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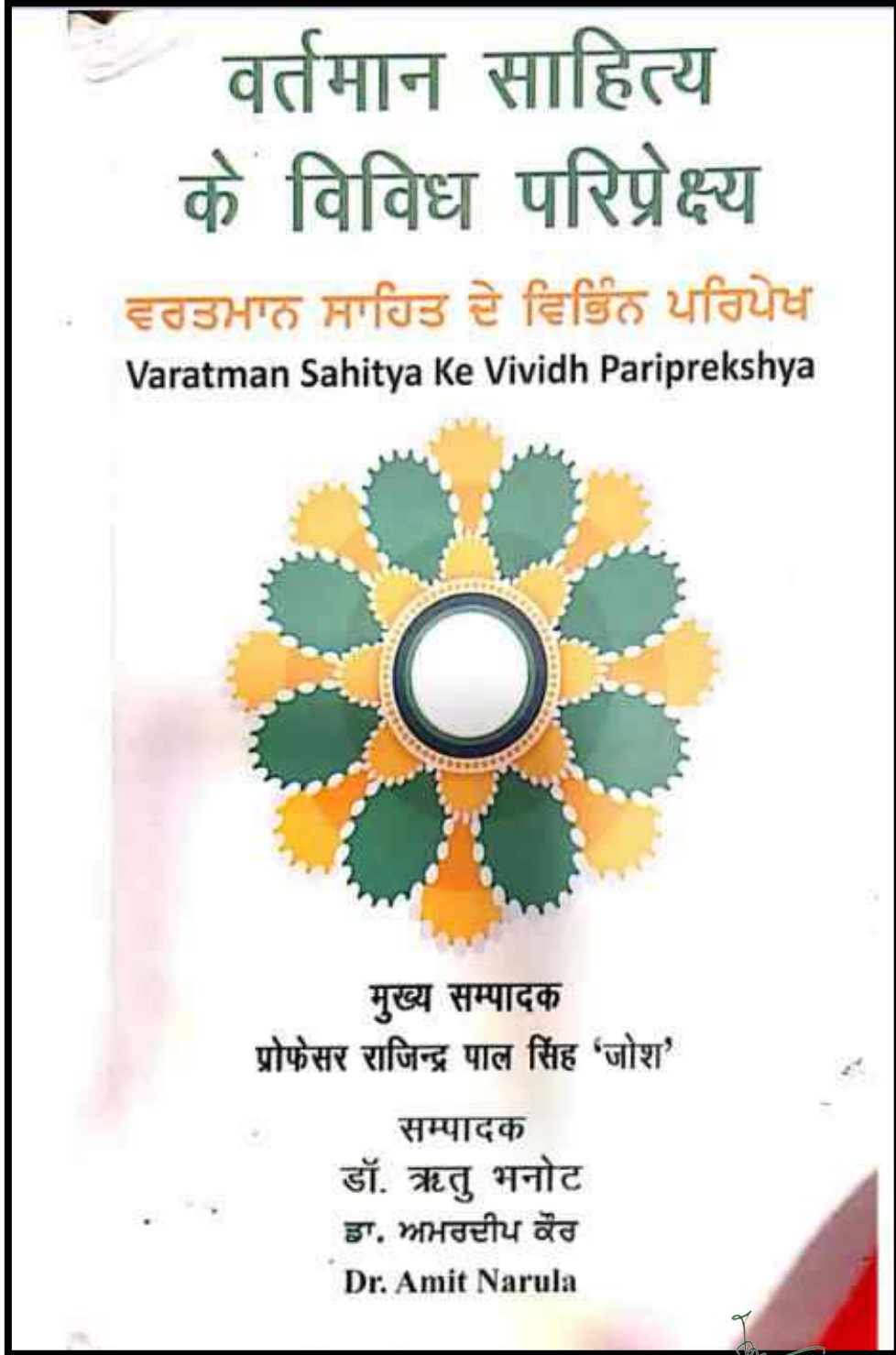
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सुनीता अरोड़ा\*

डॉ. राजेन्द्र सिंह साहिल

किसी भी भाषा में रचे साहित्य में संस्कृति के दर्शन स्वयंमेव हो जाते हैं। प्राचीन काल से लेकर वर्तमान काल तक के साहित्य पर दृष्टिपात करें तो हम पाते हैं साहित्य और संस्कृति अन्यान्योश्रित है। संस्कृति जीवन की पूर्णता का अध्ययन है, जीवन को परिष्कृत और सर्वोत्कृष्ट बनाने के लिए मूल्यों की खोज है, यह अभिव्यक्ति की आन्तरिक शक्ति है। साहित्य और संस्कृति दोनों परिवर्तनशील हैं, गत्यात्मक हैं, दोनों अन्तर्दृष्टि है जो जीवन के अटल सत्यों के साथ-साथ नये सत्यों को आलोचित करते हैं। दोनों ही मानव, जाति, समाज, राष्ट्र, विश्व की स्थितिबोध को जगाकर अपनी जड़ों की पहचान कराते हैं। अपनी मिट्टी से रस खींचने की प्रेरणा जागृत कर प्रक्रिया सिखाते हैं। संस्कृति मानव, जाति राष्ट्र आदि की वे सब बातें उसके मन, रुचि, आचार विचार, कला-कौशल सम्यता के क्षेत्र में भौतिक विकास की सूचक होती है।

वर्तमान साहित्य में संस्कृति से जुड़ी परम्पराओं को प्रत्यक्ष अथवा परोक्ष रूप में लिखा जा सकता है। साहित्य अपने देश की भूगोलिक, सामाजिक, राजनीतिक, सांस्कृतिक परिस्थितियों को अभिव्यक्त करता है। साहित्यकार जहाँ अपनी सांस्कृतिक विरासत पर गर्व अनुभव करता है वहाँ दूसरी ओर वर्तमान संदर्भ में मूल्यांकन करता हुआ स्वप्निल भविष्य की कामना कर संस्कृति में उत्तरोत्तर आई कुप्रवृत्तियों को दूर करने का प्रयास भी करता है। आचार्य हजारी प्रसाद द्विवेदी तथा अन्य साहित्यकारों ने अपनी रचनाओं के माध्यम से भारतीय संस्कृति के उदात्त स्वरूप को गौरवामण्डित किया है। वर्तमान सदी की लेखिका मैत्रेयी पुष्पा के साहित्य में जहाँ संस्कृति के प्रति आस्था दिखाई देती है वहाँ उसमें आई विक्तियों

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# 1

## THEORY OF CURVES

Differentiable Geometry is that branch of Geometry which may be described as the study of curves and surfaces by means of Differential Calculus.

As the properties of curves and surfaces varies continuously so, calculus is applied to study their geometric character. The study of the properties of curves and surfaces in the neighbourhood of a point is called the local differential geometry.

The study of the properties of curves and surfaces in the whole region is Global or Algebraic Geometry.

### 1. CURVES

Theoretically, there are two ways of representing a curve. One of them is to represent it by a pair of equations of the form

$$f_1(x, y, z) = C_1 \text{ and } f_2(x, y, z) = C_2.$$

Curves of this kind are called level curves given by a set of points namely  $C = \{(x, y, z) \in \mathbb{R}^3 : f(x, y, z) = C\}$ .

Another way is to represent them in the parametric form. For this, the curve is viewed as the path traced out by a moving point.

**Definition.** A parametrised curve in  $\mathbb{R}^n$  is a map  $\gamma : (a, b) \rightarrow \mathbb{R}^n$  for some  $a, b$  with  $-\infty < a < b < \infty$  such that

$$\gamma(t) = (x_1(t), x_2(t), \dots, x_n(t)), \text{ where } t \text{ satisfies } a < t < b$$

Here, the image of the function  $\gamma$  is called the trace of curve  $\gamma$ .

**Software Lab-I” In Window and Office Automation by Prof.**  
**Palwinder Kaur Sandhu**

**Kapila's**  
**COMPUTER**  
**SOFTWARE LAB**

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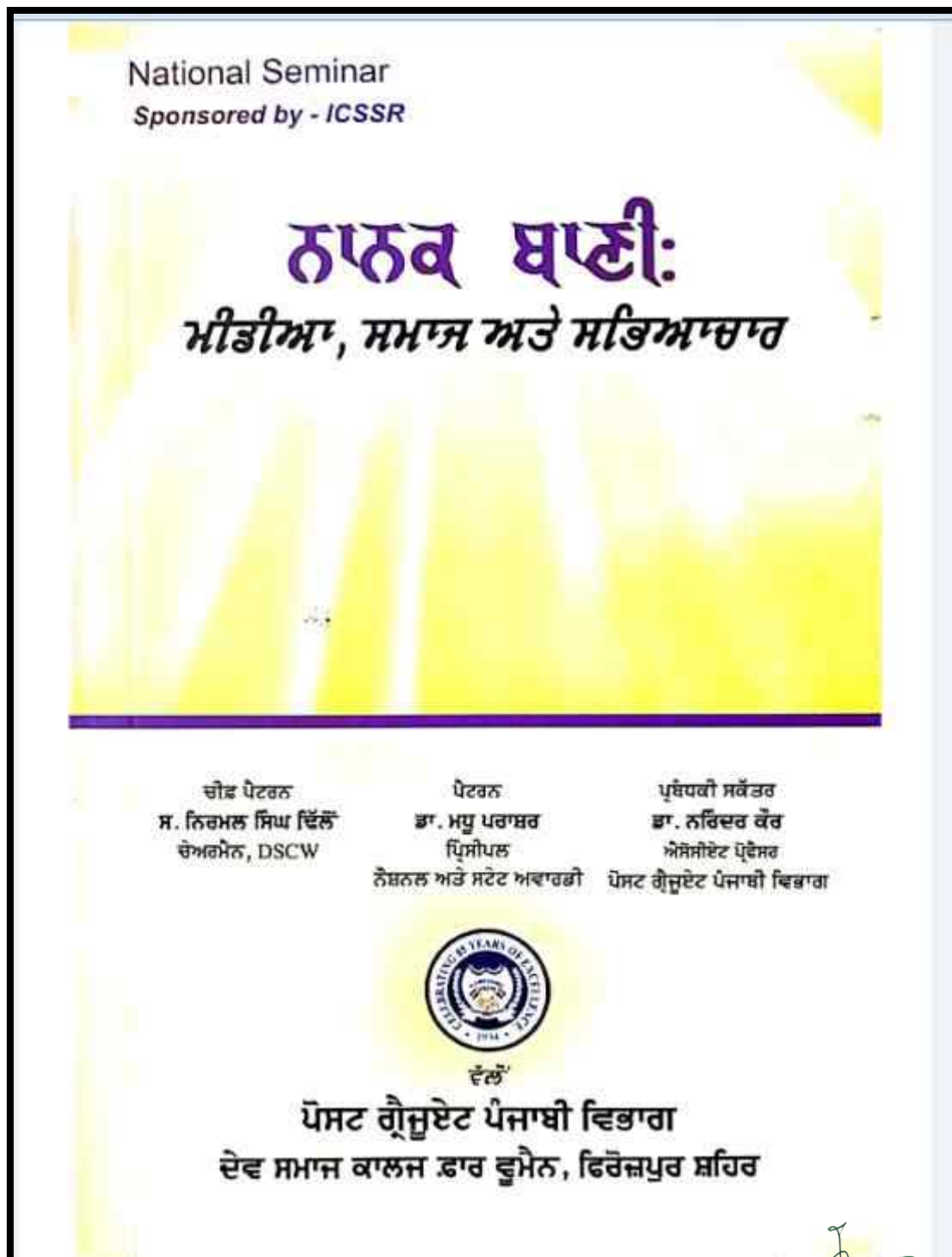
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• ਸਮਕਾਲ ਵਿਚ ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਜੀ ਦੇ ਲੋਕ-ਵਿਸ਼ਵਾਸ <i>ਪਰਮਿੰਦਰ ਕੌਰ</i>	179
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## श्री गुरु नानक देव: युग द्रष्टा के रूप में

