

GNIM MAGAZINE 2021

INFINITY



(APPROVED BY AICTE-MIINISTRY OF HRD, GOVT. OF INDIA)

(AFFILIATED TO GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY)

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Your limitation-it's only your imagination

GURU NANAK INSTITUTE OF MANAGEMENT

(Approved by AICTE-Ministry of HRD, govt. of India)

(Affiliated to Guru Gobind Singh Indraprastha University)



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EDITORIAL

(From the Editor Desk)

Dear Readers

The Annual college Magazine "Infinity" is a compilation of the contributions made by students, staff and Alumni of GNIM. "Infinity" is an excellent medium to channelize the untapped energy and enthusiasm of budding writers and to fortify their talent through persistent encouragement and appraisal of their writing skills. The write ups and Articles given by students surely inspire readers and help to improve their academic and non academic skills. Each issue of our college magazine is a milestone that marks our growth, unfolds our imaginations, and gives life to our thoughts and aspirations. It unleashes a wide spectrum of creative skills ranging from writing to editing and even in designing the magazine. I thank to all students and faculty coordinators for their overwhelming support. Also, my sincere thanks to all students who helped us in proof reading of this magazine.

Director's Message

It gives me immense pleasure to see that Guru Nanak Institute of management has come out with latest edition of "Infinity" this year also in time despite prevailing pandemic conditions. The magazine provides a platform to Students and staff to express their thoughts, innovations and unique ideas. It is an excellent medium to bring out hidden talent of the students. I am sanguine that the magazine would be a wonderful source to develop writing skills and their expressions. I congratulate entire team and students for bringing this edition of magazine. I wish all students success and a great future. All the Best.

Children are Wiser than Elders

This Short Story **Children are Wiser than Elders** is quite interesting to all the people. Enjoy reading this story.

Leo Tolstoy was a great writer. He was a Russian. Tolstoy was a man of peace. He wrote many good stories. Each story has a valuable moral. Some of his stories are long. And some of his stories are short. The following is one of his stories. It is written in simple English for your sake.

It was rainy season in Russia. In a certain village in Russia the rain water was flowing in streams in a street. It had rained and stopped a little while ago. Two little girls were playing in the street water. It was festival time. They were wearing new frocks. Malasha was the younger of the two little girls. Akulya was the older girl.

Malasha stamped her foot in the water. It was a little muddy. The muddy water splashed. It fell on Akulya's new frock. Akulya was just rubbing out the mud. At that time Akulya's mother was walking that way. She looked at her daughter's dress. She scolded her daughter.

"How can you make your new dress so dirty?" she asked.

"Malasha splashed the water on me, mother," said Akulya.

Akulya's mother caught Malasha. She gave two or three slaps on the back of Malasha. Malasha started weeping loudly. Malasha's house was close by. Malasha's mother heard her daughter Malasha's weeping. She came out in hurry.

"Why are you weeping?" asked her mother.

"Akulya's mother beat me on my back," said Malasha.

Malasha's mother turned to Akulya's mother in an angry mood. Malasha's mother abused Akulya's mother. Soon they started quarrelling loudly. They called each other names. Their shouting continued.

Other women joined them soon. Some supported Akulya's mother. Some supported Malasha's mother. The two fighting groups became bigger and bigger. The men also joined in the fighting. The quarrel became never ending.

At that time the grandmother of Akulya came out of the house. She told the men and the women not to fight. "It is festival time. People should not quarrel," she told them.

No one listened to her. No one cared for her words. In the meantime Malasha and Akulya forgot about their quarrel. They became friends again. They moved away from the fighting crowd. They started letting paper boats in the running water. Now the old woman said to the fighting groups.

"Look at the children. They have forgotten their quarrel. They have started playing again. They have become friends again. But you men and women still keep quarrelling. Are you not ashamed of your tendency?"

The men and the women looked at the little girls. They felt ashamed. They went back to their houses quietly.

Children forget and forgive very easily. The elders learnt this lesson from the little girls.

Children are Wiser than Elders



AKHIL 5 SEM BCOM

The Iron Box

Mohan Das was the son of a rich businessman. When his father died, Mohan Das was left with an iron box with valuables in it. One day, Mohan Das had to go to the city on some work. So, he took the iron box and handed it over to his moneylender friend. His name was Ramasewak.

"Please keep this box. My father gave it to me. I will return from city after few days and collect it from you," said Mohan Das to Ramasewak.

"You do not have to worry. I will keep this box safely," said Ramasewak.

Mohan Das started off his journey happily. He knew that his valuable iron box was safe with Ramasewak. A few days later he returned. He went to his friend Ramasewak and asked for the iron box. Ramasewak pretended to look a little surprised, "Oh, the iron box! The rats ate it up. I just could not stop them," he said.

Mohan Das realized that his friend had become greedy and dishonest. Ramasewak was trying to cheat him. Being an intelligent man, he kept quite. "I must figure out a way to get my iron box back from Ramasewak," thought Mohan Das.

Next day, Mohan Das went to Ramasewak and said, "Friend! Can you send your son with me? I need someone to look after my property."

Ramasewak thought for a while. He brooded. "Mohan Das seems to be a fool. May be he will reward my son for looking after his property," thought Ramasewak. Then, immediately he agreed and sent his son with Mohan Das.

Next morning, Mohan Das came running to Ramasewak and said, "Dear friend, a terrible thing has happened. A hawk has carried your son away."

Ramasewak was furious and demanded, "How can a hawk carry off my son?"

"In the same way as the rats can eat up the iron box," answered Mohan Das.

"I am sorry, my friend. I realize my mistake," Ramasewak said with a bit of concern in his voice. He felt ashamed of having tried to cheat his friend. He gave the box back to his friend. Both of them were happy and remained good friends forever.



PARTH 5 SEM BCOM

उरोपकार की भावना(Feeling of charity)

दोस्तो, मान लो एक ही प्रोब्लेम हम सब की। दगी में आए तो सब के पास उस प्रोब्लेम के अलग – अलग उपाए होंगे। हमारी आज की कहानी कुछ ऐसी ही है.....

एक गुरुकुल में बहुत सारे बच्चे पढ़ते थे। वो अपनी ज़रूरत बहुत अच्छे से लय रहे थे। ऐसे करते – करते उनकी ज़रूरतें सम्पूर्ण हो गयीं। उनके जाने के एक ज़रदन पहले उनके गुरु जी ने सभी बच्चों को अपने पास बुलाया।

गुरु जी ने कहा – बच्चों आप सभी ने बहुत अच्छे से ज़रूरतें लीं। कल आप सब का जानने का ज़रदन है। परंतु मैं चाहता हूँ कि आप सब एक अज़रत परीक्षा दें। सभी बच्चों ने एक दम पूछा – कैसी परीक्षा गुरु जी ?

गुरु जी बोले – बच्चों परीक्षा बहुत साधारण है। आप सभी को दौड़ लगानी है। यह सुनकर सभी बच्चे बहुत खुश हुए और खुशी – खुशी सभी बच्चों दौड़ के लिए मान भी गये।

अगले ज़रदन गुरु जी ने समझाया कि बच्चों आप सभी को एक साथ दौड़ना होगा। इस दौड़ में आपको कूदना भी पड़ सकता है परंतु घबराना नहीं। आखिर में एक सुरंग आएगी – ज़रस में आपको बहुत सारे पथर भी मिलेंगे। वो आप पर ज़रनबर करेंगे कि आप उस रस्ते को कैसा से पार करते हो।

दौड़ शुरू हो गयी। सभी बच्चों एक साथ दौड़ रहे थे। मगर जब सुरंग आयी सभी बच्चों अलग – अलग हो गये। कहने का मतलब कोई बच्चा सुरंग से पहले बाहर आया तो कोई बाद में और कुछ बच्चों तो अभी भी उस सुरंग के अंदर थे।

सभी बच्चों के बाहर आने के बाद गुरु जी बोले – बच्चों, कैसी रही आपकी दौड़ ?

कुछ बच्चे बड़ी खुशी से बोले – बहुत अच्छी गुरु जी और हम ही पहले आए। तभी गुरु जी ने पूछा ऐसा क्यों हुआ कि कोई पहले आया तो कोई बाद में आया जबकि रस्ता सब के एक ही था।

तभी एक बच्चा खड़ा हो कर बोला – गुरु जी वो पहले तो हम सब एक साथ ही दौड़ रहे थे परंतु जब सुरंग आयी तब हम सब आगे –

पीछे हो गये। गुरु जी ने पूछा ऐसा क्यों हुआ ? बच्चों ने जबाब दिया वो गुरु जी सुरंग में बहुत अंधेरा था। कुछ भी ज़रखाई नहीं दे रहा था।

वहाँ पर बहुत से पथर भी पड़े थे। कुछ उसको उठा के एक तरफ करने लग गये ताकि उनसे बच्चे ज़रनकला जा सकें। कुछ ऐसे ही चले जा रहे थे और कुछ पथरों को उठाकर अपनी जेब में डाल रहे थे ताकि ज़रसों और को चोट न लगे। इसी चक्र में सब आगे – पीछे हो गये।

अब गुरु जी ने बोलना शुरू ज़रकिया और कहा – वो बच्चे आगे आ जाँए ज़रसने वो पथर उठा कर अपनी जेब में डाला। वो सब बच्चे आगे आ गये। गुरु जी ने कहा – अब अपनी जेब से वो पथर ज़रनकाल कर मुझे ज़रखाओ। बच्चों ने अपनी जेब से पथर ज़रनकाले तो सब आश्चर्यजनक रह गये और देखा कि वो पथर नहीं बज़लक कीमती हीरे थे।

गुरु जी ने कहा – बच्चों, यह आपकी परपोकारी का एनाम है क्योंकि आप ने दौड़ के साथ दूर से लोगों के बारे में भी सोचा कि उनको कोई नुकसान न पहुँचे।



ਚਲੇ ਜੀ! ਚੱਲੀ ਜਾਂਦਾ

ਜਿਸ ਨੂੰ ਪੁੱਛੋ ਉਹ ਕੋਹੜ ਕਹੇਗਾ
ਨਜ਼ਿਆਂ ਨੂੰ
ਗਾਲੀ ਇਹਨਾਂ ਵਿਵਾਨੀ ਦੇ ਕੇ ਜੋਰ ਕਹੇਗਾ
ਪਰ ਰਾਤ ਨੂੰ ਹਰ ਕੋਈ ਹੋ ਕੇ ਘਰ ਨੂੰ ਟੁੱਲੀ ਿਾਂਦਾ
ਿੰਦ ਪੁੱਛੋ ਹੁੱਸ ਕੇ ਕਜ਼ਹਣ ਚਲੋ ਿੰੀ! ਚੁੱਲੀ ਿਾਂਦਾ...

