

PT. MOHAN LAL S.D. COLLEGE FOR WOMEN

SH. UPKAR KRISHAN SHARMA BLOCK

"आदर्श अनुशासन मर्यादा ईमानदारी तथा उच्च मानवीय
मूल्यों के बिना किसी का जीवन महान नहीं बन सकता।"

PT. MOHAN LAL S.D. COLLEGE FOR WOMEN, GSD
AFFILIATED TO GURU NANAK DEV UNIVERSITY, AMRITSAR

ACADEMIC PROGRAMS

B.Voc	10+1
B.Voc	10+2

PG FACILITY FOR WORKING WOMEN

Pt. MOHAN LAL S.D. COLLEGE FOR WOMEN, GURDASPUR

A MULTI FACULTY POST GRADUATE INSTITUTE

Re - accredited with 'A' grade by NAAC

MANAGED BY: GGSDS COLLEGE SOCIETY, CHANDIGARH

Affiliated to: GURU NANAK DEV UNIVERSITY, AMRITSAR

OUR INSPIRING SPIRIT



PT. MOHAN LAL JI

**FORMER EDUCATION, HOME AND FINANCE MINISTER, PUNJAB
FOUNDER PRESIDENT OF GGSD COLLEGE SEC-32, CHANDIGARH
PT. MOHAN LAL S.D. COLLEGE FOR WOMEN, GURDASPUR
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SH. UPKAR KRISHAN SHARMA JI

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E-MAGAZINE

‘DARPAN’



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Dr. PK Bajaj
General Secretary,
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Editor

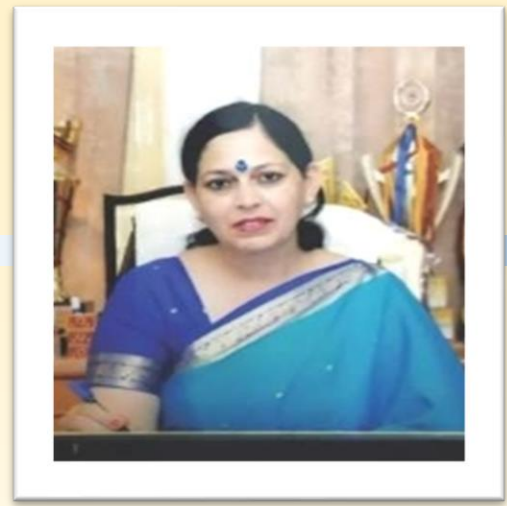


Dr. Khushboo
Editor



Mr. Ashwani
Technical Expert





Dear Sdians...

It gives me immense sense of fulfilment when I look at the monthly edition of college e-Magazine '**DARPAN**'. The essential purpose of e-magazine '**DARPAN**' is to inform, engage and inspire faculty, students, parents, alumni and our stakeholders. This e-magazine endeavors to reflect the values and the long tradition of excellence of the institution itself. Throughout the year campus buzzes with various activities that makes learning experience at SD Gurdaspur, a unique one. The perpetual efforts of the faculty, students and clubs/societies of the college in keeping the campus alive are commendable. Workshops, conferences, competitions, rallies, sports, guest lectures, FDPs, PDPs and a great variety of activities that corroborate academic learning help our students to grow in the real sense.

I congratulate editors for giving practical shape to my idea of e-magazine and wish all the best for inspired and result oriented session.

Dr. (Mrs.) Neeru Sharma
Principal



CLEANLINESS DRIVE



The Sports Club and NSS unit of the college organized a 'Swachhata Hi Seva' campaign under the cleanliness drive, in collaboration with Nehru Yuva Kendra, Gurdaspur. All the volunteers participated with great enthusiasm, starting with a march-past to promote the message of cleanliness. They cleaned the garden area of the college. Hostel students also took initiative to clean their rooms, hostel mess, and washrooms. College Principal Dr. (Mrs.) Neeru Sharma appreciated the efforts of the students and encouraged them to continue such healthy practices.

SEMINAR ON IMPORTANCE OF BLOOD DONATION



The Red Ribbon and Health Club organized a seminar on 'Importance of Blood donation' as directed by Assistant Director Youth Services, Gurdaspur. The resource persons were Dr. S. P Singh, Mr. Sunil Mahajan and Mrs. Seema. They highlighted the point that donating blood gives us strong positive feelings and every person must donate blood once a year so that someone's life can be saved. They also brought awareness among students about the shortage of blood. It is such a great service or contribution to society.

