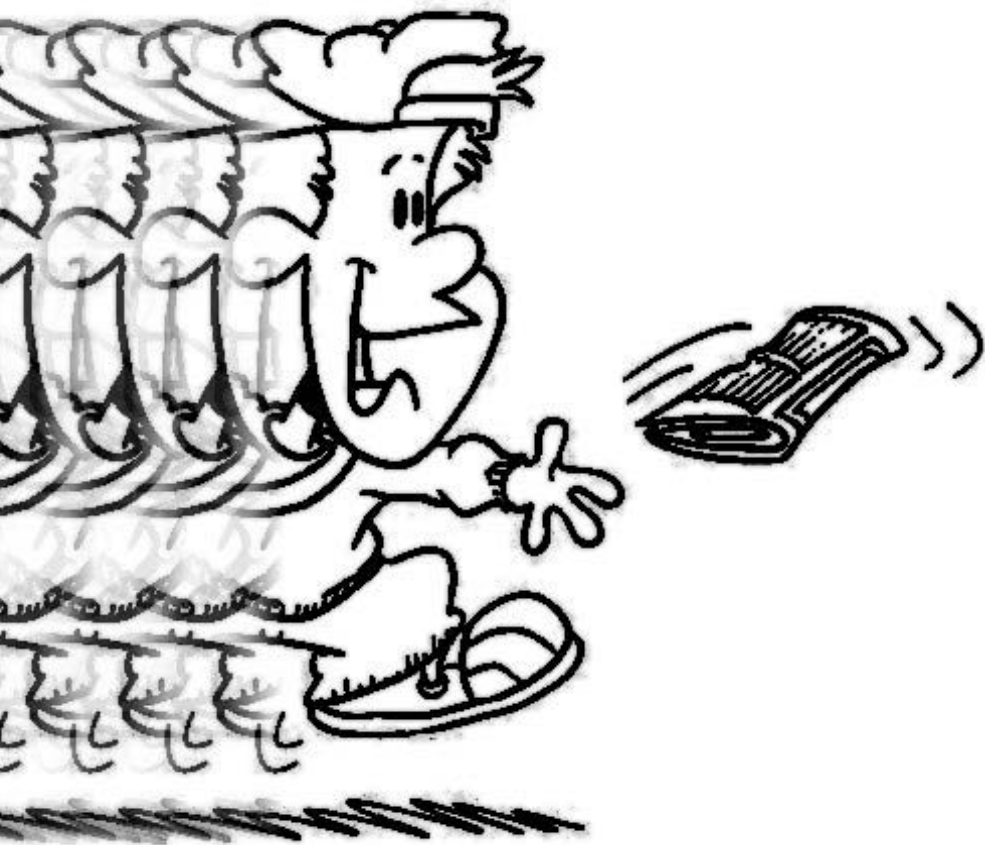




Multiplying Thoughts...





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Blessings by Dr C L Patel

Chairman, Charutar Vidya Mandal



At the outset, I congratulate the team of SEMCOM for publishing newsletter “**DRIVE**” on-line. We are aware that prime focus of any educational institution is to disseminate knowledge for the betterment of the society at the global level. Technology is such a powerful tool which can be applied for spreading of knowledge at one time across the globe. Students and teachers should be encouraged to participate in such activity so that their contribution is acknowledged by the world and the society is benefited by the awareness on happenings all over the world. This will

not only bring the world closer by generating understanding among people of various countries at large.



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Let this be a vehicle for enhancing insights for cultural diversity, and increasing enthusiasm for spreading enlightenment, thereby promoting peace, prosperity, and progress of the mankind.

I bless all the students and teachers who are involved in such creative and constructive Endeavour for their qualitative contribution on a continuous basis. Indeed, such on-line initiative will touch the hearts of millions within no time.

Dr C L Patel



From Editor's Desk

Every organization needs a comprehensive approach to managing its business rules in order to accelerate cycle times, lower costs, improve responsiveness, ensure compliance with policies and best practices, implement



right technologies, and increase customer satisfaction. Today enterprises are becoming agile by proactive planning and upfront investments in the right technologies to turn opportunities into competitive advantages.