ਜਿਸ ਅਫਸਰ ਨੂੰ ਜਿਲੇ ਉਹ ਿੁੱਦਦਗਾਰ ਬੜਾ ਏ
ਨਾ ਉਹ ਜਰਿਵਤਖੋਰ ਯਾਰਾਂ ਦਾ ਯਾਰ ਬੜਾ ਏ
ਪਰ ਲੋਕੀਂ ਕਜ਼ਹਣ ਜਕ ਕਬਜੇ ਰੋਜ ਦਬੁੱਲੀ
ਿਾਂਦਾ
ਿੰਦ ਪੁੱਛੋ ਹੁੱਸ ਕੇ ਕਜ਼ਹਣ ਚਲੋ ਿੰੀ! ਚੁੱਲੀ ਿਾਂਦਾ...

ਆਪ ਿੰੀਹਦੇ ਗਲ ਬਾਹਾਂ ਦਾ ਜ਼ੁੱ
ਤ ਹਾਰ ਏ ਪੈਂਦਾ ਆਕ ਲੋਕਾਂ ਦਾ ਉਹ ਵੈਰੀ
ਬਣ ਬਣ ਬਜ਼ਹੁੰਦਾ
ਫੜ ਲਏ ਫੜ ਲਏ ਪਾਉਂਦਾ ਜਪੁੰਡ ਤਰਬੁੱਲੀ ਿਾਂਦਾ
ਿੰਦ ਪੁੱਛੋ ਹੁੱਸ ਕੇ ਕਜ਼ਹਣ ਚਲੋ ਿੰੀ! ਚੁੱਲੀ ਿਾਂਦਾ...

ਸੁੱਚੀ ਗੁੱਲ ਜਕ ਜਪਆਰ ਦੀ ਜਕੁੱਧਰੇ ਥੋੜ
ਨਹੀਂ ਏ ਸੇਲਾਂ ਆਨੇ ਸਹੀ ਹੋਣ
ਦੀ ਲੋੜ ਨਹੀਂ ਏ
ਗੁੱਲ ਸੁੰਗਤਾਰ ਇਹ ਚਕੀ ਕਉਂ ਕਵੁੱਲੀ ਿਾਂਦਾ
ਿੰਦ ਪੁੱਛੋ ਹੁੱਸ ਕੇ ਕਜ਼ਹਣ ਚਲੋ ਿੰੀ! ਚੁੱਲੀ ਿਾਂਦਾ...



अलीबाबा और खजाना

पश्चात में अलीबाबा और कार्मि नामक दो भाई रहते थे। कार्मि एक धनवान सिंदागर था पर अलीबाबा एक गरीब लकड़हारा था।

एक दिन अलीबाबा जंगल में लकड़ी काटने गया हुआ था। वहाँ उन्ने चाली सिं लुटेरों को घोड़े पर सिंवार आते देखा। एक गुफा के सिंामने उनका नेता घोड़े सिंे उतरा और बोला,

“खुल जा सिंमि सिंमि!” गुफा का दरवाजा खुल गया और लुटेरे भीतर चले गए। थोड़ी देर बाद वेबाहर आए। उनके नेता ने फेर कहा,

“बंद हो जा सिंमि सिंमि!” और गुफा का दरवाजा बंद हो गया। उनके जाने के बाद अलीबाबा सिंी तरह बोलकर गुफा में चला गया।

वहाँ उन्ने ढेर सिंारे सिंोने, जवाहरात, अशर्फयाँ और तरह तरह की बहुमूल्य वस्तुएँ देखीं। रजतना भर सिंिकता था अपने थैले में भरकर, गधे की पीठ पर लादा और घर आ गया।

अलीबाबा ने अपने भाई कार्मि को जाकर सिंारी बातें बताईं। कार्मि उन जादुई शब्दों को

याद करता हुआ गुफा के पाि जाकर बोला, “खुल जा सिंमि सिंमि!” गुफा का दरवाजा खुला, कार्मि भीतर गया और दरवाजा बंद हो गया।

अपार सिंिंप सिंिं दे खकर वह अपने सिंुध-बुध खो बैठा। थैले भरे पर जादुई शब्द वह भूल गया। वह वही बंद रहा और लुटेरों के आने पर वह मारा गया।

रक्षा : सिंोच सिंिमझ कर काय करना चाहए।



Alfredo

Ants don't have ears or noses, and even though they have mouths, they cannot speak. Instead, they have two long feelers on their head called antennae. These antennae are fantastic little tools that are very important in an ant's daily life. Ants use them to pick up smells, to feel vibrations through the ground and to communicate with others.

Ants hardly ever sleep. Instead, they have little 'power naps' that last only a few minutes at a time.

These little rests were the best part of the day for Alfredo. It was during his naps that he felt truly relaxed, without having to worry about work.

Alfredo was eight years old. He was eight years, four months and 13 days old, to be precise. Although eight years, four months, and 13 days seems rather young to you and me, Alfredo was a middle-aged ant. To be 'middle-aged' means that Alfredo was already halfway through his life.

Alfredo was a follower ant. Nearly everyone in his colony was a follower ant, and so he felt like he was nothing special.

There is something important that you need to know about ants: in each nest, there is a queen ant, there are finder ants, and there are follower ants.

Finder ants find different foods, and they can make trails that have a very strong and powerful smell. The follower ants then use their antennae to follow the smell trail to harvest the food. Whatever food they find is collected and brought back to the nest.

It's funny because a finder ant never knows what it is going to get when collecting food. The size, weight and location of the food are completely random. This meant that Alfredo had to walk a lot; usually around 5,000 metres a day. That's the equivalent of a human running three marathons – every single day!

In Alfredo's nest, finder ants were popular. Their glorious reputations meant that followers wanted to be just like them. Finders got special treatment; they were allowed more time to relax and given better food to eat. All this extra food meant that finders grew much bigger and stronger than the followers. Sometimes this was bad because it made the finders extremely bossy. Often, they thought they were better than everyone else and could do whatever they wanted.

Nevertheless, Alfredo wanted to be the ant that found the biggest and juiciest bits of food. He dreamed of finding a fresh and plump red apple, untouched by anyone or anything. He dreamed of sinking his jaws into that apple and only stopping eating once his belly was fit to burst.

Apples were Alfredo's favourite food. He loved that they are juicy, crunchy, delicious and full of sweet sugar. Eating apples always gave him an extra energy boost.

Alfredo daydreamed a lot. He would daydream about being the most successful and famous finder in the colony. He would dream about having jaws 20 times bigger so that he could gobble up five or six mouth-watering apples in one big bite. The idea alone made him smile from ear to ear. He loved these thoughts and ideas so much that he would even daydream about the relaxing times in which he could daydream!

One day, during one of his short power naps, Alfredo had a daydream that would change his life forever. It was a truly magical, yet terrifying idea.

For Alfredo, the colony had been his world. It had been the only life he had known for all of the eight years, four months, and 13 days that he had been alive. But suddenly, Alfredo came to a crucial realisation.

'I have become so focussed on what was happening in my little world,' he thought. 'I completely forgot about the rest of the world out there.'

For his entire life, Alfredo's purpose had been to make other ants happy. The queen and the finders would fill their bellies with the food the followers had carried back to the nest, leaving only scraps for Alfredo.

'Who said it had to be this way?' pondered Alfredo. 'If I want to find the biggest, crunchiest, juiciest apple, why don't I ... just do it?'

That was the first time in his life that he realised that his happiness should come first. He was halfway through his life, and if he didn't act now, he would only be wasting time being miserable and bored. Alfredo was determined to leave the nest behind and follow his dream.

So, with a head buzzing with excitement and a stomach full of butterflies, Alfredo set off on his adventure. He left the entrance of the nest as if he were going to work. Instead of following a trail, as he would at work, Alfredo changed direction. Unlike a finder ant, he did not leave a trail behind him.

So, with a head buzzing with excitement and a stomach full of butterflies, Alfredo set off on his adventure. He left the entrance of the nest as if he were going to work. Instead of following a trail, as he would at work, Alfredo changed direction. Unlike a finder ant, he did not leave a trail behind him.

'I must be crazy!' thought Alfredo. Without looking back, he headed towards a cluster of trees in the distance. Alfredo realised that the pursuit of happiness is the only thing that makes life worth living.