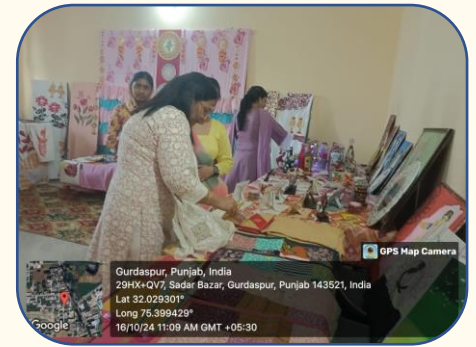


USE OF SAFETY MEASURES



An informative awareness program on the use of fire extinguishers was conducted in which Mr. Amandeep and Mr. Sourabh Dhawan were the instructors. The session focused on educating students and staff about the different types of fire extinguishers and their correct usage. The instructors also shared vital emergency helpline numbers, 101 and 112, to be contacted during fire emergencies. Key concepts like the RACE protocol—Rescue, Alert, Confine, Evacuate—were explained, along with the PASS method, which stands for Pull the pin, Aim at the base of the fire, Squeeze the grip, and Sweep from side to side to effectively control small fires. The session covered other essential safety measures as well, emphasizing the importance of preparedness in fire emergencies.

FESTIVE FEVER



The Fashion Designing department under the guidance of IIC organised an exhibition to celebrate the spirit of Karva chauth festival and to showcase the entrepreneurial skills of the students. Students exhibited stalls on tie and dye, block and screen printing and utility items, apparel accessories, decorative bottles, jewellery and various handicrafts. During this exhibition Cosmetology department also offered makeover and Mehndi services in the campus at reasonable prices and showcased their homemade products in the exhibition. College Principal, staff and students bought various items from different stalls.



CELEBRATING THE FESTIVAL OF LIGHTS



On the occasion of Diwali, the worthy Management and College Principal distributed gifts to each staff member, expressing appreciation for their hard work and dedication. The gesture created an atmosphere of unity and gratitude, making everyone feel valued and motivated.

NSS unit, Fine Arts department and Home Science department of the college celebrated a special program under 'Yeh Diwali My Bharat Vali'. Students of Home Science dept. prepared traditional halwa (a sweet dish) and students of Fine Arts dept. prepared beautiful diyas for this program. An outreach event was organised in which a langar (community meal) was served and diyas were distributed.

A stall selling clay diyas (lamps) was also set up in the college. Students and staff members of the college also bought these locally-made products to support Indian artisans and promote Indian culture.

The Central Association celebrated Diwali through 'Sharing Happiness with Others'. In the first project, students of the Central Association distributed clothes to the needy people. In the second project, students, faculty, and staff contributed to essential ration for widows in need.

As instructed by EEP and State Nodal Agency PSCST, supported by MoEF & CC, Central Association organized a 'Green Diwali' event. During this event, a planter exhibition was displayed with green Diwali quotes. This encourages students and staff members of the college to celebrate Diwali by exchanging planters among their friends and relatives, instead of bursting crackers.

The hostellers along with College Principal and Hostel committee incharges celebrated a memorable Diwali Night in the Hira Devi Hostel of Campus. The delicious dinner, lights, diyas and the dance performances made it a beautiful evening. Interesting games were organized to make the evening trickier and full of fun.



FREE HEALTH CHECKUP CAMP



The Health Club and Science Club organized 'Free Health Checkup Camp' in collaboration with Bharat Vikas Parishad City Branch Gurdaspur and BVP Charitable Welfare Society, Gurdaspur. Sh. Shailender Bhaskar (Secretary, BVP, City Gurdaspur), Dr. S. P Singh, Mr. Sunil Mahajan (President, BVP Charitable Welfare Society), Dr. Brij Bhushan Gupta (Vice President, BVP Charitable Society, Gsp), Mrs. Seema BVP-Lab Raman Kumar, BVP-Lab were present. They collected total Blood samples of 52 students for Hb and Blood group tests.

