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# DRIVE

## From Guest Editor...



**Dr. R P Jadeja**

**Director,**

**H.M.PATEL INSTITUTE OF ENGLISH  
TRAINING AND RESEARCH**

## Foreign Universities to India

Education has always been multinational at the higher level so it is not a new phenomenon. Even in the past students from various countries used to come to India in the universities like Nalanda, Takshashila. In the western universities like Oxford and Cambridge were attended by students from many countries

across the world. Higher education is a global endeavour, yet, the present situation is different in some ways. Our country has been spending a huge amount in foreign exchange by sending students to UK, USA and other countries. At the same time we already have some institutions of International standards in India, however, they are in a small number. Now the issue is whether we continue to send our students overseas or we want to create a large number of International standard universities in India? The Services offered by the international universities will be qualitatively different. They would hire better faculties. Better physical infrastructure and state-of-the-art course materials will be provided. Testing and evaluation will focus on quality and excellence rather than routine assessment of achievement. As a result of this conventional universities will have to introduce some of these changes. Competition will make it necessary to upgrade

the standards. Existing universities shall have to advance their own standards. In such atmosphere few problems in the initial period can be predicted.

Due to higher cost it shall not be available to all sections of the society so the government has plans to give scholarships and loans to the weaker sections of society. Students with outstanding merit will receive some support. It is advisable not to adopt a negative approach towards it and view it as a challenge and not as a threat. We have to be prepared adequately to meet the challenges. Legally it has been imperative for the international universities to collaborate with some local universities. It is hoped that the collaboration shall be fruitful. As a matter of fact business (business for knowledge management) shall be the chief objective of the foreign universities; however, it does not imply that they are here to cheat us. I think In the long run it is a welcome step for us.

## From the Chief Editor's Desk

### What students look for...

An Institution is a backbone of an Educational System, a system where knowledge is shared, nurtured, received, promoted, appreciated, encouraged, developed and fostered. It is a holy and pious region. It is a system which demands devotion and dedication. It is a place where knowledge is equally distributed. It creates the future of the present. It contributes to the intellectual, social and organic development of the human race. A student possesses umpteen expectations from this place. He knocks the giant gate of the institution with myriad dreams into his eyes.

The dreams of achieving the unachieved, the desires of rising above the ordinary, the crave of carving oneself into the history, an urge to climb to titanic mountains, a hope to get oneself uplifted from the mundane, are the unspoken but inherent yearnings of a students' mind with hankering approach. At such

scenario it becomes distinctly important to understand and analyze the expectations of students from the Institution. If we fail to fulfill these expectations then it would be called a ruthless betrayal to the holy and sacred field called Education. It is expected from the students' part that they receive quality education from the institution. That is the first and foremost entry into their agenda list. Without it the entire noble objective would terribly drown. With the quality education it is expected that the students would receive harmonious environment for valued learning.

The environment truly plays a pivotal role in the overall development of a students' life. It works like a sun to a tree without which one cannot grow. In the same manner proper learning environment is essentially demanded or else the intellectual expansion of the students would be like a bonsai tree. The environment has to be friendly, generous, motivating, promoting,

competitive and appealing. It has been said that an institution is a second home for a child. It is a place where tradition, knowledge, virtues, qualities, and merits are nurtured, a place which shows and leads to the right path to success, a place which transforms a student's personality potentially by bringing drastic changes like a metamorphosis. Students expect to earn the maximum products out of their learning. It has been highly stipulated by students that the time spent by them at the intellectual adobe proves immensely fruitful, productive and fertile. The money which they have spent turns out to be the best investment for them. They can foresee themselves being a promising and successful individual after acquiring the significant learning. Truly, we ought to buckle up ourselves to fulfill the monumental expectations of the students.

**Dr Nikhil Zaveri**

**Director & Principal, SEMCOM**

## **SEMCOM Updates**

**Career Counseling by Mr. Animesh Bhatt (The Times of India) and Educational Tour 2010-11**

Charutar Vidya Mandal is defined as one of the topmost Mandals in the entire country. Its commitment to excellence and dedication towards updating is appreciated by all. It is a unique organization in terms of incorporating and imparting quality education with distinction which strengthens the strength of its colleges. It distinctly and strongly believes in organizing various Career Counseling programmes at the regular intervals to ensure the quality education. Floating in the same atmosphere it organized a Career Counseling Programme to update the faculty members who were about to represent their respective Institutions in the Education Fair 2010-11. On an auspicious eve of Gujarat's Golden birthday i.e. 1st May 2010 the FDP was organized at SEMCOM College. Various faculty members from different institutions of CVM attended it enthusiastically.