In the present day competitive environment, an enterprise is focused on differentiating from others in dealing with the customers. Hence successful strategies require a deep knowledge of customers, competitors and collaborators unraveling the “personality type” for appropriate decision-making. Enterprises have started tracking and analyzing the customer behavior through web analytics tools which traditional brick-and-mortar business has never dreamed of.



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The technologies are helping companies to create a gold mine of information revealing a 360 degree picture of their customers and other stake holders through an “eagle eye” strengthening business intelligence for expanding the customer base. Whether by hunch or data crunch, enterprises are counting on customer knowledge to bring good cheer to the bottom-line. However it is pertinent to lay strategies not ignoring the “legal sight” in this “e” environment.

Dr Nikhil Zaveri



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Breakthrough Management Ideas

Source: Harvard Business Review 2005

The Backdrop

The emerging breakthrough management ideas consider the downside of reliability and the upside of flip-flops; new directions for evolving technologies; and the persistent questions of who are and what we fear.

Great ideas need time to develop. Rarely do they spring from deities' heads fully formed and suited up for battle. The brainstorming for these 20 began with a klatch hosted last summer by HBR and the World Economic Forum, and it continued through the fall, as several insights took on greater definition and others emerged.

There exists a fleeting and deliriously exciting moment in the life of an idea when it teeters between what one person suspects and what everyone accepts, in that moment, months or year before it exerts any practical influence, the management idea holds the greatest potential to inspire and incite. Opportunities, implications, and related discoveries open up from it in all directions like a hall of minors.



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This year's offerings are intriguingly varied, yet two timely themes recur.

- First is a rising preoccupation with identity, embodied in enterprise to make business meaningful as well as reliable, to ancient continuity champions, and to analyze one's organizational DNA.
- Second is anxiety over unclear or not yet present dangers, illustrated by warning about risks without owners, the potential failure of the global intellectual-property-rights systems, and the fear of fear itself.

This exert includes Nobel Prize Winner Robert C. Merton, renowned anthropologies. Mary Catherine Batson, and Stanford business professor Roderick M. Karmar, the second-place winner of last year's McKinsey Award. In addition, a number of pieces emerged from a two-day brainstorming session hosted by HBR and the World Economic Forum last August; some two dozen of the best and brightest minds from around the world identified nascent management ideas with the greatest potential for impact. In January, the WEF further developed some of those themes at its annual meeting in Davos, Switzerland. Some of the breakthrough management ideas are as follows.



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1. Flipping Without Flopping

Roderick M. Kramer

The 2004 U.S. president campaign made “flip-flop” a dirty word. Great leaders, though, understand. That changing course is sometimes the smartest thing to do. The trick to pulling off a reversal? Prepare the ground well in advance, and cast correction as courage.

2. Everybody into Gene pool

Juia kirbay

Many Managers eager to pursue ambitious growth strategies suspect that their organization lack the right stuff to deliver. These leaders want desperately to crack the code of high performance DNA. But performance anatomies are highly individual and delicately balanced. New research initiatives are making the je ne sais of success more decodable, teachable, and learnable.

3. The Velcro Organization

Joseph L. Bower

When your customers are located around the world, it's not enough to have effective, efficient functions. You also need to know the people and functions. You also need to know the people



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and relationships that make business work in particular locales. The rigid organizational structure of most multinational gets in the way. “Velcro organization” do better, with the managers who can quickly and easily rearrange their roles to meet the challenges of specific tasks.

4.Demand-side innovation

Jeffrey F. Rayport

Each new generation of products and services has half the shelf life of the previous one. To secure lasting competitive advantage, try shifting your innovation efforts to the demand side. Ultimately it’s how companies orchestrate customer interactions, not just firm brings to the market that determines whether they live or die.

5.You Heard it Here First

Eric Bonabeau

Although visual technology as about a 20-years jump on audio, the ears are coming into their own. Industries stand to benefit from the host of breakthroughs in sound. Music that influences which wines we buy? Billboards that talk to one person at a time? Believe the buzz.



