are also prepared in the front office.

Guest's bills are prepared on the basis of guest folios and a smooth settlement of bills and check-out would enhance the guests' experience. Error-free billing reflects the professionalism of the hotel. Determining all these aspects, front office is considered as a nerve center of the hotel.

Activities