

**VALUABLE BRANDS**  
**APPLE || SAMSUNG || AMAZON**

**APPLE:-** The iPhone is a smartphone made by Apple that combines a computer, Ipod, digital camera and cellular iPhone into one device with a touchscreen interface. The first-generation iPhone was announced by former 'Apple CEO Steve Jobs on January 9, 2007. There were 2.2 million apps available for it through the Apple App Store.

**SAMSUNG:-** Samsung was founded as a grocery trading store on March 1, 1938, by Lee Byung - Chul. The stored business in Taegir, Korea, trading noodles, China.

The 2000's witnessed the birth of Samsung's Galaxy smartphone series, which quickly not only became the company's most praised product but also frequently topped annual lists of the best-selling smartphone in the world. Since 2006, the company has been the top-selling global manufacturer of televisions. Beginning of 2010, the Galaxy series expanded to tablet computers with the introduction of the Galaxy Tab.

**Amazon:-** Amazon.com is an American multinational technology company based in Seattle, Washington, which focuses on e-commerce, cloud computing, digital, streaming and artificial intelligence.

**CEO:-** Jeff Bezos (May 1996.....)

**Founded:-** 5 July, 1994, Bellevue, Washington, United States.

**Amazon :** India Ki Apni Dukan

Choose from a vast selection of the best quality products. 100% purchase protection. Top brands for Phones and Electronics. Latest trends in Fashion.

- Free shipping available
- Pay on Delivery
- Huge Selection
- Easy Returns.

**-Navneet Kaur**  
**B.C.A.-3**  
**Roll No. 3**

**PANDEMIC POSITIVES FOR IT SECTOR**

The pandemic has increased the pace of technology adoption across the globe as clients and their customers move to a digital environment. Even industries that were traditionally not IT driven or had little dependence on IT are now adopting their business to the new normal as they feel the need for more agile digital solutions with a faster time to market. Digital transformation and migration to the cloud have become the need of the hour as it makes accessing and maintaining data from remote work places easier and quicker. Digital banking channels are seeing a surge in usage, and this is driving technology spending as well. The cost saving potential from the shift from physical to digital channels is also aiding technology spends. This argues well

for India's IT-industry, which has been facing severe headwind over the past few quarters due to the slowing global economy and changing business models. The top IT-services companies are confident of improved growth in the coming quarters mainly led by receding challenges on the supply side, the ramp-up of dealer, vendor consolidation opportunities, and traction in BFSI.

**-Mandeep Kaur**  
**B.S.C.-III (Sem-6)**  
**Roll No. 39**

## INFORMATION TECHNOLOGY

Information technology helps us in many fields of life. Even common man knows how useful the computers, internet. It has made our life so easy and has given us so many facilities, which we could never have imagined before.

All the things that we made use of daily including internet connects, phones, laptop even refrigerators and even everything just by a single click of our finger.

If we did not progress in the science, our life would be at difficult and difficult as before. The latest technology also increasing us production of goods and difficult crops.

**-Karamjeet Kaur**

**B.C.A.-III (Sem-VI)**

**Roll No. 19**

## INFORMATION TECHNOLOGY

Information technology is specially based on computer science. It is a wonderful invention of modern science. Besides computer's it also includes help one, television, radio, email, etc. is is great source of news and information.

The term information technology is known as IT means the advancement of technology information and learning-I consist of allied information sources like computer, e-mail, internet fax machines etc.

In this generation, technology is the most important part for everyone. It's the part of new generation in which generation we are living. During whole day we need help of technology. The internet is a gaint member information technology internet fulfiles demand of every individual.

If we talk about old generation, if we need to contact to any person who lives far away, we used to write letters, and on that time it was the slowest method of communication. But in new generation we can contact any one through phone or by doing vedio calls. We can contact any one at any time by sitting at one place as these all are the gifts given by technology.

As every thing has bad impact on itself, information technology is also not free from dermerity, social movements, antisocial movements, hijacking, fraud and many other crimes can take place for misuse of information technology there is a lot of information about a particular topic and is stored on websites some of the information may be incorrect as correct information make people confuse.

In this manner information technology is revolutionizing the world with its greatest advantage it makes the process of information sharing much easy, fast, cheap and world enjoyable. IT has made the world a better place with reduced work load and advanced comforts. At last information technology helps Business, governments and individuals increase their efficiency and effiveness. So the people who are making wrong use of information technology should be punished.