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6. Seek Validity, Not Reliability

Roger I. Martine

Six sigma, customer relationship management and most other corporate system crank out consistent result, often through analysis objective data. The outcomes are reliable but they don't necessarily mean much. Companies that aim for validity instead – by embracing fuzzy data, variability, and inconsistency- open the door to innovation and growth.

7. “when” Is the New “what”

Kirthi Kalyanam and Monte Zweben

Marketers spend so much time fretting over which people to target with what message that they largely ignore the question of when. Identifying when need or desires change and determining when customer want help are the best way to get through. “Dialogue” marketing helps companies spot the hot irons-and strike.

8. Swapping Your Country's Risks

Robert c. Merton

How can investor in developing countries diversify their risks if capital controls prohibit them from exporting capital overseas? And



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how can their countries government diversify their economies without sinking billions into new industries. By creating an equity swap, which enables domestic and foreign investors to manage risks separately from investment.

9.Wanted: A continuity Champion

Thomas A. Stewart

Change is sexy, challenging, a job for heroes. It also has a way of swallowing a company's attention and resource continuity needs and deserves champions, too. The core business, after all, is what got you where you are.

10.Blog-Trollig In The Bitsteams

Mohanbir Sawhney

Blogs have the grass roots credibility to influence what people think do and buy. Because the blogosphere doesn't relay on marketers as other media branches do, companies that want to tap.

11. No risk is an island

Denise Caruso

Big man-made risks without owners-think of an agriculture disaster sparked by genetically modified food-render traditional risk management all but worthless. When assessing risks of this type,



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companies must involve a broad community that includes experts and all those who might feel the repercussions.

12. Let them all be power users

Thomas davenport

Companies load up employees with laptops, PDAs, cell phones and other gadgets for the managing personal information but give little guidance on how best to use them. The result? Knowledge workers, the drivers of the global economy, are far less effective than they could be.

13. A Taboo on Taboos

Leigh Buchaman

Organizations tiptoe around politically or socially risqué subjects—especially perennial cringe inducers like sex, death & God. But if a subject makes you uncomfortable, chances are it's exactly what you should be discussing.

14. Towards A New Science Of Services

Henry W. Chesbrough

Services contribute even more to the global economy than products do. So shouldn't the science of service be an academic field in its own right? Whether it becomes one may depend on the same criteria—including the extent of corporate support—that set computer science apart from engineering, math & physics.



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15. The Coming Crisis Over Intellectual Property Rights:

Kemeth lieberthal

Although many executives recognize a deteriorating respect for intellectual property rights globally, few see the particular threat posed by recent developments in china. Companies there have started flooding the world's markets with pirated versions of everything from DVDs to airplane parts and a national emphasis on fostering economic growth at any cost makes it hard to weed out corruption. To keep IPR protection intact, global firms must wake up & take action.

16. Biometrics Meet Services

Jochen wirte & loizos heraclevous

Biometric devices that scan finger prints, palms, retinas and faces are already revolutionizing security; the killer app, however, may be locking business, not locking out bad guys. Singapore airlines have begun using biometrics to enhance customer service. Other companies could do the same, customizing and streamlining the way people buy clothing, healthcare, financial services-even a cup of coffee.

17. Getting Time On Your Side

Mary Catherrine Bateson

People are living longer, so we picture them spending more time in retirement. That's the wrong way to look at longevity. Instead we



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should capitalize on it, giving employees in midlife a year or two to renew their energy & pursue new passions. Many would return to their jobs motivated to embark on a second stage of high performance.

18. Inversion Of Privacy

Jeffrey Rosen

Europeans worry about the corporate data surveillance. American worry about more government prying. And the young have fewer qualms than their elders about sharing consumers information. Companies wrestling with privacy issues take note. A single policy may never suit all.

19. In Praise Of Feeder Ship

Tihamfer Ghyczy and James Antonovis

It's easy to understand how corporate Darwinism works; eat before you are eaten. A closer look at biology, though, shows parasitism to be a far more subtle and cunning strategic model. Businesses would do well to take a lesson from the fig wasp.