DRISHTI 5 SEM BCOM

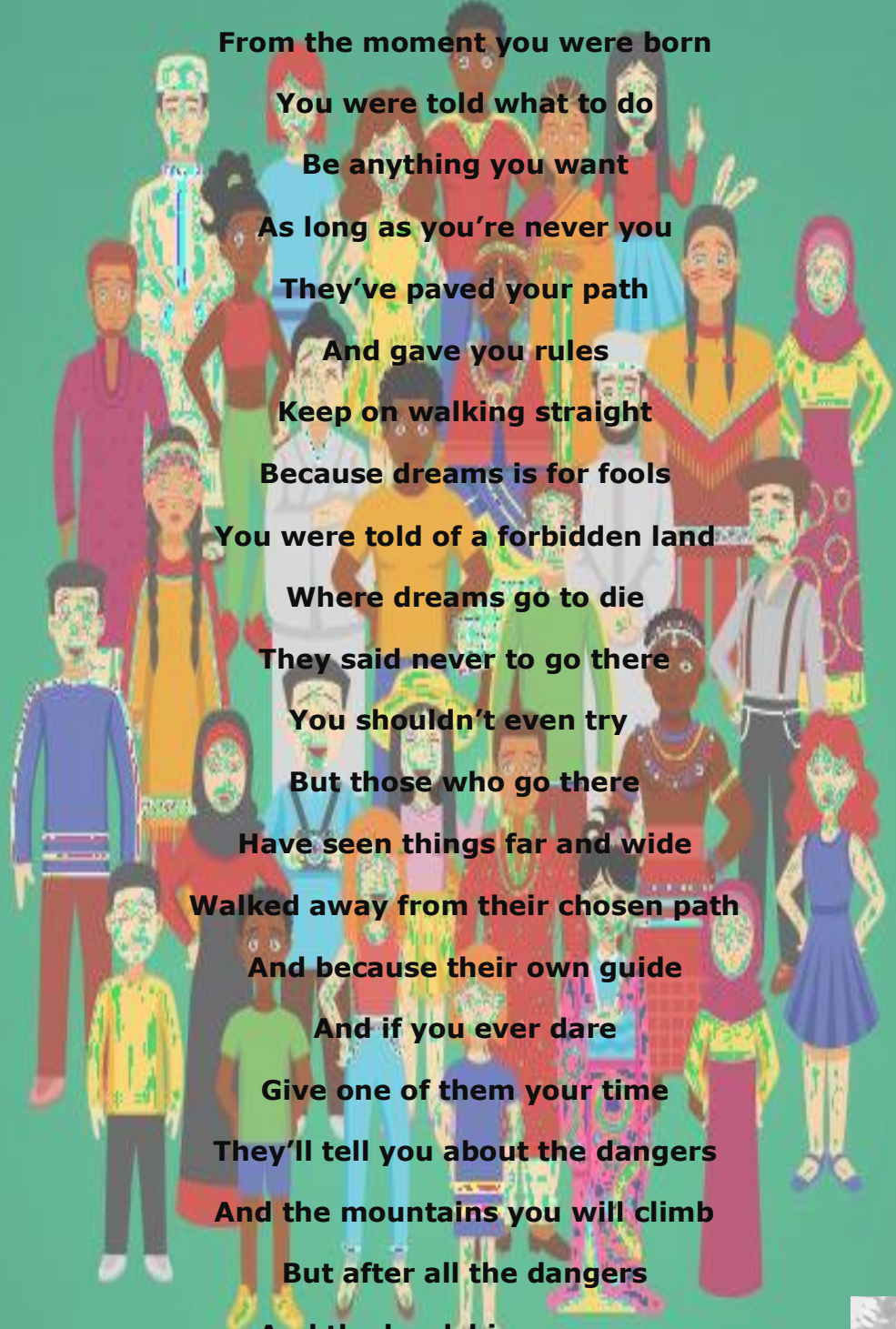
LISTENING

I Listen to the stillness of you,
My dear, among it all;
I feel your silence touch my words as I talk
And hold them in thrall.
My words fly off a
forge The length of a
spark;
I see the silence easily sip
them Up in the dark.
The lark sings loud and
glad, Yet I am not loth
That silence should take the song and the
bird And lose them both.
A train goes roaring south,
The steam-flag flowing;
I see the stealthy shadow of
silence Alongside going.
And off the forge of the world
Whirling in the draught of life
Go myriad sparks of people, filling
The night with strife.
Yet they never change the
darkness Nor blench it with
noise;
Alone on the perfect
silence The stars arbuoys.



TANYA 5 SEM BCOM

SOCIETY



From the moment you were born
You were told what to do
Be anything you want
As long as you're never you
They've paved your path
And gave you rules
Keep on walking straight
Because dreams is for fools
You were told of a forbidden land
Where dreams go to die
They said never to go there
You shouldn't even try
But those who go there
Have seen things far and wide
Walked away from their chosen path
And because their own guide
And if you ever dare
Give one of them your time
They'll tell you about the dangers
And the mountains you will climb
But after all the dangers
And the hardships are gone
You'll find the truth about the path
And find that everyone else is wrong
SOCIETY
One path for you

No one else has the same path

And you're the only one who can choose



GURSIDAK 5 SEM BCOM

MONEY CAN'T BUY EVERYTHING

NICK WAS A 10 YEAR OLD BOY. HE WAS THE ONLY SON TO HIS PARENTS. NICK'S FATHER WAS A VERY BUSY BUSINESSMAN WHO COULD NOT SPEND TIME WITH HIS SON. HE CAME HOME AFTER NICK SLEPT, AND WAS OFF TO OFFICE BEFORE NICK WOKE UP IN THE MORNING. NICK YEARNED FOR HIS FATHER'S ATTENTION. HE WANTED TO GO OUTDOOR AND PLAY WITH HIS FATHER JUST LIKE HIS FRIENDS DID.

ONE DAY, NICK WAS SURPRISED TO SEE HIS FATHER AT HOME IN THE EVENING.

"DAD, IT IS A BIG SURPRISE TO SEE YOU AT HOME," NICK SAID.

"YES SON, MY MEETING WAS CANCELLED SO I'M AT HOME. BUT AFTER TWO HOURS I HAVE TO CATCH A FIGHT," HIS FATHER REPLIED.

"WHEN WILL YOU BE

BACK?" "TOMORROW

NOON."

NICK WAS IN DEEP THOUGHT FOR A WHILE, THEN HE ASKED, "DAD, HOW MUCH DO YOU EARN IN A YEAR?"

NICK'S FATHER WAS TAKEN ABACK. HE SAID, "MY DEAR SON, IT'S A VERY BIG AMOUNT AND YOU WON'T BE ABLE TO UNDERSTAND IT."

"OK DAD, ARE YOU HAPPY WITH THE AMOUNT YOU EARN?"

"YES MY DEAR. I'M HAPPY, AND IN FACT I'M PLANNING TO LAUNCH OUR NEW BRANCH AND A NEW BUSINESS IN A FEW MONTHS. ISN'T THAT GREAT?"

"YES, DAD. I'M HAPPY TO HEAR THAT. CAN I ASK YOU ONE MORE QUESTION?" "YES, DEAR."

"DAD, CAN YOU TELL ME HOW MUCH YOU EARN IN A DAY OR EVEN HALF A DAY?" "NICK, WHY ARE YOU ASKING THIS QUESTION?" NICK'S FATHER WAS PERPLEXED.

BUT NICK WAS PERSISTENT. "PLEASE ANSWER ME. CAN YOU PLEASE TELL ME HOW MUCH YOU EARN IN AN HOUR?"

NICK'S FATHER GAVE IN AND REPLIED, "IT WILL BE AROUND \$25/- per hour."

NICK RAN TO HIS ROOM UPSTAIRS, AND CAME DOWN WITH HIS PIGGY BANK THAT CONTAINED HIS SAVING.

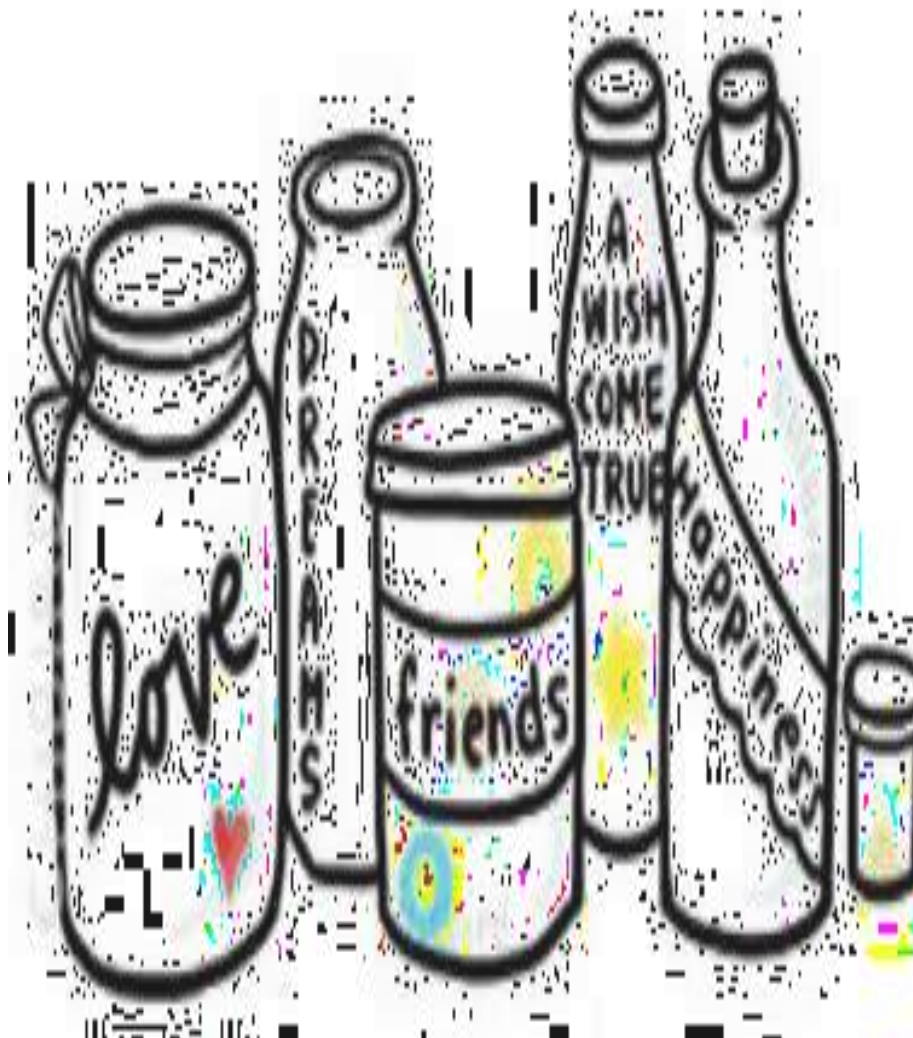
"DAD, I HAVE \$50 IN MY PIGGY BANK. CAN YOU SPARE TWO HOURS FOR ME? I WANT TO GO TO THE BEACH

AND HAVE DINNER WITH YOU TOMORROW EVENING. CAN YOU PLEASE MARK THIS IN YOUR SCHEDULE?" MICK'S FATHER WAS SPEECHLESS!

MORAL LESSON:

THE GREATEST GIFT A PARENT CAN GIVE HIS CHILD, IS TIME. MONEY CAN'T BUY EVERYTHING!

THINGS YOU CAN'T BUY
IN STORES



JASMEEN 5 SEM BCOM

मजबूरी

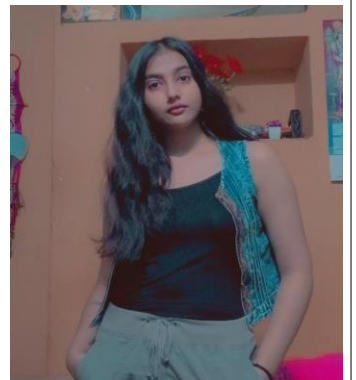
कुछ न कहने की मजबूरी
दिल पर भारी है

कुछ भी कहने की मजबूरी
बुद्धि पर भारी है

रिश्तों के टूटने की मजबूरी
विवेक पर भारी है

रिश्तों को निभाने की मजबूरी
हम पर भारी है

ऐसी मजबूरी की मजबूरी
क्यों निभाना ज़रूरी है ?