डॉ. दर्विंदर कौर\*

श्री गुरु नानक देव भारत के उन महान गुरुओं व संतों में से एक हैं जिन्होंने अपने जीवन कर्म, उपदेशों, वाणी व विचारों के माध्यम से एक कांति पैदा कर दी। एक युग द्रष्टा के रूप में गुरु नानक देव का जन्म उस समय हुआ जब चारों ओर अन्धकार फैला हुआ था। अज्ञानता, पाखण्ड, आडम्बर, कुशासन, अव्यवस्था, रूपी अन्धकार को मिटाने के लिए श्री गुरु नानक एक सूर्य की भांति अवतरित हुए। भाई गुरदास लिखते हैं :

सतिगुरु नानक प्रगटिया,  
मिटी धुंध जग चानन होआ।  
जिउं कर सूरज निकलिया,  
तारे छिपे अंधेर पलोआ।।

गुरु नानक देव जी का सारा जीवन भारतीय सांस्कृतिक की रक्षा और अंधविश्वासों व कर्मकाण्डों में फसे लोगों को सही व उचित मार्ग पर लाने में बीता। गुरु जी ने प्रकट होकर समाज में अध्यात्मिक चेतना जगाने का जो कार्य किया, वह अनुकरणीय है। भारतीय सांस्कृतिक परम्परा के अनुसार "नानक आगमन को परित्राणाय साधुनाम, विनाशाय च दृशकृताम के रूप में चित्रित किया गया।"

समाज में भटके लोगों को सही मार्ग पर लाने तथा इस मिथ्या जगत की सच्चाई से अवगत करवाने के लिए गुरु नानक संसार के कोने कोने में गए। दूसरे भाष्यों में कहें उन्होंने परमात्मा की भक्ति, सत्य, नेकी, नैतिक मूल्यों के प्रचार-प्रसार के लिए विश्व के विभिन्न हिस्सों की यात्राएँ की जिन्हें सिख सम्प्रदाय में उदासियों के नाम से अभिहित किया जाता है। इन उदासियों के समय उन्होंने तुर्की, ईराक तथा अरब देशों का भ्रमण किया। गुरु जी जहाँ जहाँ भी गए वहाँ उन्होंने ज्ञान का प्रकाश फैलाया तथा लोगों को मुक्ति का रास्ता दिखाया।

गुरु जी के समय समाज विभिन्न कुरीतियों व अंध विश्वासों से

\*असिस्टेंट प्रोफेसर, हिन्दी विभाग, राजकीय मोहिन्द्रा कॉलेज, पटियाला

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Gagandip Cheema**

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## Education Bereft of Ethics: a Cause of Concern for Society

Dr. Gagandip Cheema\*

In the USA, a high school director would send a letter to his teachers every year as part of the opening ceremony of the new session. In his letter, he said,

I am one of the people who escaped a concentration camp. I have witnessed things that no human being should have ever seen: gas chambers built by *highly trained engineers*, children poisoned by *well-educated doctors*, babies killed by *experienced nurses*, women and children shot and burned by people who were *high school graduates and post-graduates*. Therefore, I suspect education. My request to you is: Help your students to become more civilized human individuals. Your efforts should not generate *educated monsters* to become skilled psychopaths. Reading, writing, mathematics is only important when they help your children to become more human. (*italics mine*)

The high school director, who happened to be a Nazi concentration camp survivor, saw all the inhuman and unthinkable atrocities perpetrated on a large part of population by 'educated monsters' which made education a suspect in his eyes. His perplexity and confusion is justified because education is a process whereby animal instincts and impulses in human nature are controlled and disciplined, and humans are transformed into civilized beings.

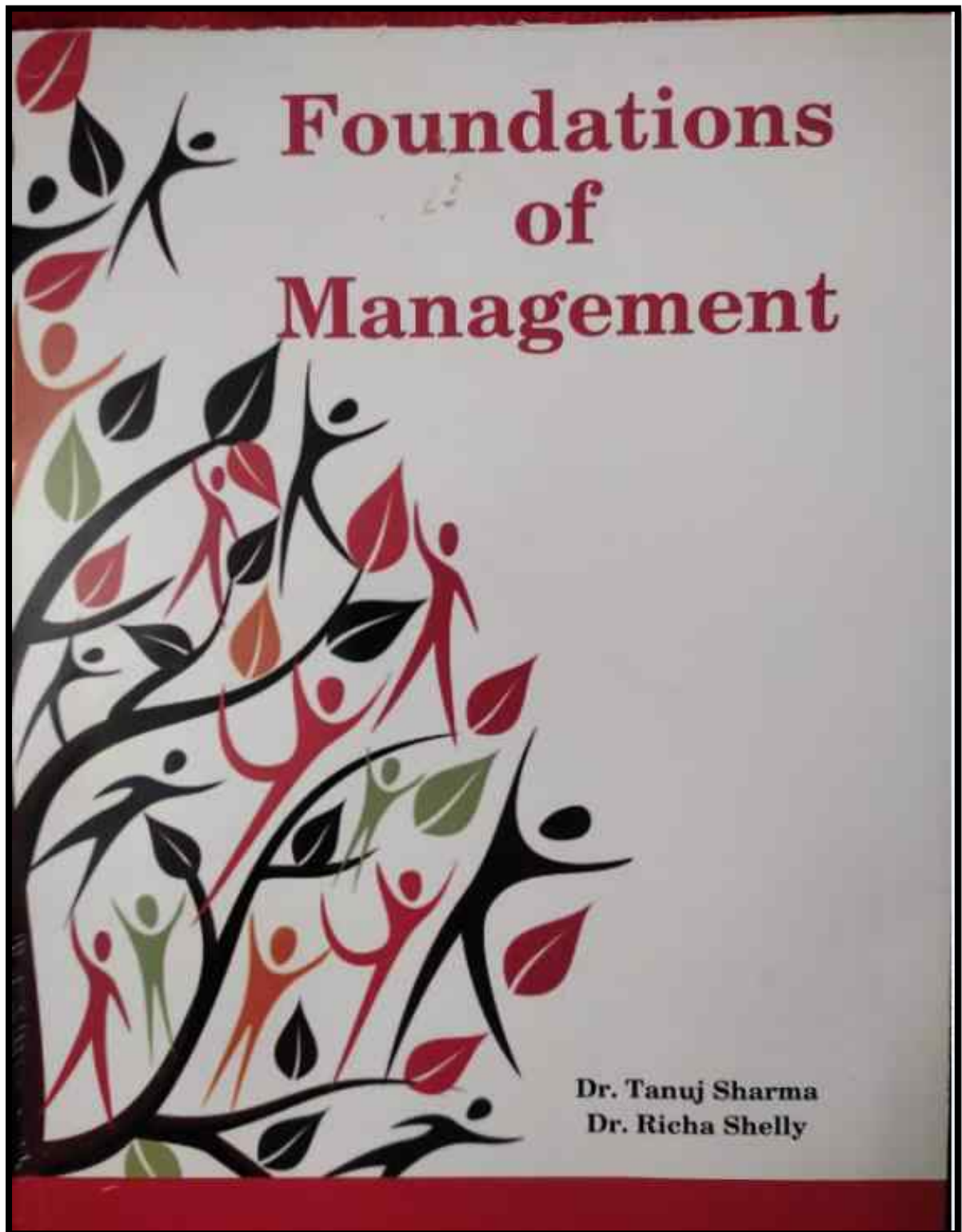
Let us now shift the focus from the Nazi Germany to the contemporary India, and see what we encounter daily in the printed, the electronic and the social media. Hospitals are

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\*Associate Professor, Post Graduate Department of History  
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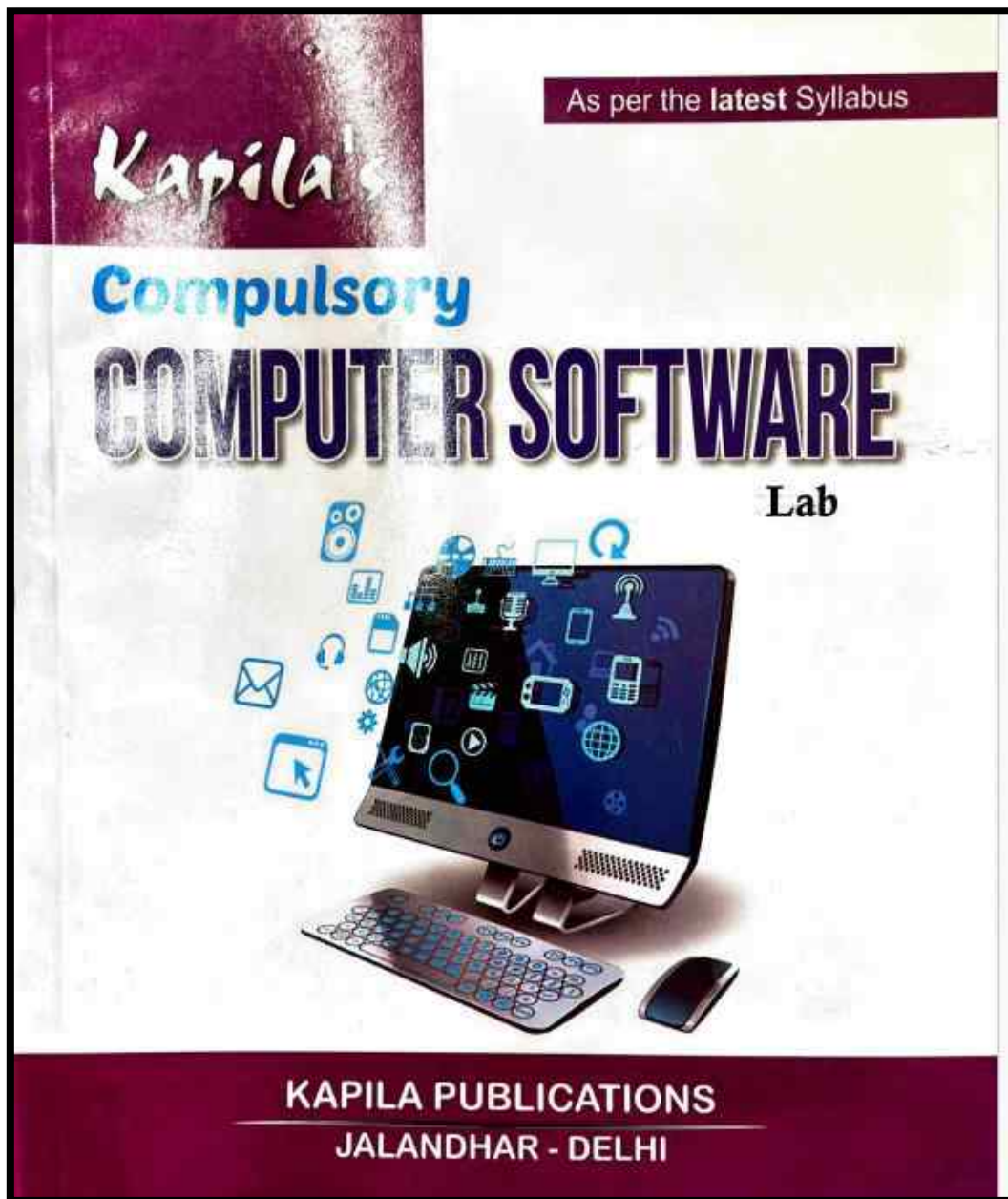
  
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**Software Lab-I” In Window and Office Automation by Prof.**  
**Palwinder Kaur Sandhu**