Director, Principal, SEMCOM introduced and welcomed Mr. Animesh Bhatt from Times of India, a prolific personality as an

expert of the event. Dr. C L Patel, Chairman, CVM marked his noteworthy presence to encourage the entire team. The entire event was organized and managed by Mr. Sarvesh Trivedi and Mr. Bhupendra Patel. In his keynote address the chairman mentioned the significance of such events. He emphasized on providing right directions to the knowledge aspirants. His motivating words truly proved to be a massive encouragement. He blessed everyone on their favorable journey. After a brief tea break Mr. Animesh Bhatt began the Career Counseling programme. He commenced the career counseling on a unique brainstorming method. He played a wonderful psychology game to mark a perfect beginning. His aim was to introduce the importance of communication in the counseling. He digested the salient aspects of counseling in such a lucid manner that everyone at the receiver's end was all ears to his words and technique. His method of career counseling was interactive hence everyone appreciated it thoroughly. The session truly helped the faculty members to understand the mindset of the parents and students. He exemplified various techniques to

analyze the psyche of the parents and students. According to him each parent or student is a special case and treatment to them has to be subjective too. He also quenched various bubbling questions of the audience and helped them to update their understanding of the work. Indeed the Career Counseling proved out to be monumental into the fulfillment of its objectives. Faculty members highly appreciated the training and were seemed enlightened after the session.

### **Industrial Tour**

After receiving the inspiring training the faculty members from various colleges embarked their journey towards their respective destinations on an Education Tour 2010-11 across the Gujarat. Every college of CVM consisting of minimum 5-6 faculties marked the first phase on 2nd May 2010 at Saurashtra. Places like Bhavnagar, Junagadh, Rajkot, Jamnagar, Gandhidham, Bharuch, Surat, Vapi, Vadodara, and Ahmedabad were visited respectively between 2nd May 2010 to 15th May 2010 under the Education Fair 2010-11. At each juncture CVM received a colossal response. People participated in a huge number to acquire right information about respective courses and colleges. The entire event was

successful into accomplishing in its chief objectives. The massive participation marked a testimony to it.

### **Orientation Programme for Teachers**

It has been said that 'Teacher is a lifelong student'. A teacher possesses a pool of information and knowledge. Teacher would imbibe it from varied reading, experiences and Orientation programmes. Orientation programmes are the need of an hour. In today's competitive world it becomes distinctly important to be updating ourselves at the regular intervals.

According to the UGC guidelines each faculty member has to undergo a special Orientation programme to enhance and sharpen teaching techniques in various aspects. It is a welcome step by UGC. This year around 25 faculties from SEMCOM College took active part in the orientation programme. It marked its beginning on 24th May 2010. The orientation programme shall consist of 1 month duration. Everyday faculty members were provided with a rigorous training to enable themselves to meet the challenges of the time. Experts from various fields were carefully scrutinized to orient the faculty members. It has been

remarkably noted that such a large number of participation has been registered from one college. It evidently projects our urge to deliver the best quality education among our students. It also proves our strong desire to be ready to provide excellent education.

### **ACT (Admission Competitive Test) at SEMCOM**

SEMCOM College on the campus bears its unique existence for providing exclusive degrees and quality teaching. The programmes like BBA and BBA-ITM among others are welcomed and aspired by the mass. Being a management and commerce college it evolves specific significance. Every year college organizes Admission Competitive Test for the BBA and BBA-ITM programmes for the admission purpose. The method of test stands quite different and is aloof from the mundane achievement tests. Every year aspirants are required to prepare a power point presentation on a pre-decided topic. Students are asked to give an oral presentation with the help of the PPT.

Each year college receives colossal response to this test due to the importance of the course. The entire

event was organized by Mr. Sarvesh Trivedi and Dr. Subhash Joshi on 23rd May 2010. Almost 700 students across the country registered themselves to be appeared for the test. The topic for this year's ACT was 'Swarnim Gujarat' under which students were supposed to highlight some distinct features of it. The ACT was divided into two parts. The first round of test began sharply at 9.30 AM to 2.00 PM while the second phase was marked at 2.30 PM to 5.30 PM. In the month of May when scorching heat is a buzzing word, SEMCOM team made sure to provide excellent facilities to the parents and students. Coolers were placed to beat the heat. Water and food facilities were adequately taken care of. SEMCOM made it distinctly sure that students do not face any management and organization hurdles. Help desk was placed to satisfy the queries of people. The entire college became vibrant after a long time in the vacation. Faculty members with students' support seemed determined to help and manage the event unanimously. The result of the same was declared on 26th May.