प्रकृति की सीख

अमेरिका की पतझड़
कितनी सुहानी है
गिरते पत्तों की भी
एक कहानी है
हर पत्ता कई रंग बदलता है
भारत की राजनीतिक पार्टियों की तरह .
रंग बिरंगे सूखे पत्ते
गिरते गिरते धरती भर जाते हैं
जबकि
भारतीय नेता जाते जाते
देश को खोखला कर जाते हैं .
लोग दूर-दूर तक ड्राइव कर
पतझड़ के रंगों को देखने जाते हैं .
पतझड़ की उदासी छोड़
ढेर सी खुशियाँ साथ लाते हैं ।
काश ! मानव प्रकृति से
कुछ सीख पाता
अपनी ज़िन्दगी के थोड़े से रंग
दूसरों की ज़िन्दगी में भी भर पाता .



ANKUR 5 SEM BCOM



To My Other Mother

You are the other Mother I received,
the day I wed your son
And I want to thank you Mom,
for the loving things you've done.

You've given me a gracious Man,
with whom I share my life
You are his lovely Mother,
and I his lucky Wife.

You used to pat his little head,
and now I hold his hand
You raised in love a little boy,
and then gave me the Man.



TANMEET 5 SEM BCOM

ਕਵਿਤਾ ਵਰਗੀਆਂ ਸਤਰਾਂ

ਕਾਤ੍ਰੋਂ ਹੁਣ ਰੰਗ ਬਦਲਗੇ,
ਜ਼ਿੰਦਗੀ ਦੇ ਢੰਗ ਬਦਲਗੇ
ਪੈਸੇ ਦਾ ਮੋਹ ਵੀ ਘਟਿਆ,
ਰਹਿ ਗਏ ਅਸੀਂ ਦੰਗ ਬਦਲਗੇ
ਲੱਗਦਾ ਕੋਈ ਫਿਕਰ ਪੈ ਗਿਆ,
ਦੁਸ਼ਮਣ ਇਹਨਾਂ ਜਾਨਾਂ ਨੂੰ
ਪੰਛੀ ਵੀ ਸੋਚਣ ਕੀ ਗੱਲ,
ਹੋ ਗਈ ਇਨਸਾਨਾਂ ਨੂੰ

ਛੱਤਾਂ ਤਾਂ ਮਰ ਚੱਲੀਆਂ ਸੀ,
ਦੇਖੋ ਹੁਣ ਸਹਿਕਣ ਲੱਗੀਆਂ
ਸੁੰਨੀਆਂ ਸੀ ਰਹਿੰਦੀਆਂ
ਪਈਆਂ,
ਦੇਖੋ ਹੁਣ ਟਹਿਕਣ ਲੱਗੀਆਂ
ਧਰਤੀ ਤੋਂ ਵਿਹਲ ਮਿਲੀ ਤਾਂ,
ਤੱਕਿਆ ਅਸਮਾਨਾਂ ਨੂੰ
ਪੰਛੀ ਵੀ ਸੋਚਣ ਕੀ ਗੱਲ,
ਹੋ ਗਈ ਇਨਸਾਨਾਂ ਨੂੰ



GURMEET 5 SEM BCOM

ਰਾਜਨੇਤਾ

ਲੁੱਟ ਲੁੱਟ ਖਾਉਂਗਾ ਮੈਂ ਦੇਸ਼ ਦੇ ਖਜ਼ਾਨੇ ਨੂੰ
ਖੁੰਝਣ ਨਾ ਦੇਉਂਗਾ ਮੈਂ ਕਿਸੇ ਵੀ ਬਹਾਨੇ ਨੂੰ
ਅਰਬਾਂ ਕਰੋੜਾਂ ਦੇ ਮੈਂ ਘਪਲੇ ਕਰੂੰਗਾ
ਇੱਕ ਦਿਨ ਮੈਂ ਵੀ ਰਾਜਨੇਤਾ ਬਣੂੰਗਾ

ਕਰੂੰਗਾ ਮੈਂ ਸੈਦੇ ਵੀ ਵਿਦੇਸ਼ੀਆਂ ਦੇ ਨਾਲ
ਵੇਚ ਦੇਣਾ ਏਦਾਂ ਈ ਮੈਂ ਭਾਰਤ ਮਹਾਨ
ਲੋਕਾਂ ਦੇ ਉਜਾੜੇ ਤੋਂ ਨਾ ਭੇਰਾ ਮੈਂ ਡਰੂੰਗਾ
ਇੱਕ ਦਿਨ ਮੈਂ ਵੀ ਰਾਜਨੇਤਾ ਬਣੂੰਗਾ

ਵੇਚੂੰਗਾ ਮੈਂ ਤੇਲ, ਅਤੇ ਖਾ ਜਾਣਾ ਕੋਲਾ
ਲੋਕਾਂ ਦੀ ਕਮਾਈ ਚੋਂ ਮੈਂ ਭਰ ਲੈਣਾ ਝੋਲਾ
ਖੇਡਾਂ ਵਾਲੇ ਕੋਟੇ ਵਿਚੋਂ ਢਿੱਡ ਮੈਂ ਭਰੂੰਗਾ
ਇੱਕ ਦਿਨ ਮੈਂ ਵੀ ਰਾਜਨੇਤਾ ਬਣੂੰਗਾ

ਦੇਸ਼ ਦੇ ਸ਼ਹੀਦਾਂ ਦਾ ਉਡਾਉਂਗਾ ਮਜ਼ਾਕ ਮੈਂ
ਕਿਥੋਂ ਖਾਵਾਂ ਪੈਸੇ ਇਹੀ ਰਖੂੰਗਾ ਫਿਰਾਕ ਮੈਂ
ਹੋਈ ਜਾਣ ਦੰਗੇ, ਮੈਂ ਤਾਂ ਐਸ ਕਰੂੰਗਾ
ਇੱਕ ਦਿਨ ਮੈਂ ਵੀ ਰਾਜਨੇਤਾ ਬਣੂੰਗਾ



Adem's Baba Embarrassed Him

Adem smiles because he knows that his Baba understands why he was embarrassed, and he also knows that his Baba loves him very much.

'Can we play a game tonight?' asks Adem as the jeep rounds the final bend towards home.

Baba does not look upset anymore and reaches over and ruffles Adem's hair and waves a finger at his son. 'We can play a game tonight as long as you don't cheat like you did last

night.' 'I didn't cheat,' Adem laughs. 'You cheated.'

Baba and Adem both laugh at this and continue talking about Adem's day at school and all of the things he did and all the facts he has memorised from his Guinness Book of World Records.

And that was the last time that Baba embarrassed Adem in front of his friends.

But whenever they are playing together at home, Baba will often grab his son and wrap his big arms around him and tease him that he is never be too big for a cuddle.

Adem hears someone say 'Merhaba'. He turns around and waves at his Turkish friend, Metin. Then Adem replies by saying, 'Merhaba!' This word means hello in Turkish. The first Turkish word Adem ever learnt to say was 'Baba'. It means Dad.

One day, when Adem was a little boy, he asked his Baba, 'Am I English or Turkish, or am I half of each?'

His Baba thought about this question for a moment, then answered, 'You are not half of anything, my son. You are both full Turkish and full English.'

Adem liked this answer very much.

Sometime later, Adem got his face painted with an English flag while he was at the carnival. When his Baba saw Adem's face he was really quite shocked, but Adem said, 'It is OK, Baba. Don't you remember, I am full English as well as full Turkish.'

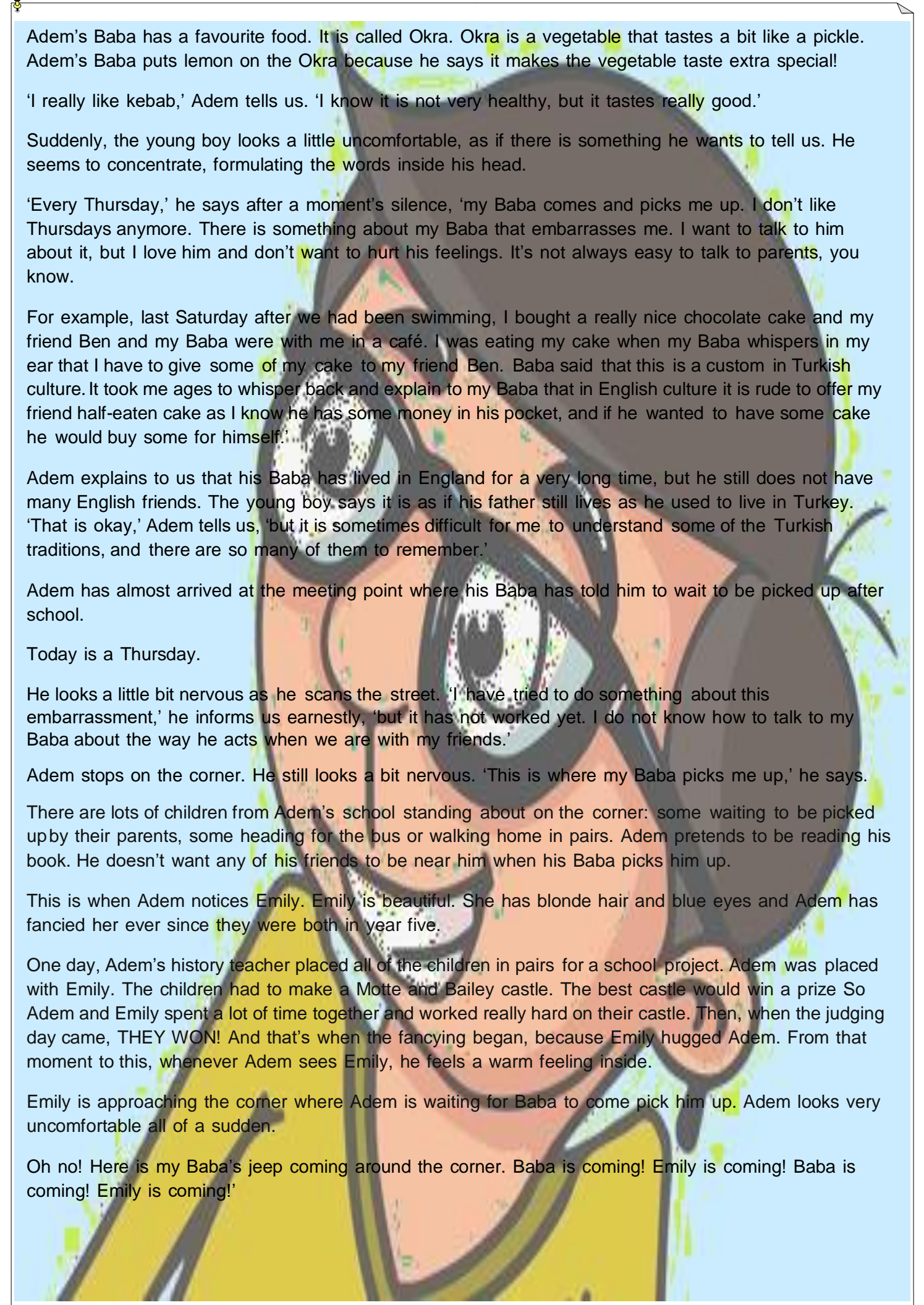
Adem gives a high five to Ben and Jonathan and then approaches us and walks beside us along the pavement. He smiles up at us. 'Did you know that in June 2003 a Turkish man called Muhammed Rashid entered the Guinness Book of World Records with his moustache that was over five feet long! That is a very long moustache,' says Adem, his smile becoming even bigger. 'My Baba has a big moustache too, and bushy eyebrows. But his moustache is not as big as five feet, thank Allah!'