INAUGURATION OF HERBAL GARDEN



Herbal garden is the precious source of raw material for medicinal remedies used in primary health care. Keeping this in view, 'Herbal Garden' was inaugurated by the College Principal. The Herbal Garden of the college comprises 25 different types of medicinal plants' species including Basil, insulin, camphor, bel, vetiver grass, akarkara, ashwagandha, justicia, cardamon, cinnamon etc. The aim of the garden is to make the students aware about different types of herbs and to encourage them to use these herbs as food.



SLOW LEARNERS' MEET



Slow Learners Club organised Slow Learners Meet with college Principal Dr. (Mrs) Neeru Sharma. She interacted with weak students of different classes and the students having low marks in MSTs and University Examination. The College Principal guided and shared tips on how to release the stress during examination. Short notes will be provided to them. Important questions and previous year papers will be shared for final examinations preparations in order to get good marks. Principal Mam motivated students to study hard, set their priorities and devote time to studies so that they can pass the examination. Mrs Savita Nanda guided them for preparations and managing time to study all subjects. Other incharges Dr. Rupinder, Mrs. Rajni and Ms. Manbir also instructed them.

ADVANCE LEARNERS MEET



A meeting of Advance Learners of all streams was organised by the Advance Learner's club. Principal Dr. (Mrs.) Neeru Sharma and Club incharges Mrs. Money Ohri, Mrs. Paramjit and Mrs. Rajni Sharma addressed Advance learners of BA/BSc/BCA/B.Com/M.Com/M.Sc/M.A classes. College Principal interacted with students personally and motivated them to secure University merits. She asked them to set bigger goals and do hard work to achieve those goals. She advised students to follow maximum good books, online tutorials and guided them for effective usage of the internet. Students were encouraged to ask maximum doubts in their classes and revise question papers of the last three years.



EXHIBITION



Fashion designing department of the college organized a 2 days exhibition on the occasion of Diwali festival. The objective of this exhibition is to showcase the talent and entrepreneurial skills of the students. During the exhibition students displayed various stalls of handmade diyas, candles, Torans, wall paintings. Frocks, kurtas etc. Students and teachers bought beautiful art pieces from the stall.

PLANT OF THE MONTH



Eco-Club and Botany dept. of the college executed the 'Plant of the Month' campaign every year, which symbolizes the importance of seasonal plants. For this, every month one plant from campus is declared as plant of the month on the basis of its yield and seasonal importance. Our campus has a variety of fruit/vegetable plants and herbal/medicinal plants that helps in maintaining ecological balance and biodiversity of the area. Through this campaign, Students are being motivated to include these plants in their dietary habits. Basil was declared as the Plant of October Month by the Eco Club.



REMEMBERING MAHATMA GANDHI JI



Patriotic and Social Sciences Club of the college celebrated the birth anniversary of Father of the nation Mahatma Gandhi ji. A documentary on the life of Mahatma Gandhi was shown to the students.

SPORTS ACHIEVEMENTS



Our sports students brought laurels to the college by winning the overall champions Trophy in Volleyball. They participated in Inter College Volleyball championship held at GNDU, Amritsar and bagged first position. The College Principal congratulated the whole team, incharge Mrs. Gagandeep and coach Sh. Purshotam ji. She gave her best wishes for their future endeavors.

Our student, Ms. Arshdeep Kaur, achieved remarkable success at 8th Senior State Women Boxing Championship 2024 held at Shri Muktsar Sahib from 18th Oct to 20th Oct, 2024. She secured Silver Medal in the Championship. Her outstanding performance brought pride to the college.



STUDENTS ACHIEVEMENTS



On 18th October, 2024 an Inter College Quiz competition was organised by the District Language Department, Gurdaspur in which our students Jasleen Kaur bagged second position and Jasmeen Kaur bagged third position. respectively. The District Language Officer Dr. Paramjit Singh Kalsi honoured both the students with a cash prize of Rs.750/- and Rs.500/- along with a certificate of appreciation.



HARNESSING GAMIFICATION IN EDUCATION 5.0 TO PROMOTE SDG AWARENESS

Gamification in Education 5.0 presents a transformative strategy for advancing the United Nations Sustainable Development Goals (SDGs). By leveraging game mechanics such as storytelling, leaderboards, and rewards, this approach engages learners in understanding and addressing global challenges like climate change, inequality, and poverty. Integrating advanced technologies such as artificial intelligence (AI), augmented reality (AR), virtual reality (VR), and data analytics, gamified learning enables immersive and personalized educational experiences. These tools foster critical thinking, empathy, and systems-level problem-solving, equipping learners to tackle SDG-related challenges actively. This paper explores the potential of gamification in Education 5.0 to drive awareness and action for a sustainable future.

