

# Demonetization

A Step towards Cashless India



*Pooja chawla*





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S.S.M. College Dinanagar, Punjab

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## College Profile

Swami Swatantranand Memorial College Dinanagar is the pioneer coeducational college in the educationally backward district of Gurdaspur, Re-accredited with 'A' grade by NAAC in two districts (Pathankot and Gurdaspur). It is a multi-faculty, Post-graduate, Government-aided, Premier institution established in 1973 in the sacred memory of Swami Swatantranand Ji, a staunch Arya Samajist, freedom fighter, social reformer and founder of Dayanand Math Dinanagar.

During the last 45 years, the seed sowed by early founders of the college has grown into a fully-fledged tree to take the legitimate pride in rendering meritorious services in this rural, backward and border belt area by carving a niche for itself in the educational spheres. Endeavouring to be one of the best and speedy growing institutions, the college has been expanding its wings in all fields by adhering to moral values as its strength. The total strength of the college is increasing by leaps and bounds and now more than 2500 students are on its rolls. The College has a dedicated faculty of 96 members of teaching and 56 members of non-teaching staff. Its Unique Selling Proposition (USP) is that it caters to students belonging to the middle and poor strata of society with emphasis on providing education to the youth living in the border belt because majority of geographical area of Dinanagar Block are located near India Pakistan border.

The institution has to its credit traditional courses in the field of Humanities, Commerce, Science (Both Medical and Non-Medical), BCA, BBA, B.Com (Pass Course & Honors), B.Lib and P.G courses in Hindi, Punjabi, History and Economics, M.Sc (Maths, Computer Science, Information Technology, Physics, Fashion Designing), M.Com, Post Graduate Diploma in Computer Applications, Diploma in Library Science, Diploma in Computer Applications, B.Voc Courses in Software Development, Retail Management, Web Designing and E-Commerce & Digital Marketing. All the departments have been fitted with Smart Boards and LCD projectors. S.S.M is also known as Sports Star Performers College. The college has the honour to win Overall General Sports Trophy 'B' Division consecutively for 13 years and Runner-Up Trophy for three Years.

All Weather Campus is another catchy feature of the college campus. Known for its adherence to moral values and excellence in Academics, SSM College is proud in showing marvellous results with a number of merits and distinctions both in P.G and U.G courses. Every year our college students make us to feel proud by securing Top most positions in the university exams held by G.N.D.U. Amritsar. More than fifty students of the college are placed in the merit positions of G.N.D.U. Amritsar.

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