### **Ms. Shuvasri Das receives Doctoral Degree.**

Ms. Shuvasri Das, a lecturer from

SEMCOM College has completed her PhD in Economics in the month of April 2010. She got registered in May 2005 under the guidance of Dr. Mohan C Patel, Principal of N S Patel Arts College. The topic of her research is 'A study of changes in Rural Development Programmes since last three decades.'

Her study presents an overview of the rural development programmes from first five year plan to the eleventh five year plan after making an analysis of the nature and extent of poverty that exists in rural India today.

It also contains evaluation of the major self employment and wage employment programmes that have been implemented across the country in the last three decades on the basis of their physical and financial performance. Some of the major programmes analyzed are IRDP, JRY, JGSY, DWCRA, SGSY, NREGA, etc.

The study also incorporates an examination and assessment of the impact of the target self employment programmes.

## IDENTITY E-NFORCED

### A study of awareness and acceptability of Unique Identification Number

#### Abstract

“Aadhar” the identity project of India is a government project with a huge dimension even larger than the Census Survey under the Chairmanship of Mr. Nandan Nilekani co-founder of Infosys. There are plans of launching the Aadhar number between August 2010 to February 2011. The target is to complete 600 million enrolments in the next four years. The objective is not only financial inclusion by providing the card to those who lack identity but also to reduce the hassles of many who have to maintain and carry multiple documents for any service they require. If the project has to meet its deadlines and achieve its targets then there is an urgent need to generate massive awareness and build consensus among the people. Thus the present paper is an empirical study of the awareness and acceptability of the people in Anand and Vallabh Vidyanagar about the ongoing project.

## ARTICLE

Over the years, India has been trying to usher in an era of effective governance whereby the delivery of Public Services may improve and the process of accessing them simplify.

At such a point of time the Unique Identification system with a proper Legal Framework may set a new paradigm for government service delivery. The ultimate objective is to bring the tangible governance to the citizens' doorsteps.

#### Electronification – A Horizon

In India, technology has played an unique role as a source of reform and empowerment bringing in a pro technology mindset that cuts across income groups and communities.

In 1984 when a reformist Indian Government led by the youngest Prime Minister in Indian history Mr. Rajiv Gandhi turned to technology to implement its pro poor agenda, technology for the first time expanded the circles of access within the economy. This was followed by the Public Call Office (PCO) model implemented by Shri Sam Pitroda which transformed access to Telecom in the

mid 1980's and established technology as a means of enabling greater access to resources and services at the lower cost.

Since then, there was no looking back from Electronic stock markets to mobile phone technology, online banking, E-ticketing which cut the length and breadth of the country and connected people to various services, information and knowledge sources.

The most recent development is that of a need for a National Identity Number for diverse purposes from meeting security concerns to drawing benefits from Flagship schemes.

#### About Unique Identification

To implement the Multi purpose National Identity Number, the Unique Identification Authority of India (UIDAI) was conceived under the Planning Commission, envisaging collaboration among several government agencies backed by intensive use of information technology.

Shri Nandan Nilekani co-chairman of Infosys Technologies Ltd. in the past is currently the chairman of UIDAI which would be headquartered in Delhi. This

noble project has been aptly named as 'Aadhar' by its chairman. It would have its technological Centre in Bangalore and 8 regional offices in the country.