  
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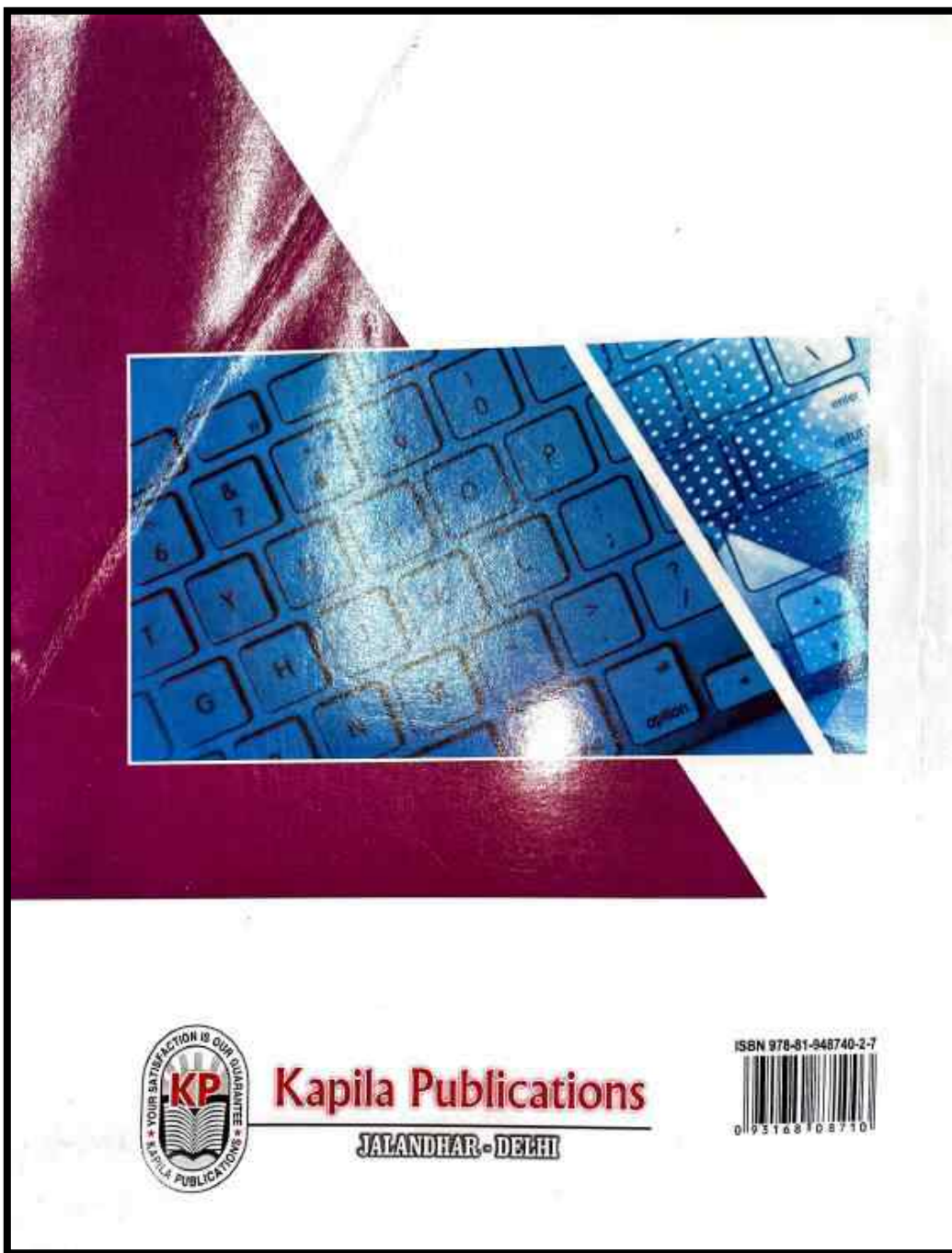
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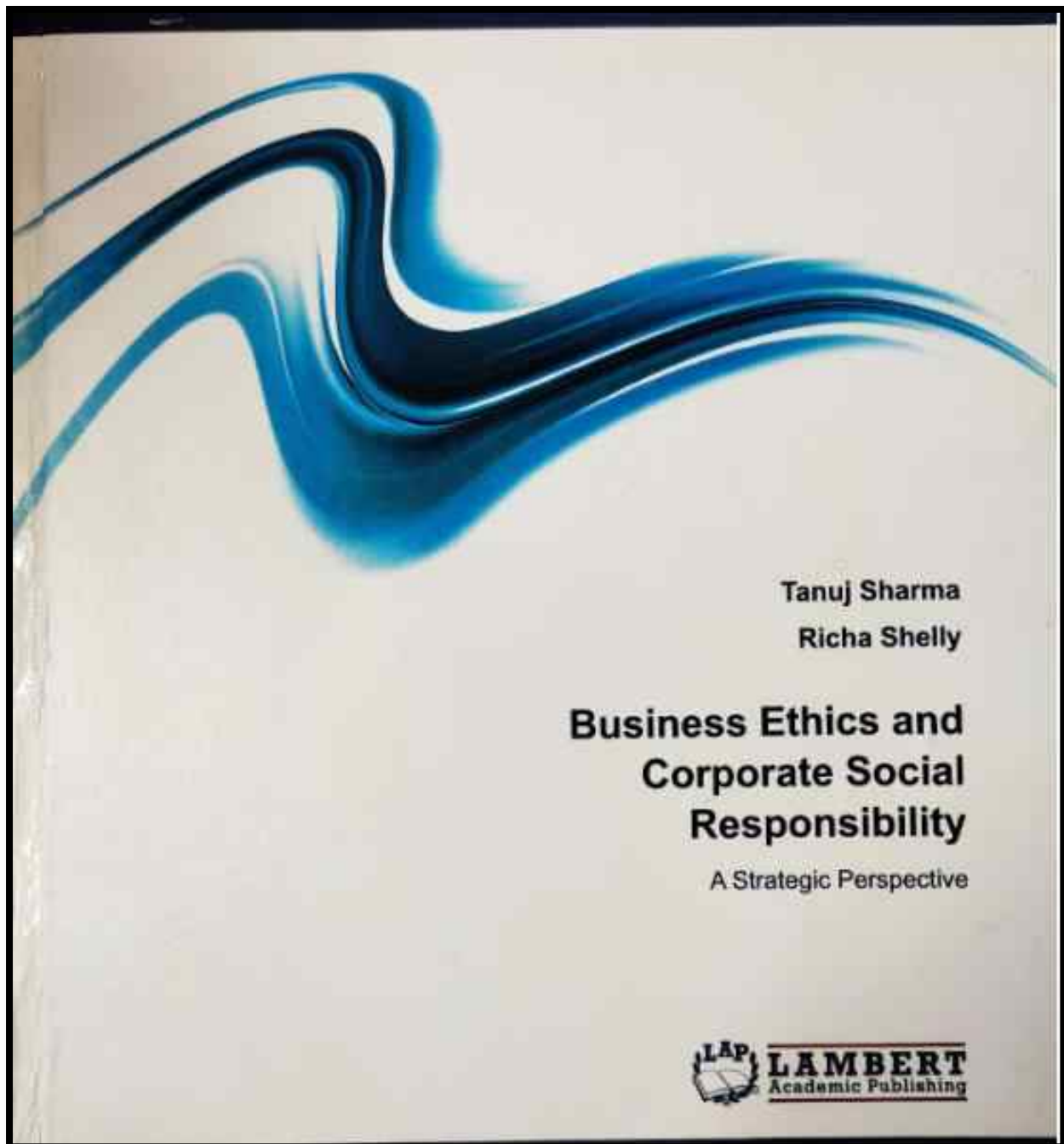
  
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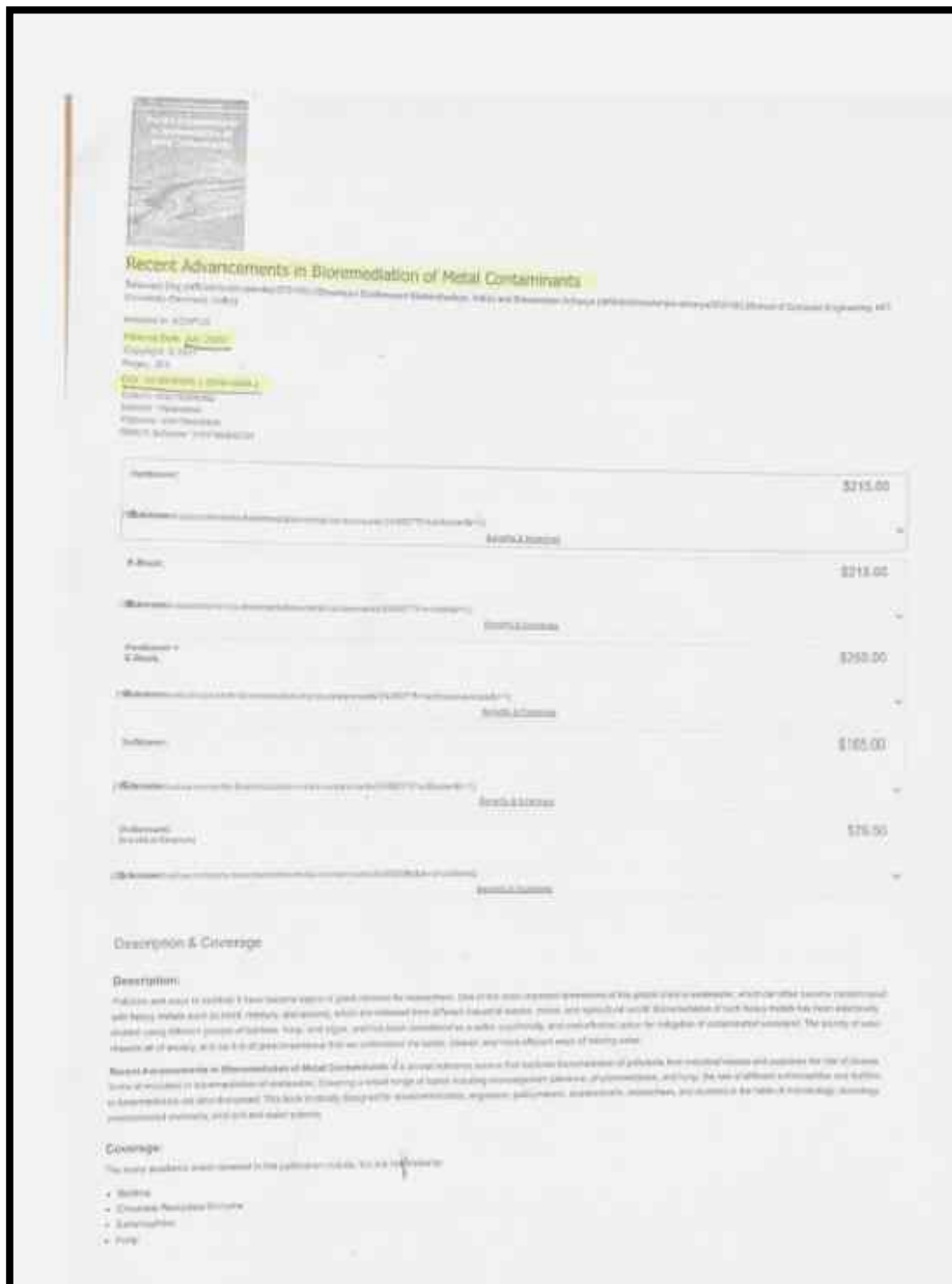
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## **Safety and Efficacy of Pseudomonas Exopolymer in Sequestration of Iron from Aqueous by Taranpreet Kaur**



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## Chapter 14

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**Shashank Goyal** (Thapar Institute of Engineering and Technology, India), **Divya Sharma** (Thapar Institute of Engineering and Technology, India), **Surpreet Kaur** (Thapar Institute of Engineering and Technology, India)

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**Praveen K. Suresh** (Maharaja Arts and Science College (Autonomous), India), **Karunakaran Mahalingam** (Maharaja Arts and Science College (Autonomous), India), **Thirumangalakudi Rajendran** (Maharaja Arts and Science College (Autonomous), India), **Muthusamy Govindarajan** (Rajaguru National University, India), **Satish Kumar** (Maharaja Arts and Science College (Autonomous), India)