Adem says 'Allah' instead of God, because Adem is a Muslim boy.

Adem notices a man walking in the street with a dark blue velvet Kippah. 'A Kippah is a Jewish hat,' says Adem, just so we know.

Then the young boy notices a Sikh man wearing a traditional Turban. Adem loves this variety of different cultures walking along the same street.

'My Baba owns a restaurant,' Adem tells us. He looks at us directly with his serious eyes, as if he is teaching us something very important. 'It is not a kebab restaurant. In my Baba's restaurant they make vegetarian stew and serve it with special bread called Pide bread. It is very tasty.'



Adem's Baba has a favourite food. It is called Okra. Okra is a vegetable that tastes a bit like a pickle. Adem's Baba puts lemon on the Okra because he says it makes the vegetable taste extra special!

'I really like kebab,' Adem tells us. 'I know it is not very healthy, but it tastes really good.'

Suddenly, the young boy looks a little uncomfortable, as if there is something he wants to tell us. He seems to concentrate, formulating the words inside his head.

'Every Thursday,' he says after a moment's silence, 'my Baba comes and picks me up. I don't like Thursdays anymore. There is something about my Baba that embarrasses me. I want to talk to him about it, but I love him and don't want to hurt his feelings. It's not always easy to talk to parents, you know.'

For example, last Saturday after we had been swimming, I bought a really nice chocolate cake and my friend Ben and my Baba were with me in a café. I was eating my cake when my Baba whispers in my ear that I have to give some of my cake to my friend Ben. Baba said that this is a custom in Turkish culture. It took me ages to whisper back and explain to my Baba that in English culture it is rude to offer my friend half-eaten cake as I know he has some money in his pocket, and if he wanted to have some cake he would buy some for himself.'

Adem explains to us that his Baba has lived in England for a very long time, but he still does not have many English friends. The young boy says it is as if his father still lives as he used to live in Turkey. 'That is okay,' Adem tells us, 'but it is sometimes difficult for me to understand some of the Turkish traditions, and there are so many of them to remember.'

Adem has almost arrived at the meeting point where his Baba has told him to wait to be picked up after school.

Today is a Thursday.

He looks a little bit nervous as he scans the street. 'I have tried to do something about this embarrassment,' he informs us earnestly, 'but it has not worked yet. I do not know how to talk to my Baba about the way he acts when we are with my friends.'

Adem stops on the corner. He still looks a bit nervous. 'This is where my Baba picks me up,' he says.

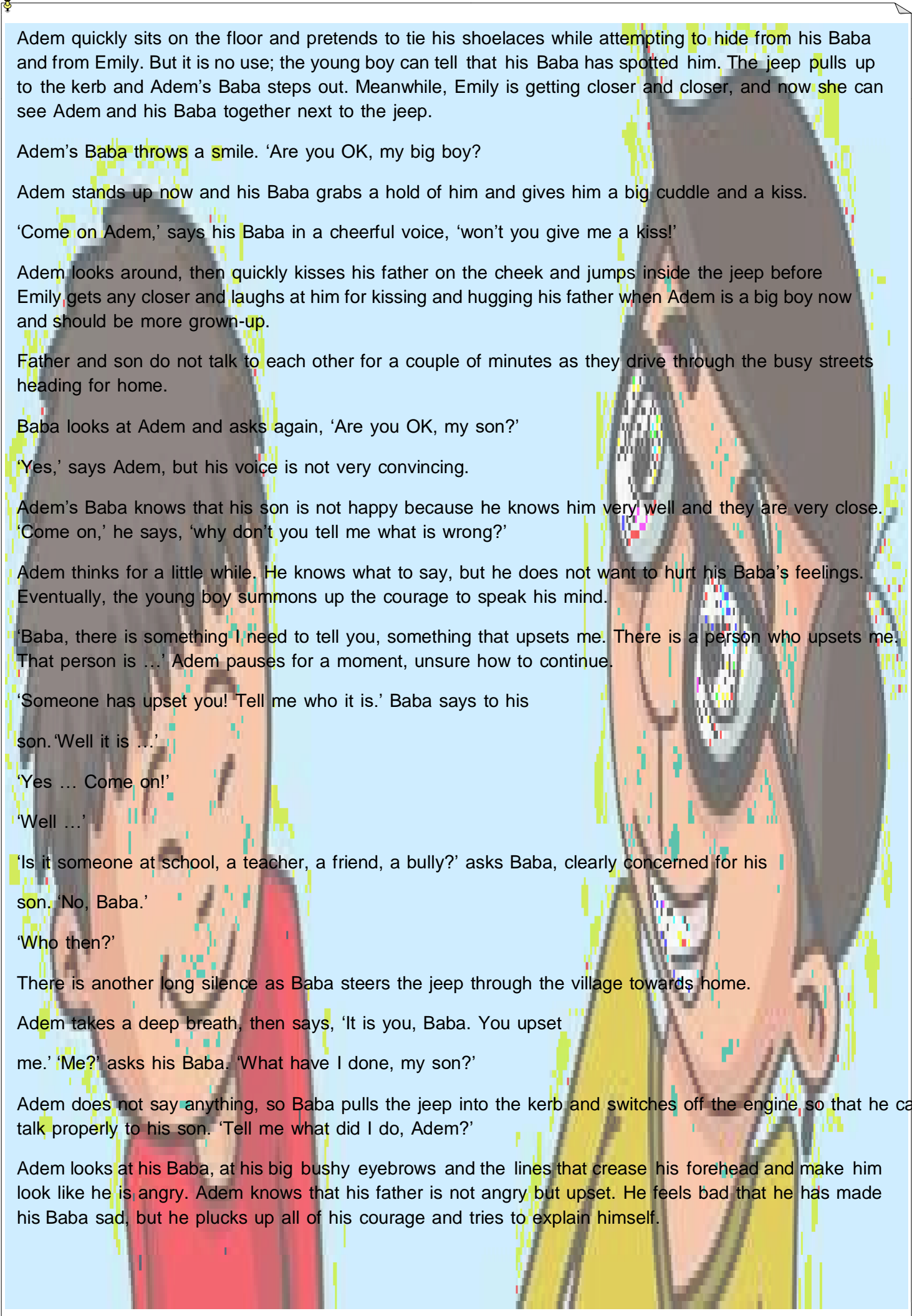
There are lots of children from Adem's school standing about on the corner: some waiting to be picked up by their parents, some heading for the bus or walking home in pairs. Adem pretends to be reading his book. He doesn't want any of his friends to be near him when his Baba picks him up.

This is when Adem notices Emily. Emily is beautiful. She has blonde hair and blue eyes and Adem has fancied her ever since they were both in year five.

One day, Adem's history teacher placed all of the children in pairs for a school project. Adem was placed with Emily. The children had to make a Motte and Bailey castle. The best castle would win a prize. So Adem and Emily spent a lot of time together and worked really hard on their castle. Then, when the judging day came, THEY WON! And that's when the fancying began, because Emily hugged Adem. From that moment to this, whenever Adem sees Emily, he feels a warm feeling inside.

Emily is approaching the corner where Adem is waiting for Baba to come pick him up. Adem looks very uncomfortable all of a sudden.

Oh no! Here is my Baba's jeep coming around the corner. Baba is coming! Emily is coming! Baba is coming! Emily is coming!



Adem quickly sits on the floor and pretends to tie his shoelaces while attempting to hide from his Baba and from Emily. But it is no use; the young boy can tell that his Baba has spotted him. The jeep pulls up to the kerb and Adem's Baba steps out. Meanwhile, Emily is getting closer and closer, and now she can see Adem and his Baba together next to the jeep.

Adem's Baba throws a smile. 'Are you OK, my big boy?

Adem stands up now and his Baba grabs a hold of him and gives him a big cuddle and a kiss.

'Come on Adem,' says his Baba in a cheerful voice, 'won't you give me a kiss!'

Adem looks around, then quickly kisses his father on the cheek and jumps inside the jeep before Emily gets any closer and laughs at him for kissing and hugging his father when Adem is a big boy now and should be more grown-up.

Father and son do not talk to each other for a couple of minutes as they drive through the busy streets heading for home.

Baba looks at Adem and asks again, 'Are you OK, my son?'

'Yes,' says Adem, but his voice is not very convincing.

Adem's Baba knows that his son is not happy because he knows him very well and they are very close. 'Come on,' he says, 'why don't you tell me what is wrong?'

Adem thinks for a little while. He knows what to say, but he does not want to hurt his Baba's feelings. Eventually, the young boy summons up the courage to speak his mind.

'Baba, there is something I need to tell you, something that upsets me. There is a person who upsets me. That person is ...' Adem pauses for a moment, unsure how to continue.

'Someone has upset you! Tell me who it is.' Baba says to his son. 'Well it is ...'

'Yes ... Come on!'

'Well ...'

'Is it someone at school, a teacher, a friend, a bully?' asks Baba, clearly concerned for his son. 'No, Baba.'

'Who then?'

There is another long silence as Baba steers the jeep through the village towards home.

Adem takes a deep breath, then says, 'It is you, Baba. You upset me.' 'Me?' asks his Baba. 'What have I done, my son?'

Adem does not say anything, so Baba pulls the jeep into the kerb and switches off the engine so that he can talk properly to his son. 'Tell me what did I do, Adem?'

Adem looks at his Baba, at his big bushy eyebrows and the lines that crease his forehead and make him look like he is angry. Adem knows that his father is not angry but upset. He feels bad that he has made his Baba sad, but he plucks up all of his courage and tries to explain himself.

'You know that I am eleven now,' he tells his Baba, 'and that I am very grown-up.'