20. Don't Believe Everything You Read (Except for this)

Jeffrey Pfeffer

Publishers churn out around 3500 business titles a year and wonders of wonders not all of them offer good advice. Managers who can't afford to waste time on dreck need help navigating the management ideas marketplace.



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EVENTS at SEMCOM

SEMCOM has always endeavored to think differently than others. Various skills and Personality development programmes, cultural activities, sports guest talks are organized throughout the year.

The activities aim to encourage students to participate, sharpen their communication and to persevere despite initial failure.

Personality Development Programme:

Around 16 sessions were held. Various renowned resource persons were invited.

Guest Talks:

Professionals of varied fields were invited to interact with the students to keep them abreast of the current trends of business and corporate world. Around 40 guest talks were conducted this year.



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English Enrichment program - Language Skill

All first year students of vernacular medium are facilitated with an extra coaching of English language skills. This helps them equal their level to grasp and comprehend other subjects.

Formation of Principal Meritorious Group

A Principal's Meritorious Groups have been formed with whom academic excellence is executed. 15 meritorious students of each class are the members of PMG. CRs are selected on the basis of previous year's best performance. This year they will be awarded with CR certificates. PMG students are gifted with two extra library tickets and other academic benefits.

Elecon - BBIC – (Best Business Idea Competition) – Entrepreneurial Skills

The completion is held on a large scale at different levels which comprises of launching of the contest, presentation, students elimination and selection, guiding workshop by experienced resource person. Around 35 teams from students participated.



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Formation of Committees: To develop Team work, & Group dynamics skills.

Students are also motivated to join various clubs as per their interests. The clubs formed are :

1. Industry Interaction Committee – Meeting Local Industry to gain Management insights
2. Knowledge management Committee – subject related research on small scale
3. Film Club - Movie Shows
4. Advisory Committee to Student Council (Alumni)
5. Career Guidance Committee
6. Academic Development Committee
7. Cultural Committee
8. Discipline Committee
9. Even Management Committee
10. Placement Committee
11. Relationship Committee



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Activities undertaken by Students' Council this year were:

1. Patriotic Group Song Competition
2. India rising (Essay Competition)
3. India rising (Vision 2020)
4. Teachers' Day celebration
5. Youth Festival – Inter College Cultural Events held by University. (Champions for the year – 2007-08)
6. Various Days Celebration: viz. Rainbow day, Raincoat day, Hutatma day , friendship day, Denim day, Twins day etc. Traditional Day, international day, Khadi day, black & White day, Fusion day
7. Launching of the college Band –AURA
8. Launching of the Student Council Website - SETU



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Orientation & Workshops

Program	Skills aimed at	No of Participants
Student Orientation: All First year	Making students familiarized and adaptable to different systems and environment + one day trip to AMUL and Sardar Patel Memorial	340(All FY students)
Workshops:		
Fine Arts Workshop	refurbishing fine arts skills	200
Workshop health & Hygiene	Awareness about health and precautions	40 girls
Ad- Making Workshops	Advertising & Marketing Skills	35 teams/ 200 students
Parents' Workshop	Orienting parents in taking care of their ward and upgrading their academic interest.	



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Tours & Travels – Knowledge & Khoj – international and domestic to inculcate Life Skills

Going beyond the four walls of classroom teaching, students are also provided with an opportunity to go out for local, national and international Industrial Tours with objectives of: Around **311** students have visited various industries this year.

Parents- Teacher Interaction

To provide a students support system at home, parents are periodically informed about their wards. The information regarding student attendance, academic progress (results), class room behaviour etc. are communicated through phone calls and letters. Parents – teacher meeting is also scheduled to keep parents informed.



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Facts about Gujarat

By Waheeda Thomas

Gujarat, the 'Jewel of the West,' is situated in Western part of India. It is bounded on the west by the Arabian sea. Spread across 196,124sq.km forming 6.10% of the total area of India.