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## About the Contributors

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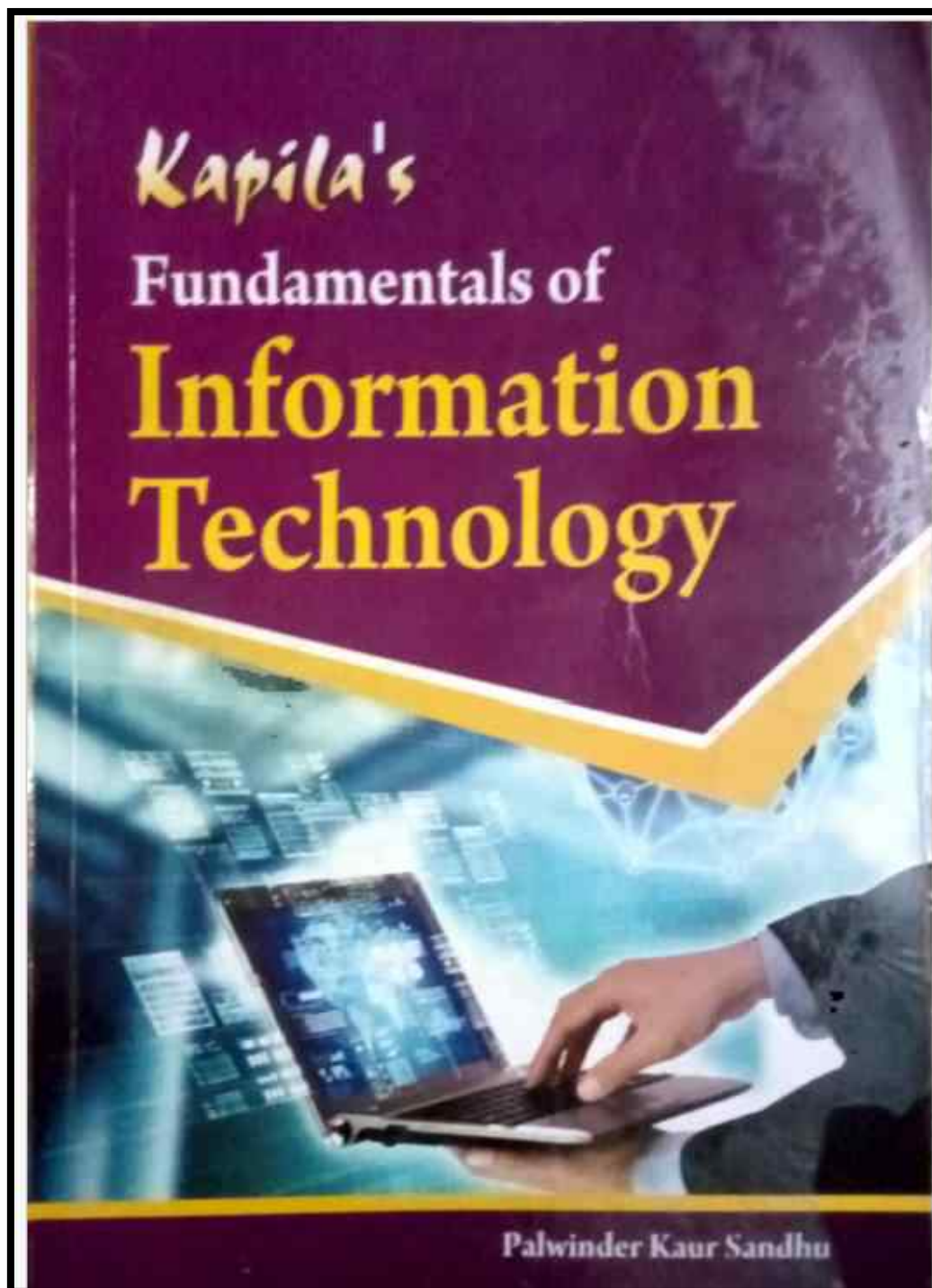
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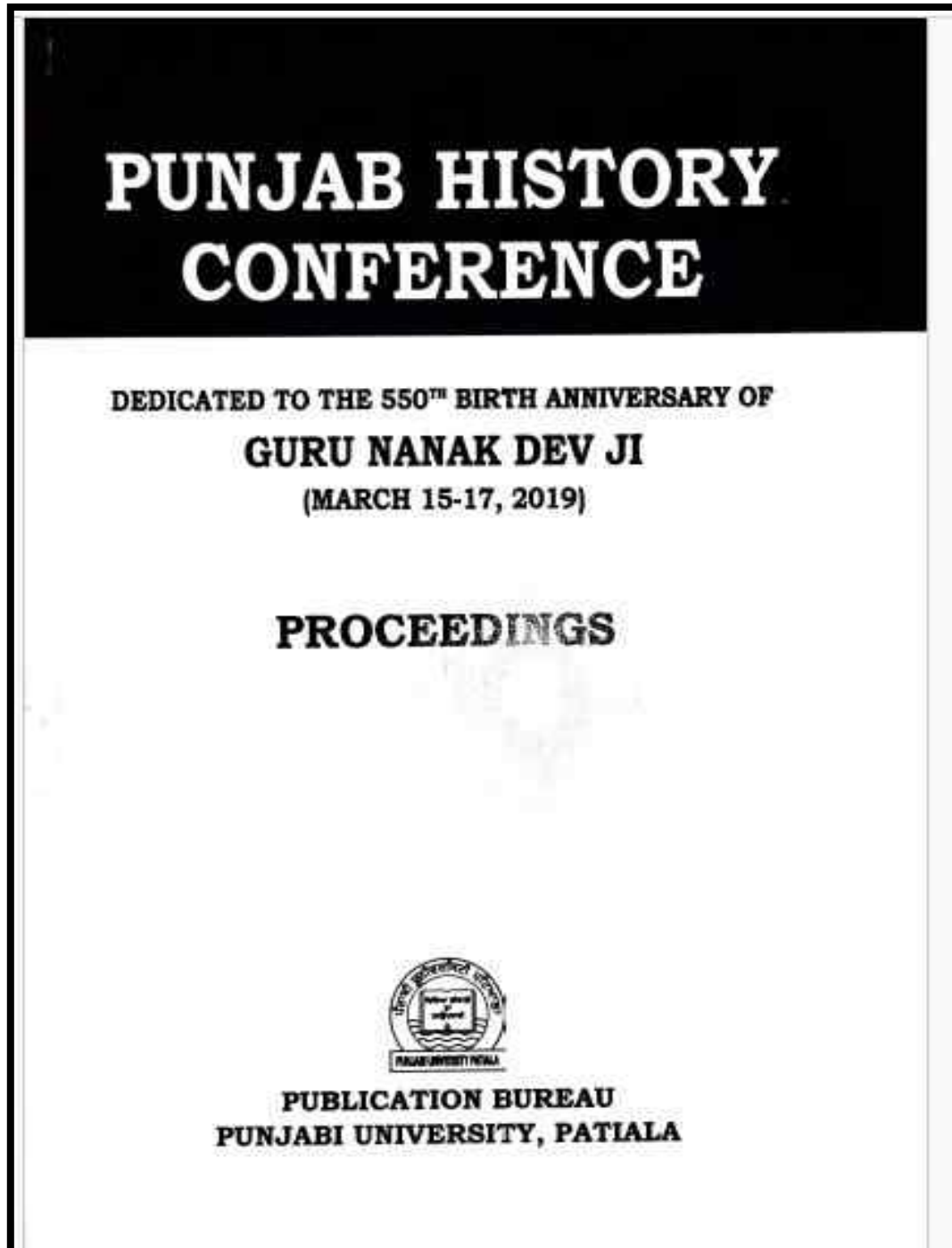
  
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**Technical Aspect of Smallpox Vaccination: A Tight Spot For Natives**  
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## TECHNICAL ASPECT OF SMALLPOX VACCINATION: A TIGHT SPOT FOR NATIVES

Gagandip Cheema\*

Vaccination is a scientific technique of developing cowpox in a person by inoculating cowpox virus in him. Cowpox thus inoculated erupts in a mild form and a person recovers from it in a few days. This technical procedure makes a person develop immunity to smallpox forever though not to cowpox itself. Different contours of this technique were already in trend in different countries of the world but Edward Jenner was the first scientist who had introduced some technical and methodical changes to its modus operandi in 1798.<sup>1</sup> By 1802, Jennerian vaccine was slotted in the kit of the colonial medical men.<sup>2</sup> In 1804, the British Governor-General, Lord Wellesley strove to popularise vaccination by banning inoculation which was the rudimentary form of smallpox vaccination.<sup>3</sup> However, Jennerian vaccine failed to gain popularity among the masses in India. Objections, especially to its technical aspect, were insurmountable.

Western medicine, in the words of Daniel R. Headrick (*The Tools of Empire: Technology and European Imperialism in the Nineteenth Century*), "was a tool of the Empire"<sup>4</sup> and this tool was effectively used by the imperialists to colonise the human body which was an 'uncolonised space' according to David Arnold (*Colonizing the Body*).<sup>5</sup> Most of the historiographers on colonial discourse on western medicine have argued that the natives did not like the idea of state interference with their own bodies and their resistance to it should be viewed as an anti-colonial move. However, resistance to smallpox vaccination was not fundamentally due to imperialistic intrusion into native bodies. It was, in fact, the "raw secularity" of Jennerian Vaccination and the inconsistency of its technical aspect to the socio-religious sentiments of the natives which was the prime reason for their resistance. Though the natives hankered after cure for smallpox yet the technical aspect of Jennerian vaccination was a tight spot for them.

In India, before the advent of the British, inoculation (means "to graft" was a technique of

\* Associate Professor, Dept. of History, Government Mohindra College, Patiala.

<sup>1</sup> Dominik Wujastyk, "A Pious Fraud": The Indian claims for Pre-Jennerian Smallpox Vaccination", in *Studies on Indian Medical History*, (ed.) G. Jan Meulenbeld and Dominik Wujastyk, Netherland, 1987, 132.

<sup>2</sup> *Report on Vaccine Operations for the Year ending 31st March, 1880*, 1; Surgeon Major Dr. Bannett, *Report on Vaccine Operations in the Punjab, 1879-80*, Lahore, 1880, 4; *Annual Report on Vaccine Operations in the Punjab for the year 1868*, 4.