'Yes, definitely,' says his Baba with a touch of pride in his voice.

'You know it was OK to cuddle me and kiss me in front of my friends when I was at primary school, but I do not want you to do that in front of my friends anymore.'

'So ... you do not want me to kiss and cuddle you anymore, is that it?'

'No, no, Baba. I like it when you cuddle me, but I don't want you to kiss and cuddle me in front of my friends because I am too old for that now and they will laugh at me.'

'It is a very Turkish thing to do, I suppose,' admits Baba as he starts up the jeep and steers through the evening traffic. He looks a little sad and Adem wants to cheer him up.

'Baba?'

'Yes, my son?'

'Shall I make a cup of tea for you and mummy when we get home?'

Baba smiles at his precious son. 'That would be lovely, Adem. But please do not put any milk in my tea. You know I like it black. This is the Turkish way to have tea and the Turkish way is best for me.' His Baba winks at Adem as he says these words.

Adem smiles because he knows that his Baba understands why he was embarrassed, and he also knows that his Baba loves him very much.

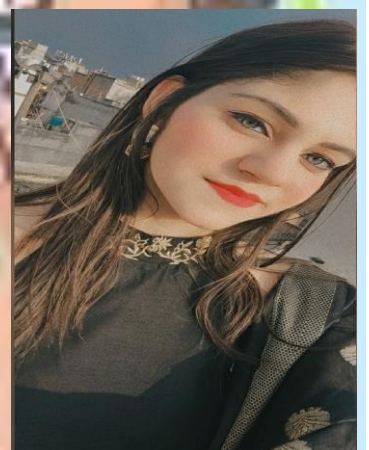
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GURLEEN 5 SEM BCOM

The Weight of the Glass

Once upon a time, a psychology professor walked around on a stage while teaching stress management principles to an auditorium filled with students. As she raised a glass of water, everyone expected they'd be asked the typical "glass half empty or glass half full" question. Instead, with a smile on her face, the professor asked, "How heavy is this glass of water I'm holding?"

Students shouted out answers ranging from eight ounces to a couple pounds.

She replied, "From my perspective, the absolute weight of this glass doesn't matter. It all depends on how long I hold it. If I hold it for a minute or two, it's fairly light. If I hold it for an hour straight, its weight might make my arm ache a little. If I hold it for a day straight, my arm will likely cramp up and feel completely numb and paralyzed, forcing me to drop the glass to the floor. In each case, the weight of the glass doesn't change, but the longer I hold it, the heavier it feels to me."

As the class shook their heads in agreement, she continued, "Your stresses and worries in life are very much like this glass of water. Think about them for a while and nothing happens. Think about them a bit longer and you begin to ache a little. Think about them all day long, and you will feel completely numb and paralyzed – incapable of doing anything else until you drop them."

The Moral of the Story: On days when you're stressed out and feeling overwhelmed, learn to embrace the inevitable and let go. Some things cannot be controlled and no amount of worrying could put all your burdens away. Instead of letting stress get to you, embrace it and conquer it. Let yesterday's worries inspire you to a productive day.



Hope

I do not know anything,
And sure of nothing,
Right now the world is fading And
I am again escaping
To the places that are amazing, I
keep going the waiting,
To find you girl, I
keep
writing,
Just to be with my darling, All
they are saying about loving,
I am at loss,
All they are not helping,
I can't find you and for you
Still I am looking,
I maybe going crazy,
Maybe I am dying,
I have been searching
What I am missing,
But the truth is you are
What I am missing!! So
bad that it is killing
My reasons for writing, Not
anymore I am smiling, Still I
have hope to Keep looking,
I am tired now My eyelids
are closing



GURMEET 5 SEM BCOM

Only You

**No one on Earth
Exists quite like you
And no one is able
To do what you do**

**The person you are
The talents you bear
Gifts that only
You can share**

**Only you have learned
From the things you've done
Gaining perspective
From the battles you've won**

**Times when you've lost
Have been priceless too
The lessons contribute
To what makes you you**

**The rest of the world
Can't see through your eyes
Which is why your insight
Is such a prize**

**Because you are you
There are lives you affect
Much more than you
Would ever expect**

**The things you do
The things you say
Send ripples throughout
The Milky Way**

**You're unique, amazing
Like no one else
You have the exclusive
On being yourself.**

only you



STAFF COLUMN

“DIGITALIZATION OF PSU BANKS”

Definition

1. In India, the meaning of banking has been given in the Banking Regulation Act, (BR Act), 1949. As indicated by Section 5(c) of the BR Act, 'a financial organization is going with which executes the matter of banking in India.' Further, Section 5(b) of the BR Act characterizes banking as, 'tolerating, to loan or speculation, of stores of cash from people in general, repayable on interest or something else, and withdrawal, with a money order, draft, and request or something else.' This definition focuses on the three essential exercises of a business bank which recognize it from the other budgetary establishments. These are: (I) keeping up store records including current records, (ii) issue and paycheques, and (iii) gather checks for the bank's clients.

Banking Industry Overview

2. Today, the bank assumes a significant job in the monetary development of the nation. The wellbeing of the economy is firmly identified with the soundness of the financial framework. The exercises of the banks lead to more grounded monetary development.

3. The bank is the primary juncture that keeps up and controls the "progression of cash" to make the loaning component conceivable. The administration utilizes it to control the progression of cash by overseeing Cash Reserve Ratio (CRR) and along these lines impacting the expansion level. The elements of banks incorporate tolerating stores from the general population and private foundation and afterward to guide them as credits and advances to different organizations for the development and improvement of businesses. The banks take the stores at a lower rate of premium and give advances at a higher rate, in this manner comprising the fundamental wellspring of pay for the bank.

4. Banking in India has experienced changes in alarming changes as far as development and foundation. Sorted out banking was dynamic in India since the foundation of the General Bank of India in 1786. The Reserve Bank of India was set up as a national bank in 1955. The Imperial Bank of India was the biggest bank around then, was taken over by the administration to shape state-possessed, State bank of India (SBI). RBI embraced an activity to lessen the fracture in the Indian Banking Industry by consolidating flimsier manages an account with more grounded ones. The all out number of the bank has decreased from 566 of every 1951 to 85 in 1969.

5. With the target of contacting the majority and adjusting credit needs of the considerable number of ventures, the legislature nationalized 14 huge banks in 1969 pursued by another 8 banks in 1980. This period saw a huge development in the financial segment. Be that as it may, new financial changes released by the administration during the 1990s assumed a huge job in the development of the economy. The section of a new private bank is allowed under RBI rules.

Major Banking Operation

6. The main operation of bank can be segregated into three major areas namely:
- (a) Balancing Profitability with Liquidity Management.
 - (b) Management of Reserves
 - (c) Creation of Credit.



Balancing Profitability with Liquidity Management

7. Banks are business concerns which give different monetary administrations to clients as an end-result of installments in some structure, for example, premium, markdown charges, commission, etc. Their goal is to make benefits. Be that as it may, what recognizes them from different business concerns is how much they need to adjust the standard of benefit boost with certain different standards. Banks, by and large, need to give significantly more consideration to offsetting the gainfulness with liquidity. In this manner, they need to commit significant consideration regarding liquidity the executives. Banks manage other individual's cash, a significant piece of which is repayable on interest. That is the reason for banks, not at all like

different business concerns liquidity the executives are as significant as gainfulness the executives.

Management of Reserves

8. Banks are expected to hold voluntarily a part of their deposits in the form of ready cash which is known as cash reserves and the ratio of cash reserves to deposits is known as Cash Reserve Ratio (CRR). The Central Bank in every country is empowered to prescribe the reserve ratio that all banks must maintain. The Central Bank also undertakes as the lender of last resort, to supply reserves to banks in times of genuine difficulties.

Creation of Credit.

9. Unlike other financial institutions, banks are not merely financial intermediaries but “they can create as well as transfer money”. Banks are set to create deposits or credit or money or it can be said that every loan given by bank creates a deposit. This has given rise to the concept of deposit multiplier or credit multiplier. The importance of this is that banks add to the money supply in the economy and hence, banks become responsible in a major way for changes in the economic activities.

Banking Structure in India

10. Banking Regulator

The Reserve Bank of India (RBI) is the central banking and monetary authority of India, and also acts as the regulator and supervisor of commercial banks.

Scheduled Banks in India Scheduled banks comprise scheduled commercial banks and scheduled co-operative banks. Scheduled commercial banks form the bedrock of the Indian financial system, currently accounting for more than three-fourths of all financial institutions' assets. SCBs are present throughout India, and their branches, having grown more than four-fold in the last 40 years now number more than 80,500 across the country.

11. Basics of Banking Lending

Banks extend credit to different categories of borrowers for a wide variety of purposes. For many borrowers, bank credit is the easiest to access at reasonable interest rates. Bank credit is provided to households, retail traders, small and medium enterprises (SMEs), corporates, the Government undertakings etc. in the economy.

Retail banking loans are accessed by consumers of goods and services for financing the purchase of consumer durables, housing or even for day-to-day consumption. In contrast, the need for capital investment, and day-to-day operations of private corporates and the Government undertakings are met through wholesale lending. Loans for capital expenditure are usually extended with medium and long-term maturities, while day-to-day finance requirements are provided through short-term credit (working capital loans).

12. **Principles of Bank Lending and Loan Policy**

Principles of Bank Lending To lend, banks depend largely on deposits from the public. Banks act as custodian of public deposits. Since the depositors require safety and security of their deposits, want to withdraw deposits whenever they need and also adequate return, bank lending must necessarily be based on principles that reflect these concerns of the depositors. These principles include: safety, liquidity, profitability, and risk diversion.

(a) **Safety:** Banks need to ensure that advances are safe and lent out by them will come back. Since the repayment of loans depend upon the Borrower's capacity to pay, the banker must be satisfied before lending the business for which the money is sought is sound one. In addition, bankers must insist on security against the loan, which they fall back on if things go wrong for the business. The security must be adequate, readily marketable and free of encumbrances.

(b) **Liquidity:** To maintain liquidity, banks have to ensure that money lent out by them is not locked up for long time by designing the loan maturity period appropriately. Further, money must come back as per the repayment schedule. If loans become excessively illiquid, it may not be possible for bankers to meet their obligations vis-à-vis depositors.

(c) **Profitability:** To remain viable, a bank must earn adequate profit on its investment. This calls for adequate margin between deposit rates and lending rates. In this respect, appropriate fixing of interest rates on both advances and deposits is critical. Unless interest rates are competitively fixed and margins are adequate, banks may lose customers to their competitors and become unprofitable.