1. Introduction

Education has historically driven societal progress, playing a vital role in addressing global challenges. With the UN's SDGs aiming to resolve pressing issues like poverty, inequality, and climate change, the education sector must evolve to empower learners with the skills and mindset to take effective action. However, traditional approaches to education, characterized by rote memorization, fail to inspire critical engagement with these complex topics.

Education 5.0 shifts the focus toward technology-driven, learner-centric, and real-world problem-solving approaches. This paradigm encourages creativity, collaboration, and application, aligning seamlessly with the SDGs. Gamification, a key component of Education 5.0, uses game design elements to enhance motivation and engagement. By making abstract global challenges tangible, gamification transforms passive learners into active participants in sustainable development.

2. Gamification in Education 5.0 for SDG Awareness

2.1 Conceptual Overview

Gamification integrates game mechanics with educational content to foster active engagement. It aligns with Education 5.0's learner-Centered philosophy by creating immersive and impactful learning environments.

2.2 Objectives of Education 5.0

Education 5.0 prioritizes:

- **Learner-Centered Approaches:** Tailoring learning experiences to individual needs and interests.
- **Technological Integration:** Employing AI, AR, and VR to create engaging and adaptive content.
- **Problem-Solving Focus:** Equipping learners to address real-world challenges effectively.

This framework supports SDG 4 (Quality Education), fostering adaptability, collaboration, and creativity.

2.3 Gamification Elements

Key components of gamification include:

- **Points, Badges, and Rewards:** Recognizing achievements to sustain motivation.
- **Leaderboards:** Encouraging friendly competition.
- **Storytelling:** Engaging learners through narrative-driven content.

2.4 Role in Advancing SDGs

Gamification enhances SDG education by:

- **Simplifying Complex Goals:** Simulating real-world scenarios, such as urban planning (SDG 11).
- **Promoting Active Engagement:** Involving learners in decision-making through interactive scenarios.

- **Building Empathy:** Using role-playing to understand marginalized perspectives.
- **Fostering Systems Thinking:** Highlighting interconnections among SDGs.

2.5 Gamified SDG Initiatives

- **Climate Action (SDG 13):** Games like Eco Challenge teach resource management.
- **Sustainable Cities (SDG 11):** Urban planning simulations address energy efficiency and waste reduction.
- **Hunger Eradication (SDG 2):** Strategy games explore food security challenges.
- **Gender Equality (SDG 5):** Storytelling games promote empathy and awareness.

3. Technological Enablers for Gamification in SDG Education

3.1 Artificial Intelligence (AI)

AI tailors gamified learning experiences to individual needs. For instance, in climate change games, AI adjusts challenges to match learners' abilities, fostering deeper engagement with SDG topics. AI also identifies knowledge gaps, providing real-time feedback and personalized resources.

3.2 Augmented and Virtual Reality (AR/VR)

AR overlays virtual elements onto real-world environments, making abstract SDG concepts tangible. For example, urban sustainability games (SDG 11) enable learners to visualize and redesign spaces for energy efficiency. VR offers immersive simulations, such as exploring ecosystems (SDG 15), to foster empathy and a practical understanding of global challenges.

3.3 Data Analytics

Data analytics tracks learner performance, providing insights into progress and areas for improvement. Analytics tools also assess the broader impact of gamified SDG education, enabling continuous refinement of content and strategies for large-scale implementation.

4. Future Directions for Gamification in SDG Education

4.1 Policy Integration

Governments should embed gamified SDG tools into national education policies. Incentivizing the development of gamified platforms through grants and tax breaks can lower barriers to innovation and promote widespread adoption.

4.2 Global Collaboration

Partnerships among ed-tech companies, NGOs, and educational institutions can foster the creation of inclusive and impactful gamified learning tools. Collaborative efforts can localize content while maintaining global perspectives.

4.3 Lifelong Learning

Gamification's adaptability makes it a powerful tool for adult education, promoting lifelong engagement with sustainability. For instance, professionals in the energy sector can use gamified platforms to learn about renewable technologies, contributing to green job initiatives.