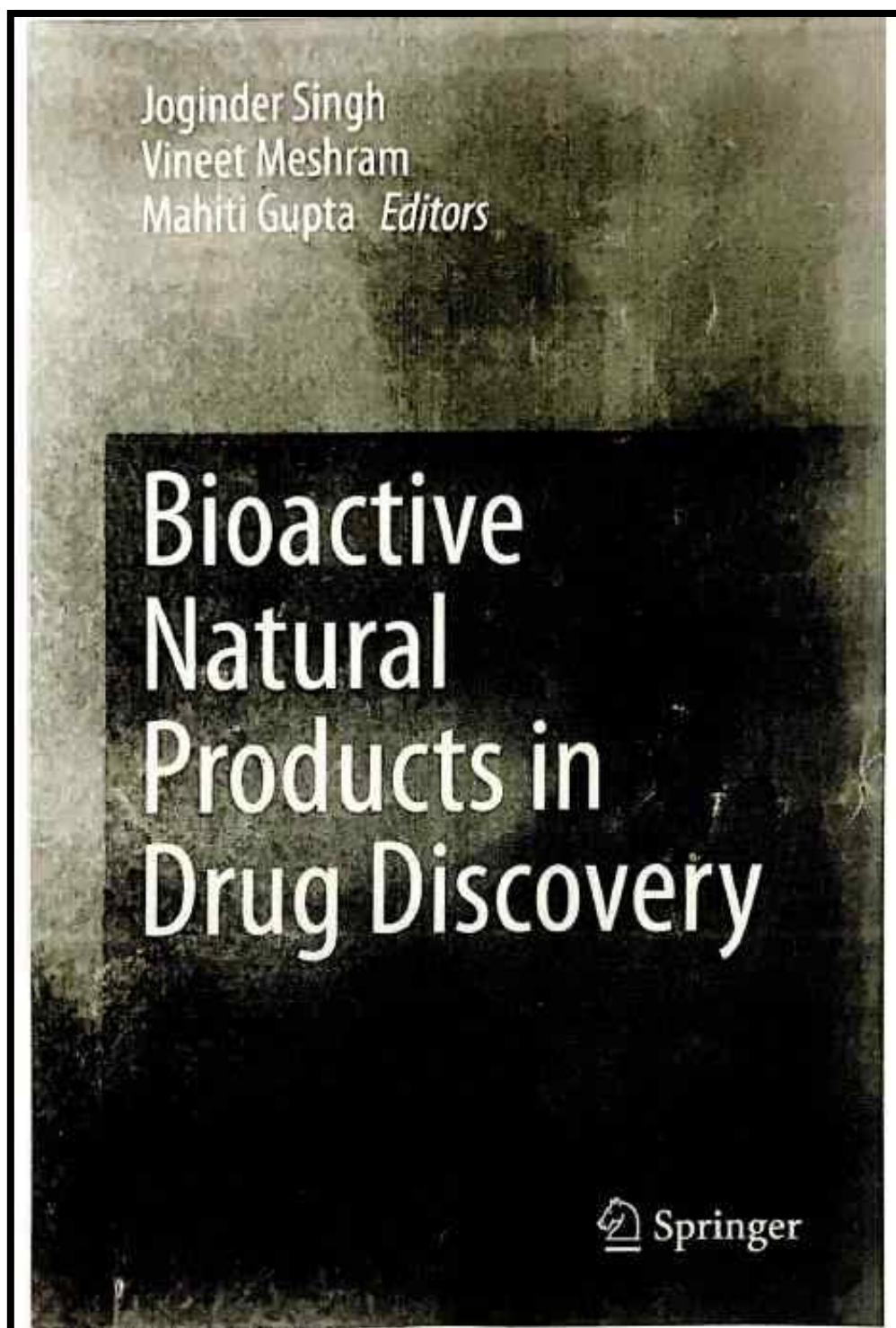
<sup>3</sup> S.P. James, *Smallpox and Vaccination in British India*, Thacker, Spink & Co., Calcutta, 1909, 14.

<sup>4</sup> Daniel R. Headrick, *The Tools of Empire: Technology and European Imperialism in the Nineteenth Century*, Oxford University Press, New York, 1981.

<sup>5</sup> David Arnold, *Colonizing the Body, State Medicine and Epidemic Disease in Nineteenth-Century India*, OUP, Delhi, 1993.

  
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**Carbohydrate Polymers: Diversity, Applications and Challenges by**  
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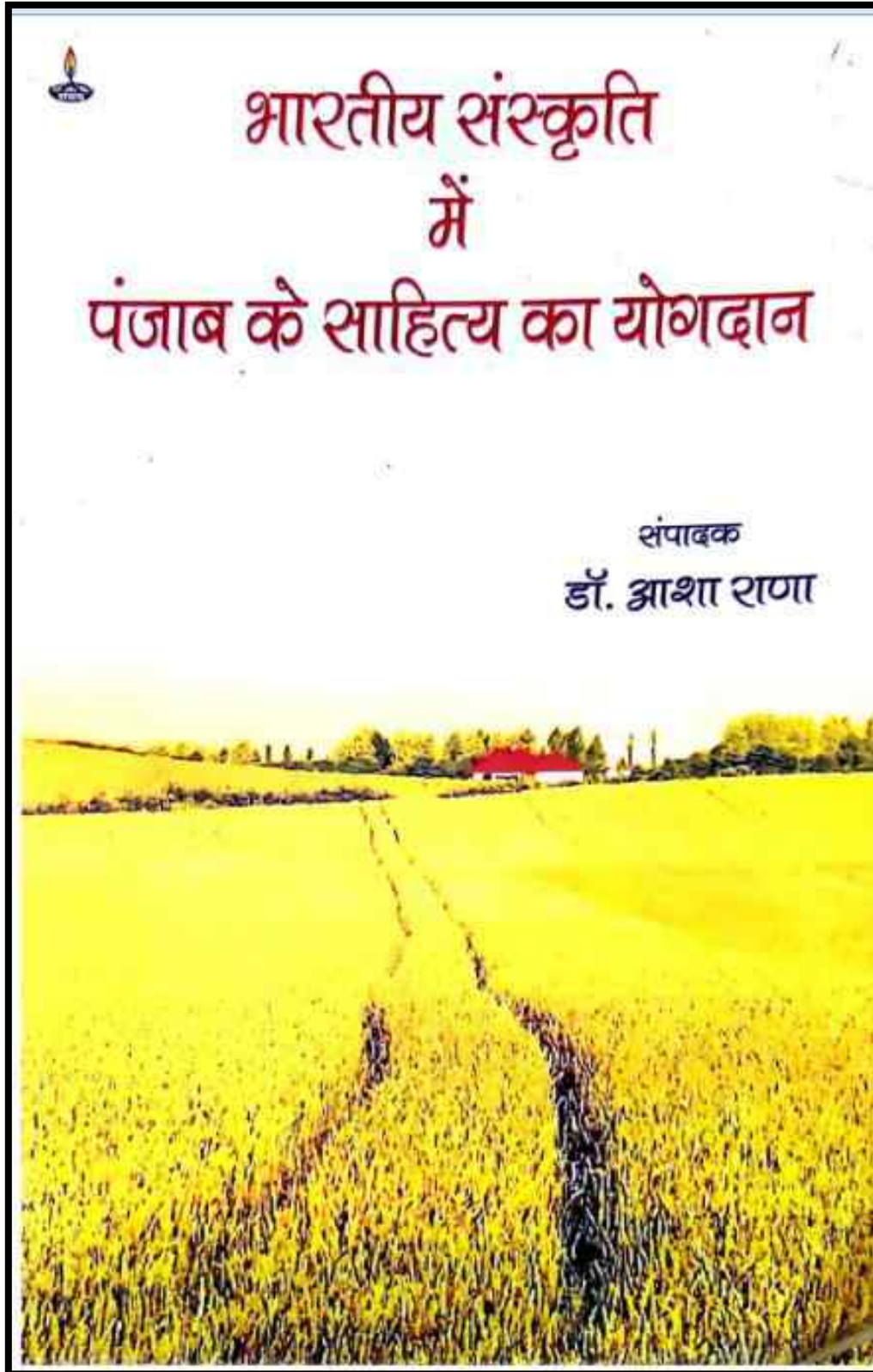
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Biopolymers are a chemically diverse and functionally versatile group of natural products produced by all living organisms. Many of these biopolymers and their derivatives have found commercial applications ranging from the food to pharmaceutical industry. In the recent years, there has been an increase in the commercial usability of these versatile, yet robust scaffolds. The chapter focuses on the diversity of molecular structure and composition of polysaccharide biopolymers produced by microorganisms, plants, and animals with special emphasis on polysaccharides with commercial

  
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## भारतीय संस्कृति और पंजाब के सिक्ख गुरु

डॉ. सुनीता अरोड़ा

असिस्टेंट प्रोफेसर, हिंदी विभाग

सरकारी महेंद्रा कालेज, पटियाला

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संस्कृति किसी भी देश, जाति एवं समाज की विचारधारा की द्योतक है। यह एक ऐसी अविरल पावन धारा है जो किसी भी देश, जाति, समाज की मान्यताओं एवं धारणाओं को अपने भीतर समाए हुए निरंतर युगों-युगों तक प्रवाहमान रहती है। "संस्कृति एक ऐसी जीवन पद्धति है जो एक ओर मानव को बाह्य प्रकृति पर विजय प्राप्त करने के लिए निरंतर कर्मशीलता के लिए प्रेरित करती है, तो दूसरी ओर उसके अंतःकरण को उसकी स्वार्थपरायणता, संकीर्णता, पाशविकता, तामसिकता आदि समस्त विकारों से मुक्त करते हुए उसे सभ्य, सुसंस्कृत और उदार बनाती है।" संस्कृति में भौतिक एवं अभौतिक (बाह्य एवं भीतरी) दोनों पक्ष देखने को मिलते हैं। संस्कृति किसी भी देश की आत्मा है, आध्यात्मिक विकास है। संस्कृति के अध्यात्म के अतिरिक्त साहित्य, कला और शासनतंत्र एवं सामाजिक व्यवस्था भी आयाम माने जा सकते हैं।

भारतीय संस्कृति सनातन एवं महान संस्कृति है। इस संस्कृति में वैदिक साहित्य, उपनिषद् तथा सूत्र साहित्य सम्मिलित हैं। भारतीय संस्कृति के मूल्य मानव के प्रेरणा स्रोत रहे हैं। भारतीय संस्कृति धार्मिक स्वतंत्रता के कारण नई आभा से मण्डित होती हुई सदैव गतिशील रही है। यह विश्व की प्राचीनतम संस्कृति है। हजारों वर्ष पहले के वेदों, उपनिषदों तथा गीता के संदेश आज भी प्रेरणा स्रोत हैं। यह संस्कृति अद्भुत विलक्षणता लिए हुए है। इस संस्कृति में नैतिक मानव-मूल्य, आदर्श, वर्णाश्रम, धर्म, ज्ञान, भक्ति, कर्म, कला, राजनीति का समन्वय है। भारतीय संस्कृति सत्य-शिव-सुंदर गुणों से सुसज्जित है। उदारता, संग्राहकता, सहिष्णुता के गुणों से परिपूर्ण होने के कारण विरोधी आंदोलन इसे नष्ट करने में सदैव असफल रहे हैं। आक्रमणकारियों द्वारा नालंदा जैसे महान संस्कृति के केंद्र को ध्वस्त करने के भी प्रयास किए गए, परंतु भारतीय संस्कृति इतनी वैभवशाली है कि वह नष्ट न होकर

108 : भारतीय संस्कृति में पंजाब के साहित्य का योगदान

  
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**Branding Strategy To Match E-Commerce Websites” In  
Multidisciplinary Subjects For Research -Iv (Volume -1) By Prof.  
Palwinder Kaur Sandhu**

International Chapter Book on

**MULTIDISCIPLINARY SUBJECTS  
FOR RESEARCH-IV  
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**BRANDING STRATEGY TO MATCH THE ECOMMERCE WEBSITES****MS. PALWINDER KAUR SANDHU**

Assistant Professor

Department of Computer Science

Govt. Mohindra College, Patiala (Punjab)

**❖ ABSTRACT**

*The rapid adoption of the web as a commercial medium has caused firm to experiment with innovative ways of doing business. Strategies are crafted by experience and backed by skill sets that one earns with time, but never by following what others actually did..." some websites are more successful than others – and branding is a major part of this. Whether you're a brand selling direct-to-consumer, a marketplace, a content publisher, or a retail operation, your competition is a click away. As a digital marketer, your challenge is to differentiate your commodity web presence from the rest of the pack. Brand identity will be repeatedly communicated with readability and frequency throughout the life of your business so Perception System has developed the strategies platforms. Those firms that effectively market themselves and the web have distributive advantages. This Paper Presents the Branding Strategy to match the E-Commerce Websites.*

**Keywords:** Business Strategy, E-Commerce, World Wide Web, Marketing Model, Design, Branding.

**❖ INTRODUCTION**

Branding strategy is a long-term plan for the development of a successful brand in order to achieve specific goals. A well-defined and executed brand strategy affects all aspects of a business and is directly connected to consumer needs, emotions, and competitive environments.

Strategies are crafted by experience and backed by skill sets that one earns with time, but never by following what others actually did..."