**-Mehak**

**B.C.A.-II**

**Roll No. 112**

## HOW TO ACHIEVE SUCCESS

What is the secret of success? Why nothing succeeds like success? There are some questions which often trouble us. According to Emily Dickinson "success is counted sweetest. By those who never succeed to comprehend a nectar, requies sores need". The path to success lies through struggle, strife, hardwork, sweat and sometimes even through blood. To achieve success is not easy and to maintain it is even more difficult. Hard labour ultimately wins all things. Therefore, it is necessary that people ambition of passing success and victory give into hardwork and labour. The same thing is expressed by R.L. Stevensen. "To travel hopefully is better than to arrive, and the true success is to labour". There is no substitute to hardwork. Those who talk of luck, intelligence and institution as the only steps of the Ladder Leading to success are not to be believed. Nothing great, good and lasting can be achieved by insight alone. Patience, perserverance, perspiration, Labour etc. form the rock foundation on which you build your mansion of success. Will power is a great motive force. Remember Alexander, chanakya, Nepalean & Tenzing.

They were the very embodiments of strong will power. The same common clay of determination was used in shaping them all procrastination is the thief of time. Time is opportunity once lost it never returns. All successful people have been great economizers of time. Never wait for an opportunity, create one, life is too short is there is so much to be done and achieved.

Remember Shakespeare's famous words. "There is a tide in the affairs of men, which taken at the flood, lead to fortune; omitted, all the voyage of life is bound in shallows and miseries. On such a full sea, are we now alloat. And we must take the current when it serves or lose our ventures. Always be a learner know your strength and weakness and enlarge the former & reduced the Latter....keep all this in mind & you are bound to be crowned with the glory of success.

**-Kajal Kumar**  
**BCA-(Sem-VI)**  
**Roll No. 64**

## INTERNET IS THE BIGGEST WORLD-WIDE-19

Internet is the biggest world-wide communication network of computers. During Covid-19 we all came to know the importance of internet. The Pendentic has illustrated the importance of internet and service platforms. During Covid-19, online study, took place via-zoom, Googlemeet. Online shopping was possible through -: amagon, flipkart etc. At the time of pendentic we all were aways from our relatives but still together with the help of video calls etc.

Internet helps a lot during Covid-19 and also reduced its effects. So, we should remain in touch of internet so that we can use it when ever required. Internet has now become a part of human life. Internet provide everything on a single platform.

**-Payal**  
**B.C.A.-Final**  
**Roll No.**

## MANAGEMENT IN PERSONAL LIFE

-It is a very important to practice life management skills to help achieve goals in your personal life. When you feel good and confident in your life.

- **Setting Goals:-** Many people attempt to set goals around certain dates and times or milestones in their lives. Some people may be motivated to lose weight or save money for certain things by a certain time.

Setting goals can be essay for some, add a little more difficult for others. The whole point of setting goals is to give yourself something to look forward to and once you have reached your goal, you are rewarded with a feeling of self accomplished.

- **Start Small:-** It is important to set various level of goals. Starting small with goals that are easily attainable will give you the drive to strive for something a bit more difficult. If you are trying to lose weight, try setting a goal a

pound, a week weight loss. The idea of having to lose a smaller amount of weight than say a 40-pound goal is less likely to trigger anxiety.

- **Achievement is success:** People often feel successful when they have achieved something they have set out to do. Whether it is cleaning the house or even whasing your car, a sense of accomplishment is felt. You have been successful by following the plan you made for yourself.

- **Retirement Planning:-** This is a long term goal that requires many skills to be able to retire comfortably. You need to be extremely organized with your finance. If you have obtained financial planning skills on the job, it can be very beneficial in planning for retirement.

**-Yashika Mehta**  
**B.B.A.-II**  
**Roll No. 5**

## THE EARTH NEEDS YOU

The earth needs you  
To change your ways.  
Month by month  
And day by day.  
The changes are easy.  
Just look and you'll see  
The differences than can be made  
By you and by me.  
Single-use plastic  
Lasts almost forever.  
It might be cheap  
But It's not very clever.  
It can end up in oceans,

Rivers and seas.  
The wind sometimes carries it  
And it tangles in trees.  
When people drop it onto the ground  
This is not where is stays.  
It travels arounds.  
If people used less,  
The better place the would be;  
The futures' in our hands;  
Cut down and you'll see.

**-Kirnadeep Kaur**  
**BBA-IInd**  
**Roll No. 4303**