Conclusion

Gamification in Education 5.0 offers a transformative approach to SDG awareness, fostering critical thinking, empathy, and proactive problem-solving. By integrating cutting-edge technologies, gamification creates engaging and inclusive learning experiences. Future efforts should focus on policy integration, global collaboration, and lifelong learning to maximize its potential. Through gamification, Education 5.0 empowers learners to build a sustainable and equitable future.

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DR. RAVNEET KAUR
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PURPLE COW MARKETING: STICKING OUT IN A NOISY MARKETPLACE

Standing out is no easy feat in this evolving marketing world. Consumers grow increasingly more sceptical and non-responsive to such blatant advertisement and marketing, such as print ads, TV commercials, and even billboards. Against this background, the concept of a Purple Cow as brought forth by Seth Godin is nothing but a revolution for any business entity that seeks attention and survives in this sea of intense competition. A new concept in Godin's book *Purple Cow: Transform Your Business by Being Remarkable*, first published in 2003, the Purple Cow metaphor emphasizes the need for differentiation in a sea of choices. The concept is simple yet powerful: one must make products or services so unusual and remarkable that they automatically attract attention and generate word-of-mouth. In a world with infinite consumer bombardment with advertising messages, Godin feels that doing "good" is now not good enough to reach the top; business needs to be extraordinary.

The Power of Uniqueness

The term "Purple Cow" itself serves as a metaphor for uniqueness. Picture yourself driving through a scenic countryside filled with ordinary brown cows. After a while, they blend into the background. But imagine spotting a purple cow in the field—it would immediately grab your attention and spark curiosity. This is what businesses need to achieve: they must create something that stands

out so distinctly that it cannot be ignored. In Godin's model, remarkability is the characteristic of a Purple Cow. Remarkable products are not just functional; they are those that exceed expectations and sometimes surprise or delight customers. For instance, the iPhone or Tesla's electric vehicles did not just meet existing needs but revolutionized their industries. The iPhone changed how we communicate and interact with technology, while Tesla changed the automobile market with its high-performance electric cars. These brands didn't just compete with the status quo—they changed the conversation entirely.

Innovation Drives Remarkability

Innovation is the key part of a Purple Cow. However, innovation does not necessarily have to be high-tech breakthroughs. It can also refer to finding new ways of solving problems or offering features that are unique and distinguishable from others. Consider the case of Airbnb, which did not just offer a platform for booking accommodations—it transformed the travel experience by linking people to unique spaces, providing a more personal and immersive stay. Tesla, likewise, did not merely make electric cars; it reinvented sustainable transportation, fusing technological innovation, luxury, and performance in ways traditional automobile manufacturers hadn't thought possible. By keeping their focus on innovation, business communicates to its customers that it is not okay with the present but rather on the lookout for better ways to deliver value. Companies create products people want to share and tell others about.

Making a Lasting Impression

Memorable also forms a crucial element of the Purple Cow. A remarkable product needs to leave a mark with consumers, making it quite easy for them to recall and then forward its message. Apple has done the same thing with products over time by offering products of stunning looks with user-friendly interfaces that result in each interaction being memorable. Similarly, Tesla electric cars are not just about sustainability but memorable for a luxurious drive experience combined with the best cutting-edge performance. Such products tend to stick in the minds of the consumer because they offer experiences beyond basic functionality. People tend to talk about, share, and promote something if they are deeply impressed by a product.

The Changing Role of Advertising

Traditional methods of advertising in the marketplace are now less effective, and there is an emerging role for wonderful products. Consumers are now making buying decisions not because of commercials on television or print advertisements but due to reviews by their peers on social media and recommendations by influencers. Word-of-mouth marketing is now one of the effective tools of increasing brand awareness and developing customer loyalty. The truly remarkable product doesn't require much effort to be advertised-it captures people's attention. If consumers enjoy these products, they will speak positively to other consumers about the product. It doesn't require much advertisement. Such a shift in consumer behaviour points towards developing remarkable products that bring out word-of-mouth marketing for the brand.