Capital	Gandhinagar
Principal Language	Gujarati
Main Languages	Gujarati, Hindi, Sindhi, Marathi
Districts	26
Taluka	223
Villages	18114
Cities with a population of over 100,000	11
Population	55,696,629
Male	26,344,053
Female	24,252,939
Literacy	69.97%



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Roads

Surfaced 63,322 kms

Unsurfaced 5656 kms

Railways 5,500 kms

Airports Ahmedabad, Vadodara, Bhavnagar,
Jamnagar, Keshod, Surat, Kandla,
Porbandar, Rajkot, Bhuj

- The population density of Gujarat now stands at 258 persons per sq. km as against the national average of 325 persons per sq. km.
- The state has longest coastline among all states in India - 1600 Kms, dotted with 41 ports, 1 major, 11 intermediate and 29 minor.
- Gujarat has the advantage of entrepreneurial skill.

A journey through Gujarat unfolds a religious, cultural and historical panorama. The state renowned for its holy temples, and historic capitals replete with immense architectural assets, wildlife sanctuaries and hill resorts. Religious places include Dwaraka, Somanath, Pawagadh, Ambaji, Bhadreswar, Shamlaji, the Jain temples at Taranga, Girnar and Palitana with around 800 temples



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spread on the sacred Shetrunjaya hill and the oldest fire temple of the Parsees at Udwada.

The places of memorable monuments of architectural and archeological splendour include the Sun temple at Modhera, 5000 year old architectural finds at Lothal, and the monuments at Ahmedabad, Patan, Siddhpur Ghumli, Dabhoi, Vadnagar etc;

Industry

The share of the manufacturing sector among the secondary sector has gone up to 35.9% of the NSDP in the state. The manufacturing sector covers industrial sectors namely large & medium size industries, factories, and small-scale industries. All the sectors have witnessed impressive development in Gujarat. After 1991, Investment worth Rs. 1,66,000 crores has taken place in the economy.

Gujarat Industrial Development Corporation (GIDC) have developed around 257 mega industrial estates such as the ones at Jhagadia, Vagra, Savli, Dahej, Anklasheswar etc. Jamnagar, Porbandar, Jafrabad, Bhavnagar etc are centers of Industry and trade.

Establishments engaged in the manufacture of cotton textiles provide employment to a major portion of the industrial workers followed by the manufacture of non-metallic mineral products. These two industries together provide employment to



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31.49 % of the industrial workers. There is a development of industries like Chemicals, petrochemicals, fertilizers, engineering, electronics etc. With the largest petro- chemical complex in the country, Gujarat is a major producer of inorganic chemicals such as soda-ash and caustic soda as well as chemical fertilizers. Other manufacturing products are rubber, plastic, petroleum and coal products, transport equipments and parts, food products etc.

A large number of small scale industries are pertaining to metallic work, chemical industries, machinery except electricity and transport, cotton industry and non metallic mineral work etc. The dairy industry with a milk procurement of 35 lakh litres is the first in the country.

Agriculture

Agriculture in Gujarat forms a vital sector of the state's economy. It has to provide the required food grains for the state's population and raw materials for most of the agro-based industries.

A higher percentage of the land is used for cultivation in central Gujarat. Kaira, Baroda, Broach and Surat districts are the main contributors to the agricultural production of the state. Valsad has become India's first integrated horticulture district.

The state produces a large variety of crops and its cropping pattern reflects the spatial variations in climate and topography. Groundnut (highest production in the country), cotton, Tobacco (second highest production in the country), isabgul, cumin



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sugarcane, Jawar, Bajra, Rice, Wheat, Pulses, Tur and Gram are the important crops of Gujarat. Another cash crop which has recently entered the field though in a few selected localities is banana. Plenty of mangoes for export as well as home consumption are part of cash crops. Honey, wax and bamboo are produced in fair quantities in different forests and medicinal herbs and fruits like Jamun and guava are produced in plenty. Forests also yield considerable quantities of teak, Khair, sadad, hadariyo, manual bamboos and such good quality of wood.

Finally, the population of Gujarat is only 6% of the country and it accounts for 10% of India's consumption 16% of the total exports, 30% of the total stock market capitalization and 19% of the total industrial investments. Gujarat's share in the country's GDP is 6%. Gujarat contributes 11% to the Union Exchequer. There is an accepted norm in India that the growth of India is always a Gujarat led growth.