(d) **Risk diversification:** To mitigate risk, banks should lend to a diversified customer base. Diversification should be in terms of geographic location, nature of business etc. If, for example, all the borrowers of a bank are concentrated in one region and that region gets affected by a natural disaster, the bank's profitability can be seriously affected.

13. **SIGNIFICANCE**. The Financial service industry is going through a lot of dramatic changes as a consequences of changing customer behavior, increasing expectations, using innovative techniques and the adoption of new technologies and the Digitisation of business and society in general. Cost reductions, increasing topline revenue and mitigating risk remain the key drivers also in the Retail Banking Industry. Banks should be,

- (a) Eco friendly
- (b) Advanced Banking websites
- (c) Easy to use Banking
- (d) Time saving
- (e) Mobility of services
- (f) Increased efficiency and accuracy
- (g) High interest rates.

14. Digitalization In The Financial Services

(a) Digitization is not just a need of the towns and big cities but has become a necessity across all regions and strata of the country including the Rural India. This gave rise to the concept called Digital Village. A village where most of the day to day transactions happen in a cashless mode with services like, Mobile Wallets, Credit/Debit cards and Internet Banking etc.

(b) There have been coordinated efforts by the banks to develop new service capabilities for streamlined adoption to Digitalization and all banks have taken up various initiatives to make all their branches in all parts of the country including rural and urban India digitally equipped.

(c) The demand for PoS (Point of Sale) machines has risen in the wake of demonetization more and more people are using their Credit/Debit cards for transactions but even where there is no provision of PoS Machine people can still use various E-wallet which are readily available across various platforms on their smart phones. This has helped smaller business owners to a great extent cutting costs of buying a standalone PoS machine.

(d) The bank has set a target of converting at least 5 villages for each of its 54 zones into "Digital Villages". To complement this Digital Transformation the bank has also started 2 schemes Namely "PATHSHALA" & "PRAYOGSHALA" for creating awareness about digital transactions.

(e) A host of payment options are available for a merchant to encourage digital transactions such as 'Swipe and Pay' (at merchant POS with a card); 'Touch and Pay' (especially for those who find it difficult making payment using a card or mobile app, it is a biometric-based Aadhaar payment) and 'Click and Pay' (customer can use mobile and scan the merchant's QR Code (Quick Response code)).

(f) Bank's all zonal branches are organising various workshops and Digital Literacy Camps for villagers to demonstrate cashless transactions and educating them about various ways in which they can perform digital transactions. The branches are also opening Aadhaar based saving accounts of villagers. Distribution of Rupay, Visa, Master Cards, Point of Sale machines.

(g) Digitized trend have reaped benefits in greater customer insight and reach.

(h) The savings got easier with the financial inclusion with further enables accumulation and diversification of assets in the process.

(i) Digitalization is the power of connecting people and changing the way we work and how government serves its citizens.

15. Economic Benefits to Banks and Customers

(a) Digitalization accelerates the growth and creates jobs, it allows Banks to save costs and generate revenue, indeed, and digitalizing information-intensive processes can cut costs by up to 90%.

(b) Software's also allows in collecting data that helps them understand complete banking pattern which enables proactive addressing of problems.

16. Drawbacks of Digitalization

(a) Higher risk of identity theft

(b) Losing phone

(c) Difficult for tech-unsavvy

(d) Overspending.

AI in Indian Banking Sector

Introduction

1. Artificial Intelligence (AI) is advancing as the go-to technology for organizations over the world for the understanding of people. The technology is itself improving step by step, permitting more and more organization to embrace the AI for different applications. Banking area is one of the main adopters of AI. Also, as different fragments, banks are discovering and carrying out the technology in different manners. Banks are utilizing artificial intelligence systems frameworks for today to sort out tasks, keep up accounting, put resources into stocks, and overseeing properties. Artificial intelligence can respond to changes in the overnight or when business isn't occurring.

2. There is a developing need to embrace AI as it isn't just ready to hold the customers, yet it improves the procedures and customizing the client's International Journal of Management, Technology and Engineering experience. Artificial Intelligence could be the way to changing a significant number of these vital client confronting forms and holding the competitive edge. AI has also reduced frauds and financial crimes by monitoring behavioral patterns of users for any abnormal changes or anomalies.

About artificial intelligence

3. In terms of the father of Artificial Intelligence, John McCarthy, it is- The science and engineering of making intelligent machines, especially intelligent computer programs.

4. It is a way of allowing rational thought about a machine, a machine-controlled robot or software, in a way that the human brain thinks similarly. AI has accomplished the studying of humans thinking style and learning, deciding and working while trying to solve different problems given to them, and using the results to develop their intelligent software and systems.

Reasons for adoption of AI

5. A computer program that recognizes, learns, behaves and knows. In other words, a machine that can interpret, evaluate and comprehend the data it gets, taking action on the base of the knowledge, and enhances its efficiency by learning about the future changes. There could be multiple reasons:

- (a) Increase in the competition in the banking sector.
- (b) Customers demand to be provided with more customized solutions.
- (c) Bringing effective decisions.
- (d) Reducing the amount of frauds and security risks.

- (e) Helping on focus on the profitability and compliance.
- (f) Increasing in the employee productivities.
- (g) Making of the operational efficiencies.
- (h) Managing of the large amount of data in the record and originating more valuable insights.

Importance of AI in Banking

6. There has been a rapid shift in India's banking sector. There is another trend in the financial system, due to the arrival of technology and computerization. Progress in software and data creation presentation presumed a vital job in enhancing the corporate administrations. Fraud detection, Customer satisfaction, faster decision making and dealing with cashless transactions, are the reasons for the using of Artificial Intelligence in the banking sector. These are foremost factor for the banks of around the world need to do.

Recent developments of AI in Indian banks

7. The banking companies would need to adopt AI and weave it into their business strategies to retain its strong competitive edge.

(a) **Customer services-** Automated technical support that is operated by AI is gaining an increasing foothold. Using information obtained from client computers, AI-based loop information is guided to origin using machine learning. AI-related apps also allow for programs, deals, and ideas in line with the actions and preferences of the customers. The cognitive system is qualified to inform and interact through the study of data from the users. Digital wealth management services and other services are driven by the capture of relevant data by incorporating AI innovations into the app.

(b) **Fraud and risk management-** Online theft is a big problem for businesses as they digitize on a scale. Internet-scale risk control is not achievable manually or by using legacy information systems. Most banks are looking to implement machine or deep learning and predictive analytics to analyze all real-time transactions. Primary uses include alleviating fraud by monitoring transactions for unusual trends in real time, assessing clients' creditworthiness, and allowing risk analysts to make the right risk-reduction recommendations.

(c) **Trading and Securities-** Robotic Process Automation (RPA) plays a crucial role in safety settlement by reconciling and validating data in the back office with trade allowed in the front office. Artificial intelligence enables the overall process of economic development, validation and settlement.

(d) **Credit Assessment-** Lending is a vital sector for banks that directly and indirectly affects almost all areas of the economy. At its center, lending can be seen as a big data concern..This makes it an efficient case for machine learning. One of the main aspects is the confirmation of the creditworthiness of individuals or companies requesting these loans.

(e) **Portfolio Management-** Banks increasingly depend on machine learning to make better, more real-time investment decisions for the rest of their investors and clients. Such techniques can advance in a number of ways. Data is an important part of their decision-making process, allowing them to test with various flight approaches to expand their scope in order to consider a far more wide variety of properties.

Uses of AI in Banking Sector.

8. Following are the uses of AI in banking :-

(a) **Smart Wallets-** Online platforms are being promoted as the future of real-world payment technology, with bigger players like Google, Apple, PayPal and others jumping on board and developing their own payment gateways. This decreases reliance on physical currency, increasing resource scope to a higher level as a result.

(b) **Banking through Voice Assistant-** Presence is gradually slipping away as technology allows customers to use banking services through voice and touch screen. Artificial intelligence technology can process queries to answer questions, search for information, and connect clients to a range of banking services. It growing individual mistakes, and efficiency is systematized.

(c) **Customer benefits** - When speech recognition and natural language processing techniques evolve, they are getting closer to the day when most customer service requests will be answered by computers. This will lead to the end of line waiting and, as a result, will result in satisfied customers.

(d) **Digitization, rather than branch lines** - Banking is a long process, with past records of long queues and slow response marking profitability. In negative terms, the opening of a bank account was often seen as rushed customers would run from pillar to post, thus completing the necessary paperwork..Digitalization of documents simplifies this burden and offers a digital forum for contact between consumers and providers.

(e) **Cloud Banking-** In short, cloud computing, or cloud storage, is a modern data storage system. It is a hybrid computing platform for various services, including on-line servers, applications, networking, storage, databases, analytics, and much more. Banks of all sizes in India have understood how cloud-based banking services are relevant and how those services can support their problems. Earlier banks had to contact IT workers to provide additional software and processing capacity which was very time-consuming and would prevent decision-making. Hence, IT is no longer seen as a dynamic scenario nowadays and the banks have started to understand the potential and reach of cloud computing services.



Source: <https://www.cloudoye.com/bfsi-on-cloud>

(f) **Biometric Technology-** After linking the Aadhaar number to accounts, banks have been able to identify their customers through analyzing one or more recognizable biological features such as face, eye, retina, voice, and ear in the wake of an issue. This technology's development is much more robust and will continue to spread throughout in the coming years because it can remove numerous passwords and PIN requirements.

(g) **Point of Sale (POS)** - "POS" is a point-of-sale abbreviation that refers to any place where a transaction can take place, whether for a product or service. The term 'demonetization' was previously confined to macroeconomic textbooks and was widely regarded only as a theoretical policy idea; this changed when it was realized by the Government of India. Whether the strategy was a success or not can be argued, but what

cannot be addressed is the boost it brought to mobile banking, and more significantly, the nature of people who were previously accustomed to cash changed radically—by some figures, cash accounted for more than 97 per cent of transfers.

Banks Using Artificial Intelligence

9. According to government paper by The National Market Research Institute and Narrative Science, about thirty two percent of private banking companies currently use AI technologies such as data analytics, voice control, and many others. Among several banks, there are 10 banks that got constant social media attention over the past few years for their AI initiatives. The lists are:

(a) **SBI-** SBI is currently using Chapdex's a AI-assistant problem solution, winning team called "Code for Bank" from its first national hackathon. It uses SIA chatbot like this on the front desk. This answers customer queries immediately and helps them with day-to-day banking activities much like any banks official.