Embracing the Purple Cow Mindset

Businesses need to adopt the Purple Cow mindset to succeed in today's competitive market. Companies should focus on remarkable products and delivering great customer experiences rather than traditional forms of advertising. This means the way of thinking has changed from pushing messages at the consumer to making products and services that people will naturally want to talk about and share. The Purple Cow philosophy also makes businesses bold. In a crowded marketplace, innovation and the willingness to challenge the status quo are required to stand out. Businesses that take risks through disruptive innovations, unconventional marketing strategies, or unique customer experiences are more likely to capture the attention of consumers. Take Tesla and Apple as prime examples.

Conclusion

In today's marketplace, a business needs to go beyond simple advertising and focus on remarkable, memorable, and innovative products. The Purple Cow is the metaphor for something that stands out in a crowd of sameness; it's being bold, innovative, and remarkable. Businesses embracing the Purple Cow mindset will create products that generate organic buzz, develop customer loyalty, and survive in an increasingly competitive environment.

MUSKANDEEP KAUR

M.COM 3rd SEM

THE POWER OF IMAGINATION

Imagination is the ability to form mental images, ideas, and concepts that are not directly based on sensory experiences. It is the creative power of the mind to visualize and conceive things that do not currently exist in reality.

POWER OF MIND

Imagination acts as the gateway to our subconscious mind—the true driver of our lives. The subconscious mind holds immense power, hundreds of thousands of times more powerful than our conscious mind. It is the place where all of our automatic behaviours, beliefs, habits, and programming that shape our reality are stored.

The conscious mind requires enormous amounts of energy and attention. It engages when you are doing something with awareness and focus.

CREATIVITY

Creativity, on the other hand, involves the generation of novel and valuable ideas, or expressions. Human progress has been driven by the power of imagination, as individuals and societies have visualized possibilities beyond current realities.

The power of imagination and creativity is a driving force behind human progress. It gets us moving to explore new frontiers and envision possibilities that can lead to a more vibrant, and interconnected world.

Your dreams are usually influenced by your thoughts before you go to sleep. Sometimes dreams can be helpful in showing us things we desire, even though they are beyond our control. Dreams are meaningful and so is imagination; the difference being that dreams occur while you are unconscious, whereas imagination happens when you are awake and conscious.

Dreaming is a largely unconscious process, which is why many people struggle to remember their dreams upon waking. On the other hand, imagination involves conscious thought and can be stored in your memory.

FORMS OF IMAGINATION

Imagination takes on various forms and levels, ranging from scientific reasoning to musical appreciation, and intersects with several other cognitive concepts like belief, desire, emotion, memory, supposition, and fantasy. Belief and perception strive to align with reality, while desire aims to change it. Emotion, like belief, seeks to align with reality but emphasizes the significance of its object for the subject, similar to imagination.

Memory can involve distant images like imagination but is rooted in reality and guides beliefs and actions. Memories are often clearer than imaginings, which are more vivid than mere suppositions; the latter being more rational and devoid of the emotion and vividness found in imagination. Fantasy can be seen as a subset of imagination, focusing on improbable ideas.

IMAGINATION VS REALITY

Reality is the state of things as they actually exist, separate from our thoughts and perceptions. It covers the physical world, natural laws, and our real-life experiences. Our senses and empirical evidence help us perceive reality, like you reading this on a screen right now.

In contrast, imagination is the ability to form mental images, ideas, or concepts that don't exist in the external world. It lets us think about things beyond current reality or direct experience. Imagination is a valuable tool for creativity, problem-solving, and exploring new possibilities. For instance, daydreaming about space travel activates our imagination.

To sum up, reality is the objective truth that surrounds us, while imagination is the mind's capacity to envision alternative realities or possibilities. Both reality and imagination play vital roles in human life, with reality as the basis of our existence and imagination as the driver of innovation, art, and progress.

The one with great imagination power are the one changing the world. Sir Newton didn't get the idea of gravity just by an apple falling on his head, instead he started imagining why did it come down and why not go up instead.

Similar is with all the scientist or doctors' mathematicians any of the powerful people who have changed and trying to change the world. It all starts with one small imagination. This imagination will take you to your success.

If you start imagining now what you want to achieve or want to create, this will start showing you a path to take to reach your goal. It requires a lot of determination and hard work. People will try and insult you but have your focus on your goal.

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PT. MOHAN LAL S.D. COLLEGE FOR WOMEN, GURDASPUR.

PT. MOHANLAL S-D-COLLEGE
FOR WOMEN

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मुने के विना किनी का जीवन मरदा नदी नानासा"

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