Life cycle of a small business unit goes through a constant bid to achieve recognition and above all, establish itself as a brand on the market map. Well, to match the levels of Microsoft or Apple is not an easy job, but it takes effective branding strategy to get things working. This article will be about some effective branding strategies that can assist small level ecommerce portals to gradually match the level of industry giants like Amazon and eBay.

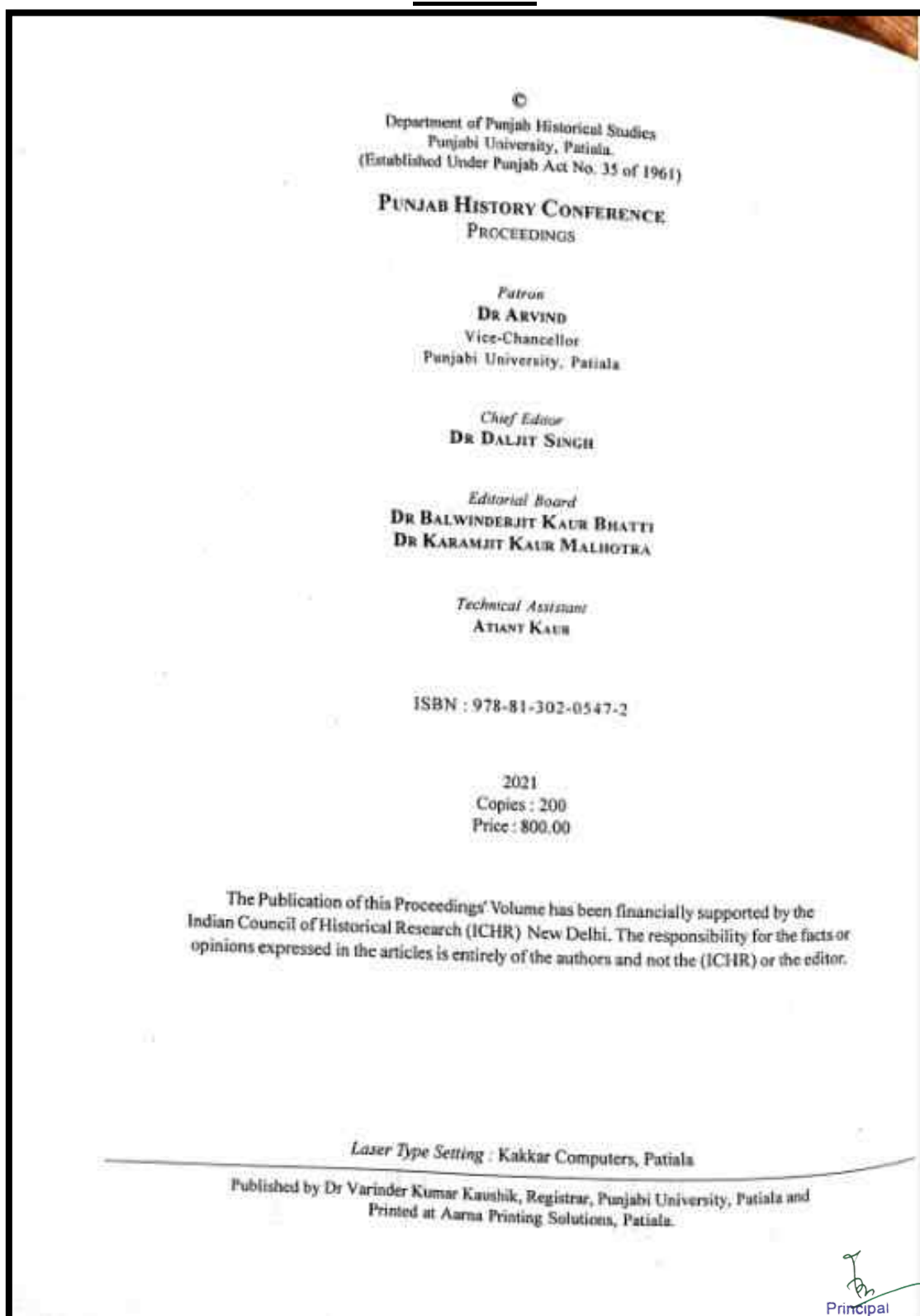
**❖ OBJECTIVES OF BRANDING STRATEGIES**

A company should consider branding each product as a strategic investment. The top three objectives of brand strategy should be:

- Increasing customer loyalty,
- Differentiating the product from the competition, and
- Establishing market leadership.

**2021**

**Gender Bias In Medicine: A Challenge To Femininity In The  
Nineteenth And Early Twentieth Century By Prof.. Gagandip  
Cheema**



  
Principal  
Govt. Mohindra College  
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## GENDER BIAS IN MEDICINE: A CHALLENGE TO FEMININITY IN THE NINETEENTH AND EARLY TWENTIETH CENTURY

*Gagandip Cheema\**

In 1986, *The Wall Street Journal* in its column "Corporate Woman" had used the term "glass ceiling" for an invisible but impenetrable barrier between women and the executive suite and stated that this barrier prevented the majority of women from reaching the highest levels in the business world regardless of their accomplishments and merits.<sup>1</sup> In fact, various socio-cultural and ideological constructs of gender through different ages had created such 'glass ceilings' or artificial barriers between men and women which restrict female access to different professions. It has always remained a debatable issue whether women are mentally and socially inferior to men or equal to them.<sup>2</sup> But earlier narratives on women reveal that gender bias and gender asymmetry has remained a universal phenomenon throughout the world. Gender bias in medicine remained a challenge to femininity in the nineteenth and early twentieth century. It had two facets viz, gender health in general and female medical education and medical profession in particular.

The callousness and complete indifference of males in the matter of maternity and overall health of females is frequently referred to in the government reports and medical literature of the early twentieth century. The customs and socio-cultural milieu of India, where seclusion of females among the better classes had been the rule, never allowed native females to consult English or native male doctors about their peculiar complaints. The male touch was considered 'either polluting or tantamount to sexual molestation'.<sup>3</sup> In 1898, the newspaper *Wafadar* reported that the wife of Kalandar Bakhsh, a *katwal*, was suffering from plague. The doctor insisted on shifting her to hospital for treatment. The *katwal* objected to it and "he brought a gun and fired at the doctor, after which he first shot his wife and then himself."<sup>4</sup> Women preferred to die rather than consulting male doctors about their peculiar complaints.<sup>5</sup> They hesitated to disclose their problems even to their husbands.<sup>6</sup> But the *purdah* system manifested its ghastliness during childbirth when women

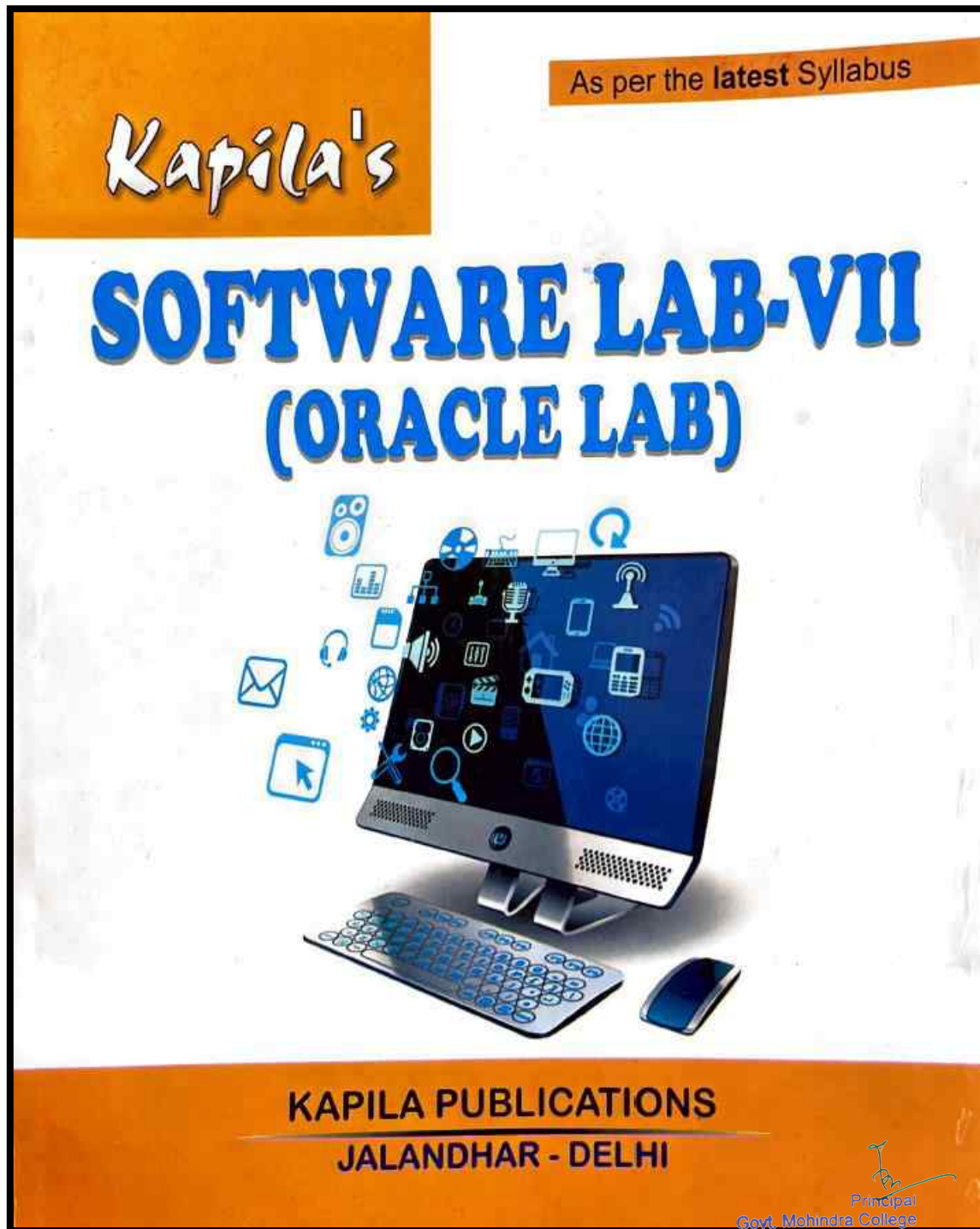
\* Associate Professor, Dept. of History, Government Mohindra College, Patiala