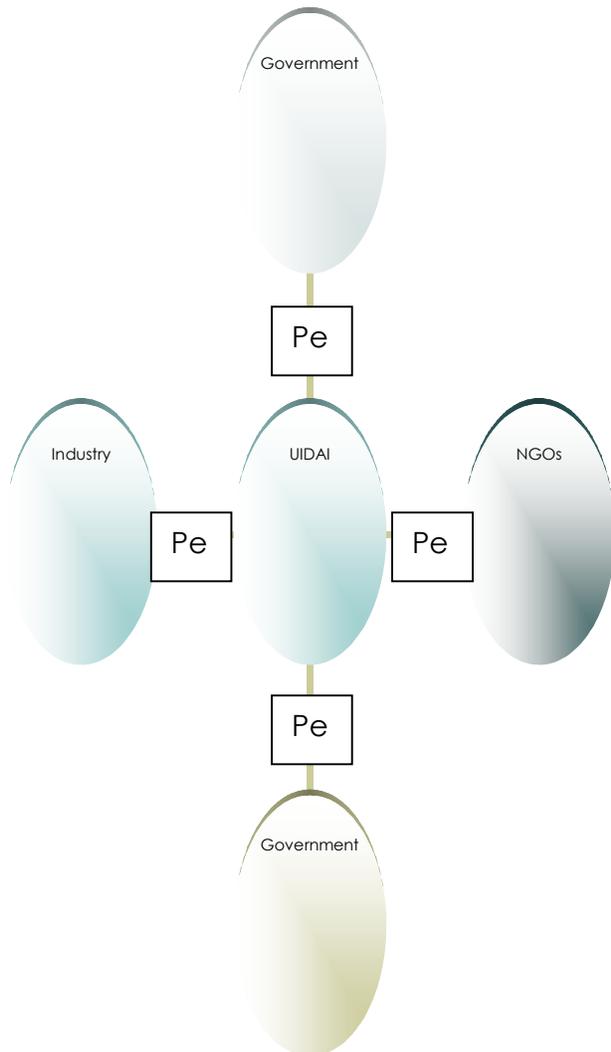
The 16 digit randomly allotted number system will be based on name, father's name, mother's name, sex, date of birth, place of birth, address, marital status, photo, identification mark and finger biometrics of nearly 1.2 billion residents above the age of 15. The 16 digit number (12 + 4) number would have 4 check code digits at the end. The number would be a random number, so the digits will not signify anything. Thus the number cannot be deduced from the individual's personal information.

The Rs.15, 000 crore project thus catalogues the personal details of every Indian citizen for use on smart cards, to be issued by departments/agencies in actual delivery of services/benefits.

It will be based on a Sophisticated application called SCOSTA (Smart Card Operating System for Transport Applications), a secured electronic device that is used for keeping data and other information in a way that only authorized persons can view it.

The identity card has a 16 KB microchip. It has been secured against tampering and cloning. In the first phase the new project is expected to cover Gujarat, Goa, Maharashtra, Karnataka, Kerala, Tamil Nadu, Andhra Pradesh, Orissa, West Bengal and a few Union Territories.

The number would provide identity and not rights, benefits, entitlements or citizenships. It would not be mandatory to have UID number.



### Fig 1. The Bi-directional framework of the UIDAI

The operational strategy is such that the UIDAI would have linkages with citizens and the Government, Industry and NGO's etc.

The UIDAI is the apex authority to set standards in demographic and biometric data in order to ensure interoperability. Fig.1. presents the operational linkages of the Authority with citizens and the government (also industry and NGOs) in terms of a G2C2G model.

It is a bi-directional framework which means that UIDAI initiatives not just deliver identification numbers but also accept and adapt in the number system the aspirations, practices and structures of citizens and the government. Given the ID number, access to services and benefits from the government/private agencies/NGOs include: Financial (banking, insurance); Education(admission to schools, colleges, hostels); Agriculture (seeds, fertilizers, pesticides, marketing, credit); Travel (railways, air, bus, ticket booking); SC/ST/OBC (reservation in education

and employment); Employment (regular, poverty-linked like NREGS) etc.

## **UID**

### **Potential Benefits**

UID opens a vast array of new possibilities of our technological future and offers a foundation on which a host of applications can be built. Much like mobiles, internet connectivity it would help connect individuals to the burgeoning economy. As UID becomes ubiquitous, it would help people leverage opportunity and access.

- Creating National Identification database for the country's 1.2 billion is an effort designed to document Indians so that they can facilitate more fully in the country's economic growth.
- As a single source of identity verification, residents would be spared the hassle of repeatedly providing supporting documents to access services such as obtaining Bank a/c. Passport, Driving License and so on.
- UID would allow agencies across a variety of sectors such as banking and finance to provide remote services. Removing the

need for multiple verification processes reduces cost for service providers.

- Elimination of duplication under various schemes will save Rs 20,000 crore for the ex chequer.
- To address illegal immigration into India and terrorist threats is another goal of the programme.
- UIDAI recognizes that inability to provide identity is one of the biggest barriers in the country. Thus it would help in inclusive growth especially focusing on the poor, under privileged, women and differently abled.

### **Possible Challenges**

- The feasibility question of UID system in villages where there is low penetration of IT.
- Problem of privacy, duplication, fraud or misuse.
- Risk of UID Number becoming invalid when there is any change in profile of the concerned person.
- Biased decision of the authority on the basis of

region/state/district to which the individual belongs.