(b) **Bank of Baroda-** This bank had set up a new hi-tech division fitted with the sophisticated devices such as the Baroda Brainy artificial intelligence system, and the Virtual Lab with free Wi-Fi.

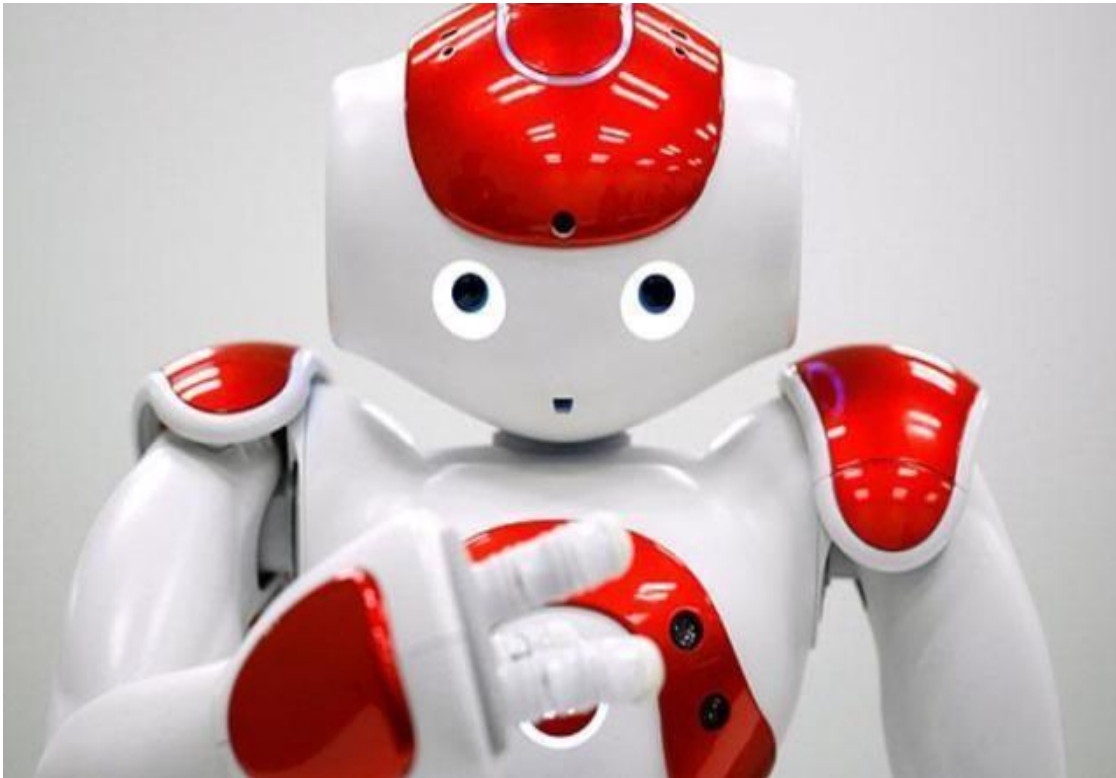
(c) **Allahabad Bank:** The Allahabad bank said in a media statement earlier that its 'emPower' app is scheduled to receive significant enhancements such as Chatbot and the AI assistant eco-trade activities.

(d) **Andhra Bank:** A Bangalore-based company, Float bot had been released an AI assistant Chat bot, built with Andhra Bank's core servers, to digitally interact and automate customer service for its five crore clients. Float bot would be building a chat bot to simplify an on boarding and training for Andhra Bank's 20K+ internal employees.

(e) **HDFC:** It has created a chatbot based on AI, "Eva," designed by Senseforth AI Research based in Bengaluru. Eva can assimilate information from thousands of sources in less than 0.4 seconds, as well as provide clear responses. In its possible future, Eva could manage actual banking related transaction method too.

(f) **ICICI:** They implemented automated machines around the company's various roles in 200 + business processes, produce further AI software, including facial and voice control, data science, machine learning, and robotics. ICICI Bank's software machines are designed to capture and interpret system information, identify patterns and run business processes through multiple processes for executing various activities.

- (g) **Axis:** They introduced AI software, using machine learning to assist customers with their financial and non-financial transactions, queries, and all other product details through communicative banking.
- (h) **Canara:** They introduced Mitra, a humanoid robot built by Bengali based Invento Robotics that helps the customers to navigate their banks. Software called 'Candi', which is much smaller than Mitra, adds to human capital.
- (i) **Indusland:** Alexa-based Feature, 'IndusAssist' was launched, to allow account owners to perform monetary and non-financial banking transactions with the virtual assistant of Alexa Amazon.
- (j) **City Union:** A banking robot called 'Lakshmi' was introduced. The machine can interact on more than 125 subjects with the clients. Apart from answering



generic questions, the robot is also designed to connect with the core banking solution.

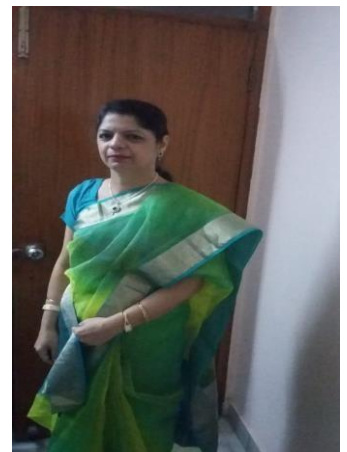
Challenges Faced by Banks

10. The following challenges are being faced by the Indian banks :-
- (a) To the date, AI-based implementations have been primarily powered by the private sector, with an emphasis on consumer goods. The technology's evolving size and consequences make it imperative for government policy makers to take notice.
 - (b) Early lessons of AI success in the U.S., China, South Korea, and elsewhere provide models of public and private funding for AI research which India should have consider.

- (c) In today's economic climate, the linear structure of education and employment becomes unsustainable as the nature of jobs quickly changes, and skills become essential and redundant in a matter of years.
- (d) Data quality, the amount of time and energy required to collect and prepare correct data sets should not be underestimated. The reconciliation of data from front to back is already an issue and the referential data is troubled by the consistency problems.
- (e) Narrow focus, being intelligent and solving problems cannot just deviate from what it designed for. As they are trained to detect or look for any suspicious transactions wouldn't be able to detect any other suspicious activity.

Conclusion

11. Certainly, all segments of the industry are experiencing a digital boom, especially after demonetization. Traditional banking has changed and growing numbers of banks are adopting emerging technologies such as AI, Cloud, blocking the chain to reduce their operating expenses and improve performance. Although it is still in its infancy, the banks are still at the cusp of the artificial intelligence revolution. Managers across industries will need to step up its pace on the gradation of skill building. There's no doubt that the recent push toward digitalization is increasingly impacting traditional banking models. But it has also exposed the organizations to rising information security risks and vulnerabilities. The banks are increasingly looking into emerging technologies such as block chain and analytics in establishing an active protection mechanism against cybercrimes.



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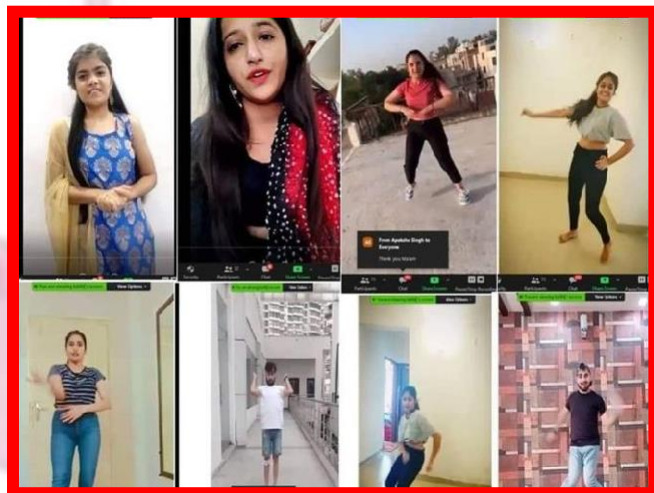
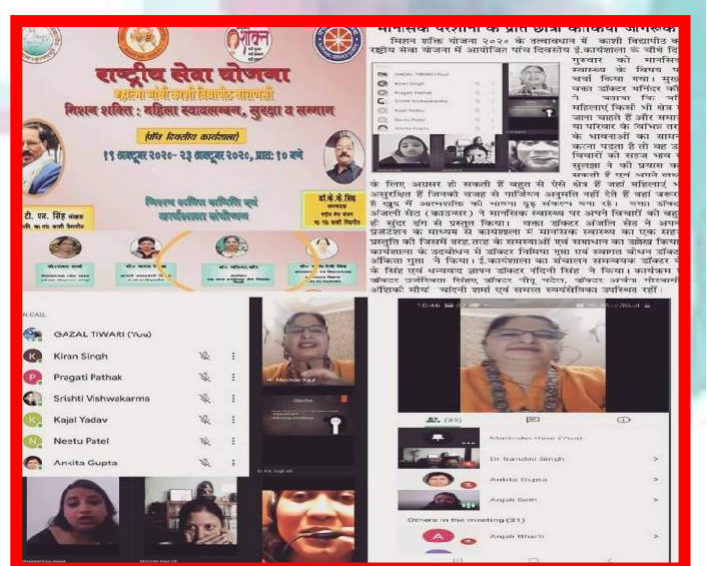
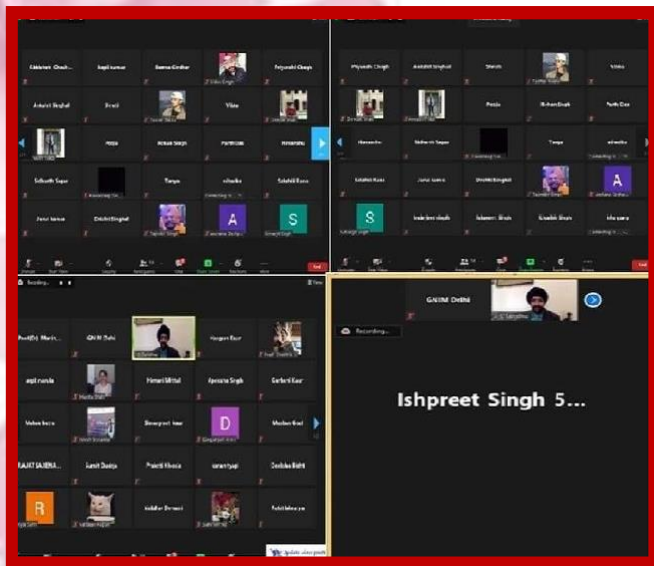
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