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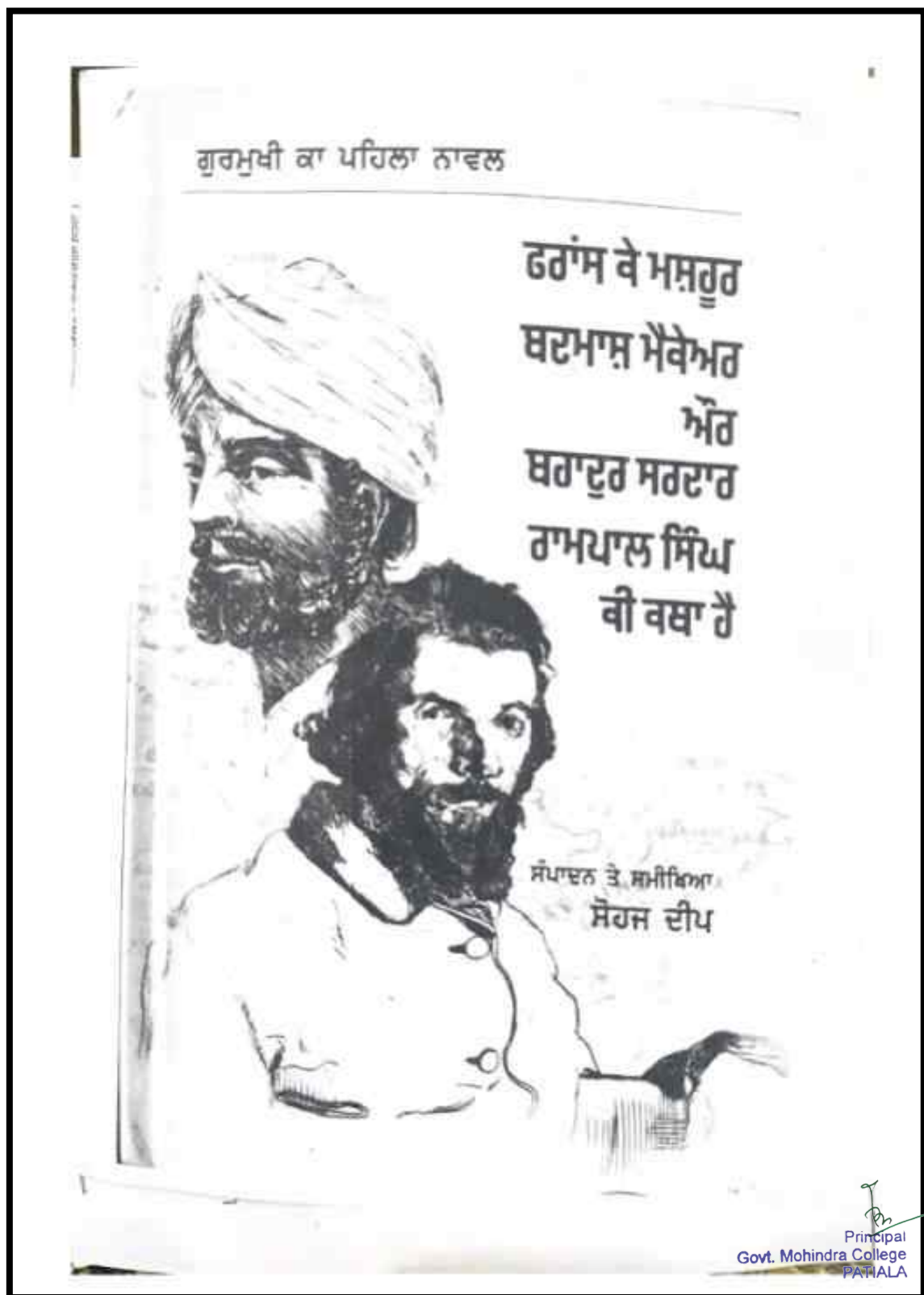
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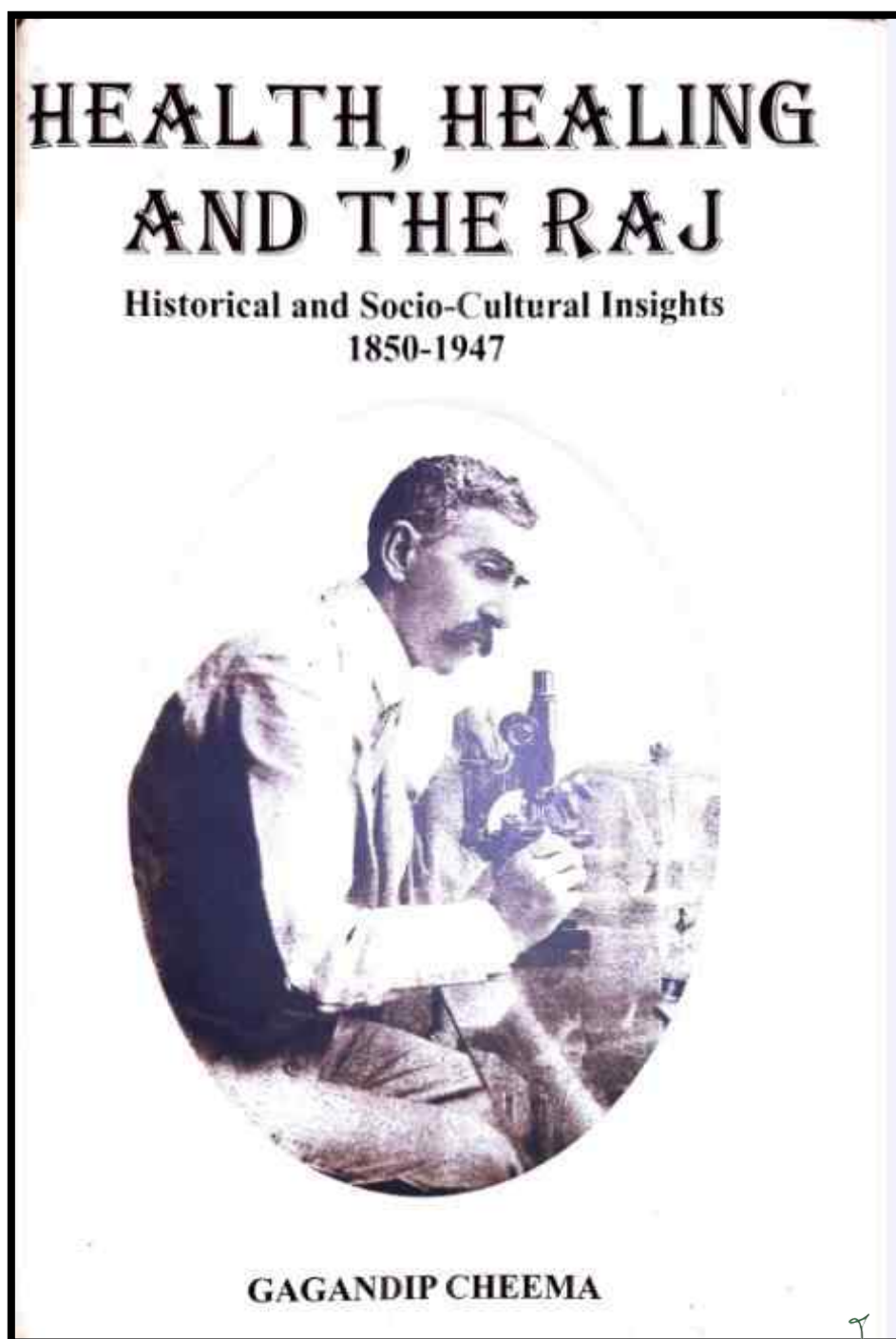
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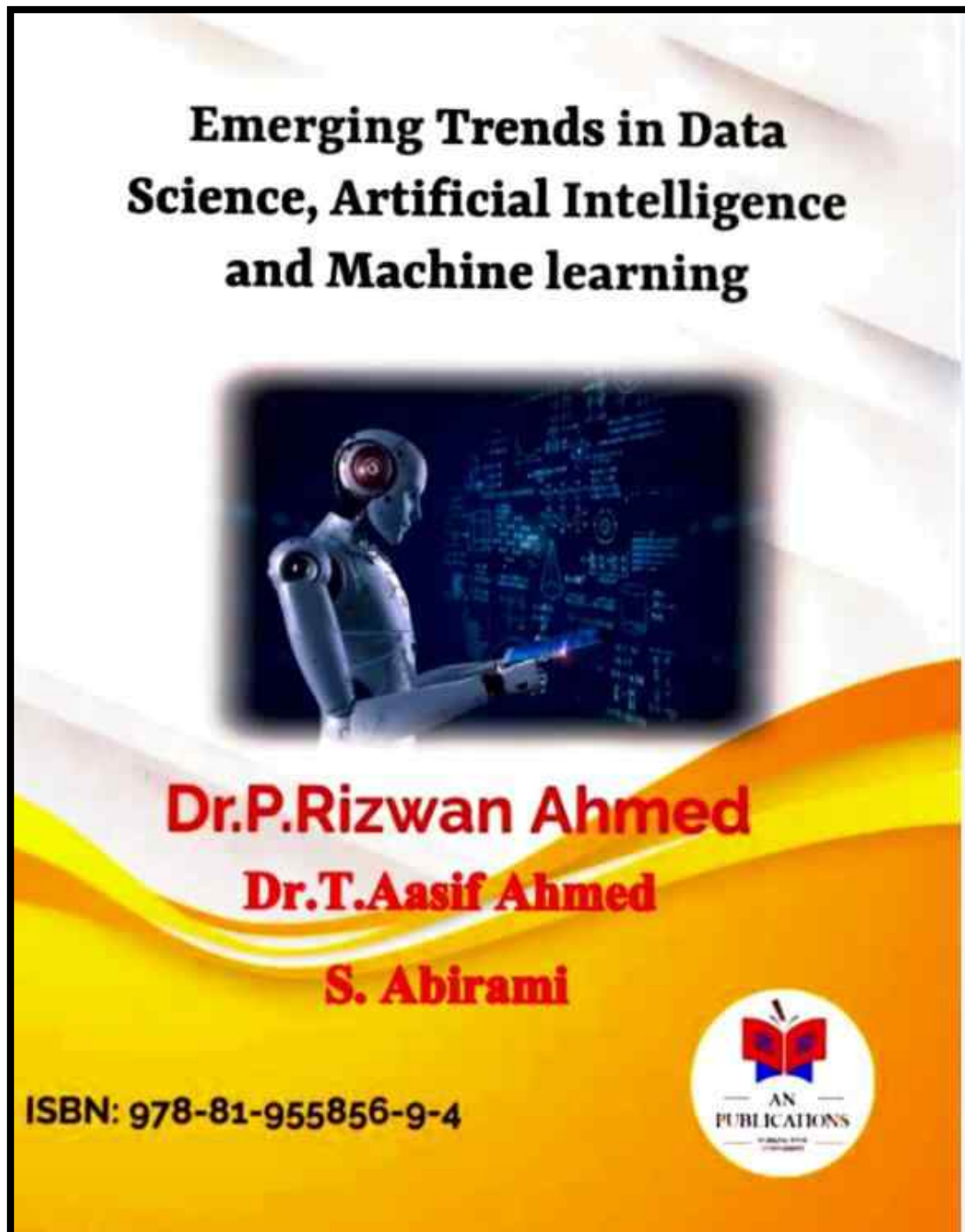
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Review of Security and Privacy Issues in the Internet of Things by  
Prof. Palwinder Kaur Sandhu



  
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## **Review of Security and Privacy Issues in The Internet Of Things (IOT)**

**Palwinder Kaur Sandhu**  
*Assistant Professor in Computer Science*  
*Govt Mohindra College, Patiala Punjab*

### **Abstract**

The last two decades have witnessed tremendous growth in Internet of Things (IoT) applications. More than 50 billion devices are connected worldwide. The connection of IoT applications in the Internet continues to make them victims of a variety of traditional threats, including viruses, worms, malware, spyware, Trojans, malicious code injection, and backdoor attacks. Traditional threats provide basic services such as authentication, authorization, and accountability. Authentication and authorization are the processes of verifying that a subject is bound to an object. Traditional authentication and authorization mechanisms use three different factors to identify a subject to verify that the subject has the correct ability to access an object. In addition, a computer virus is defined as a type of malware. Malware includes computer viruses, worms, Trojans, spyware, and Ransomware. IoT systems are likely to be infected with more sophisticated malware and high-frequency electromagnetic waves. Purpose-oriented IoT devices with different properties are developed in work in constrained environments. Therefore, there is an urgent need to address these security issues as it is not good to rely on existing legacy technologies. Manufacturers and researchers must consider addressing these security and privacy concerns. Most importantly, this study identifies knowledge and research gaps in the field. This chapter provides an overview of IoT security threats and categorizes and analyzes them through comparative studies. Furthermore, the research work concludes by extending advanced technologies such as blockchain, machine learning and artificial intelligence to guarantee security, privacy and IoT systems.

  
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**Regulatory Governance in Higher Education in India: The Experience  
of the UGC by Dr. Mohammad Sohail**



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#Let'sBeatCoronaTogether

## Regulatory Governance in Higher Education in India: Challenges before the Proposed Regulatory Framework under National Education Policy-2020

Mohammad Sohail\*

Education is fundamental to the socioeconomic development of a country. The three education policies that were adopted post-independence and various committees and commissions set up by governments have dealt in detail with the contribution of education in achieving the goals of development. The National Policy on Education, 2020 states, "Education is fundamental for achieving full human potential, developing an equitable and just society, and promoting national development." Global discourses and international agencies such as the United Nations have also emphasised education as a driver of development and have pressed for the prioritization of educational concerns in national policies. The UN's millennium development goals (MDGs) included education as among its major goals followed by the latest global consensus in the form of Sustainable Development Goals (SDGs). SDG 4 seeks to "ensure inclusive and equitable quality education and promote lifelong learning opportunities for all" by 2030.