- Difficulty to include children whose biometrics are not stable and finger prints not fully formed.
- Difficulty in case of differently abled people.
- May create delay due to huge amount of data collection and sorting.

### **Objective of the study**

The main objectives of the study are -

- 1) To know the level of awareness among the people about UID number.
- 2) To find out the present status of possession of identity proofs among the different income groups.
- 3) To find out the perception among the people about the UID number on the basis of possible benefits and challenges of the system.
- 4) To investigate the respondents' view about the feasibility of the UID number.

## **Research Methodology**

### **Sources of data**

Study uses two sources of data primary and secondary.

#### **Primary Data:**

The present study is an empirical one based on primary data. For the collection of primary data a structured questionnaire has been framed. With the help of questionnaire, survey was conducted in Anand and Vallabh Vidyanagar by targeting different strata of population.

#### **Secondary Data:**

The secondary data have been drawn from articles in journals, periodicals, newspapers as well as various websites.

#### **Sampling**

Using convenience sampling technique primary data has been collected. Enough care has been taken to make the sample representative of the population.

### Sampling Unit and Sample Size

In our research study we have selected the respondents on a non-random basis from different age groups above 16 and from different income groups belonging to different sectors. The sample size of the survey is 575.

### Statistical Tools

After the completion of survey a thorough check up of the data has been made. The collected data has been analyzed with the tools like Chi Square Test, Rank Analysis etc. Besides this, tables, pie charts, bar diagrams etc. have been used to analyze the data.

In our research study we have selected the respondents on a non-random basis from different age groups above 16 and from different income groups belonging to different sectors.

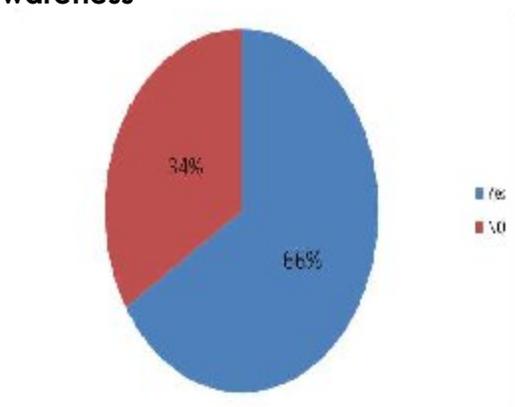
### Limitations:

1. The present study has constraints of time and money.
2. There may be chances of errors due to random sampling.

3. The respondents of the study belong to Anand and Vallabh Vidyanagar only and therefore may not give the same result as on a national scale.

### Data analysis and Interpretation:-

**Graph 1. Representing level of awareness**

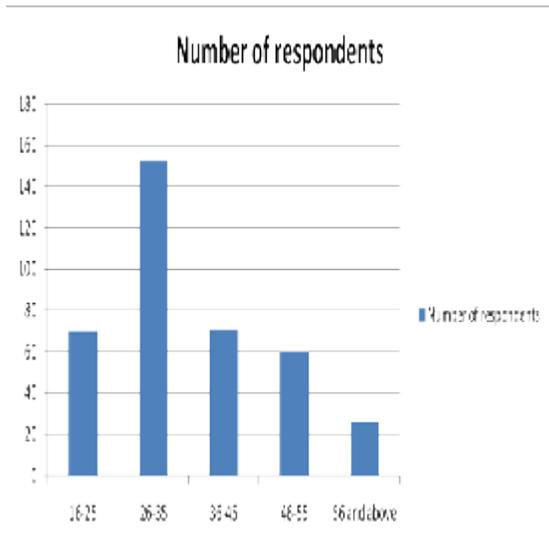


Out of the total 575 respondents only 380 are aware about the Unique Identity Number Project that has been launched in February 2009. Further analysis reveals that the majority of the unaware respondents are students.

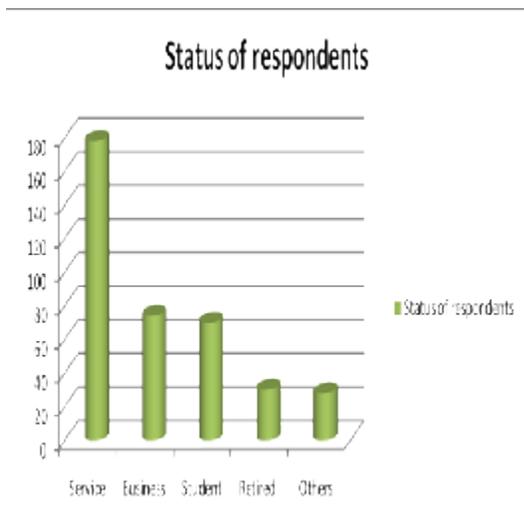
### Graph 2. Age group of respondents

The age group selected for the research work was 16 and above. The maximum numbers of respondents are in the age

group of 26-35 years followed by 16-25 years and 36-45 years. The least number is recorded from the age group of 56 and above.