The education system globally consists of three stages/levels; primary, higher secondary, and higher education. Amongst these levels, the role of higher education in the development process is more pronounced and crucial. The research and development activities undertaken in Higher Education Institutions (HEIs) have been significant in putting countries on a higher pedestal of economic growth, finding solutions to socio-political problems, and facilitating technological advancements. Through developing higher-order reasoning skills and exploiting and nurturing intellectual capacities, higher education has not just played a key role in transforming citizens into social capital but immensely helps in inculcating democratic values; realizing the idea of global citizenship and brotherhood, and building a socially just and equitable society.

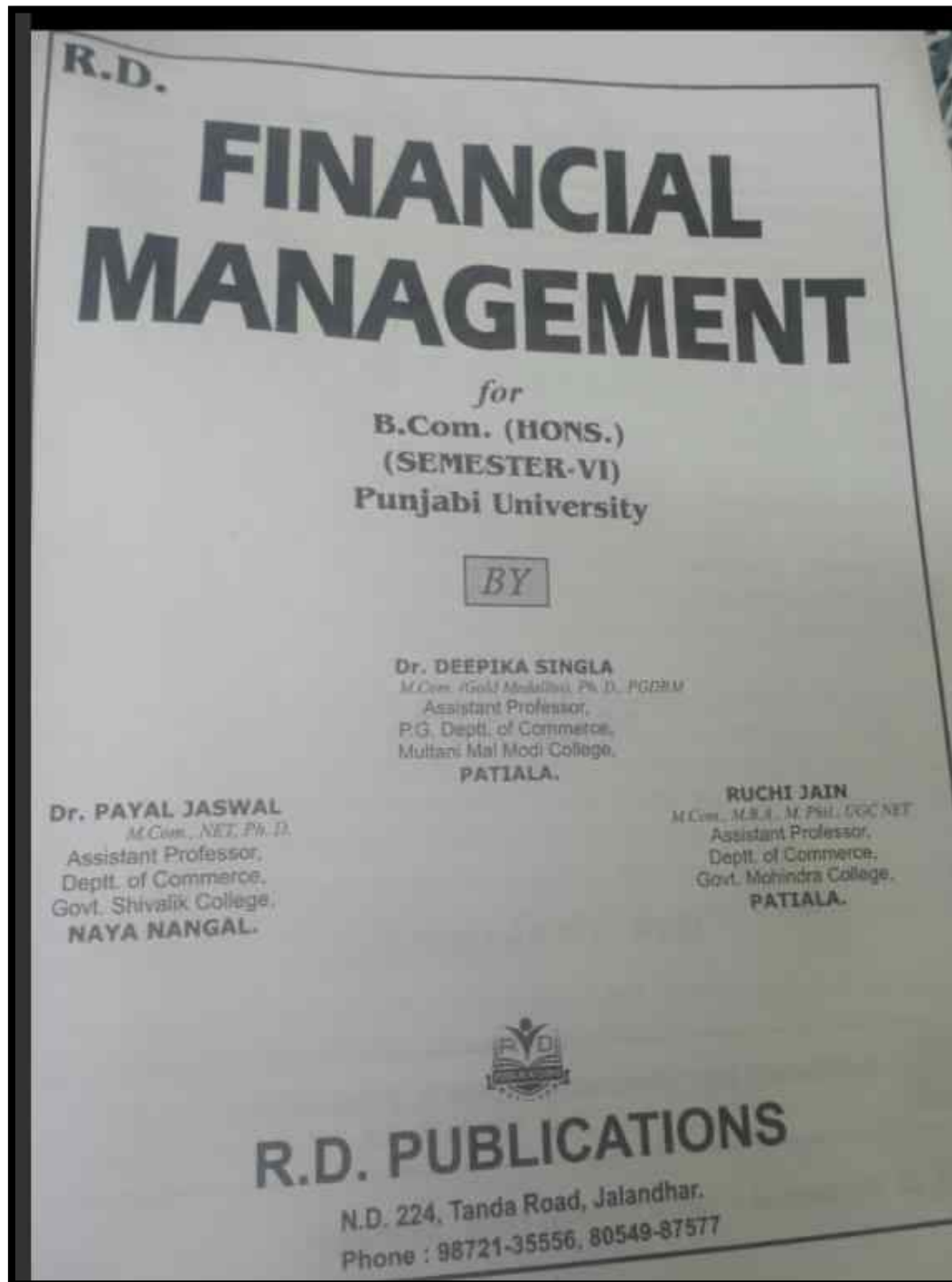
Effective public regulation is a prerequisite for ensuring higher education emerges as a reliable source of development and maintaining quality standards in HEIs. Public regulation not just steers the higher education system in a particular direction but keeps it in sync with national policies. In a country like India which has the third largest higher education system in terms of student enrolment and a number of higher education institutes and experiencing the stage of a rich demographic dividend, well-directed regulation of higher education

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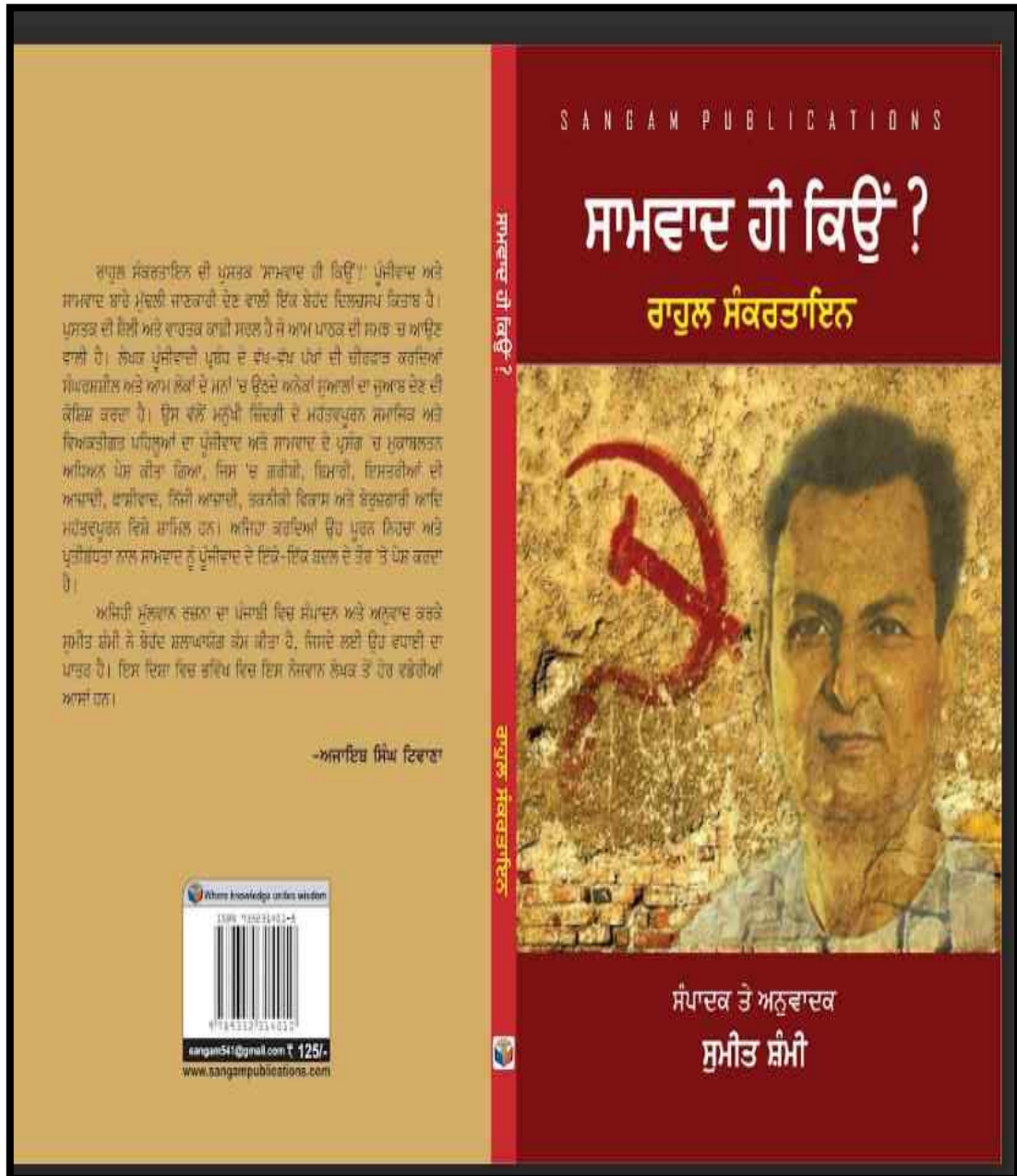
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**Entrepreneurial Avenues in Post Covid Environment: Psychological Challenges faced by Young Entrepreneurs of 21st century by Akanksha Soni**

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## CHAPTER – 21



### PSYCHOLOGICAL CHALLENGES FACED BY YOUNG ENTREPRENEURS OF 21<sup>ST</sup> CENTURY

*Akanksha Soni, Anshika Bhalla*



#### ABSTRACT

The skilful youth of India is emerging towards the new trend of Entrepreneurship and playing a proactive role in strengthening the Indian economy. However, the road ahead is tough and they are facing several internal as well as external challenges. The main purpose is to highlight a systematic literature review on major psychological challenges faced by Indian Entrepreneurs i.e. Mental health issues, psychological disorders and Gender stereotypes. The results highlighted the contentious hiccups faced by the youth in the journey of being an entrepreneur.

**Keywords:** *Entrepreneurs, Mental Health Issues, COVID -19 pandemic and Gender stereotype.*

#### INTRODUCTION

In the recent times, India has brought evolutionary change at the global entrepreneurial level. Global Entrepreneurship Monitor reported that, the number of young adults enrolled in starting a new business venture rose from 5.3% in 2020 to 14.4% in 2021. The favorable results are due to the focus on three major components Innovation, Information technology and Consumerism. Though the start-up ecosystem is thriving in India, there are several challenges that are faced by entrepreneurs in the form of infrastructure facilities, trained labor force, social pressure and traditional mindset.

The word "Entrepreneur" is in vogue these days, as every youth wants to become entrepreneur. They want to put forward their ideas into practical application. They have critical mindset and creative ideas. Indians are becoming famous around the world and turnover of their companies is touching zenith. There are many youngsters that marked a milestone in Forbes India 30 under 30 like Neetu Yadav, Kirti Jangra, Rahul Jain, Rajan Bajaj and many more.

Nonetheless, they faced a lot of obstacles during their struggling period. According to Kerr et al., (2017) personality is the extent that tells a lot about a person, entrepreneurs should be heterogeneous bunch. Self-efficacy of entrepreneurs plays considerable role between external environment and entrepreneurial development (Luthans, Stajkovic & Ibrayeva, 2000). The purpose of the present paper is to highlight the psychological hiccups faced by entrepreneurs.

#### MENTAL HEALTH ISSUES AMONG ENTREPRENEURS

According to National Institute of Mental Health, 72% entrepreneurs are affected by psychological effects. Hurdles directly effects psyche of a person, it is necessary for an entrepreneur to be psychological resilience at any phase to deal with it (Hartmann et al., 2022). According to Freeman et al., (2019) 72% of entrepreneurs are dealing with severe mental health conditions like depression, ADHD, substance abuse, substance abuse as compared to their comparison participants. According to Clair et al., (2021) perceived social stress in adults is significantly related with pitiable satisfaction of life with respect to work stress and reduced faith for institution.