**Graph 3. Status of Repondents**



The above graph depicts the status of respondents. Among them 47% are into service while 19% are self employed. The

service sector includes people from industry, banking, education, medical etc. 18.4% are students while 7.9% are retired.

### Hypotheses Testing:-

It is a proposition formulated for empirical testing, a tentative descriptive statement that describes the relationship between two or more variables. In the study, the hypotheses taken are:-

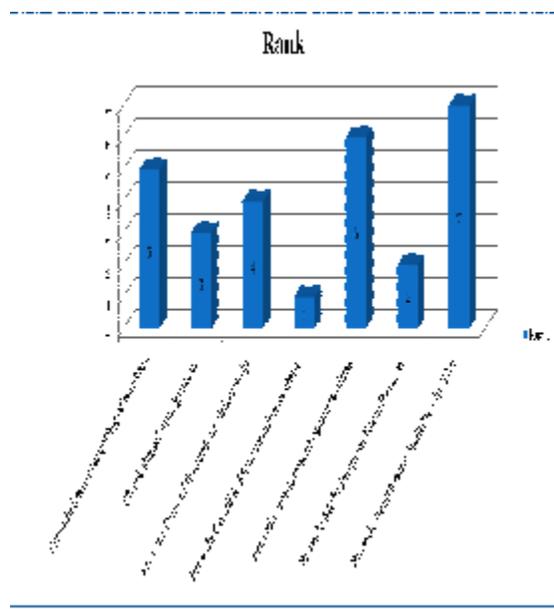
**H<sub>0</sub>** - There is no significant relationship between the level of income and the identity proofs possessed by the respondents.

**H<sub>a</sub>** - There is significant relationship between the level of income and the identity proofs possessed by the respondents. To test the hypotheses we have used Chi Square Test. The calculated value of Chi Square for 16 degrees of freedom is 87.2087. The critical value for 16 degrees of freedom at 5% level of significance is 26.92. Hence the null hypotheses is rejected at 5% level of significance. This means that possessing identity proofs depends upon the income group.

To find out the Respondents perception about the benefits a ranking was taken from each member based on seven benefits. Each respondent ranked them from 1 to 7 and at the end of the survey a Rank Analysis was carried out to find out the prioritization of benefits as interpreted by them. An average value of the ranks was calculated, lower value of the average was declared as the first rank because average was calculated by the addition of digits 1 to 7 were 1 means Rank 1 and 7 means Rank 7.

After the execution of this method the following result was obtained.

**Graph 4. Indicating the Ranks of Benefits derived out of UID Number**



**H<sub>0</sub>** - Feasibility of implementing the project is independent of challenges.

**H<sub>a</sub>** - Feasibility of implementing the project depends upon the challenges.

To test the Hypotheses, the Chi Square Test is used and the calculated value is

$\chi^2_{cal}$  is 50.54

At one degree of freedom and at 5% level of significance the table value of

$\chi^2$  is 3.84.

Therefore  $\chi^2_{cal} > \chi^2_{tab}$

Thus H<sub>0</sub> is rejected and hence we may conclude that feasibility of the project is dependent on its challenges.

**Findings:-**

- 1) Around 34 percent of respondents in Anand and Vallabh Vidyanagar are not aware about the Unique Identification Project that has been launched in February 2009 and is to be rolled out on August 2010.

2) There is dependency between the income group of the respondents and the possession of Identity Proofs. People from higher income group are possessing Multiple Identity Proofs and there is a need for substituting or linking it with a single and Unique ID Number. Again people who are having a low economic status are in need of at least a single identity proof to help them get the benefits of the various Government schemes. Thus an ubiquitous necessity is felt for the ID number.

3) From the Rank Analysis (Refer Graph 4), it is found that the primary benefit of the UID Number according to most of the respondents is the ability to provide Credible Identification Number.

This number would serve multiple purposes providing a wide number of services such as Bank Account, Passport, Driving License, LPG connections through a single source of verification. Thus Multipurpose Number is its second benefit.

Respondents felt that its third important benefit is improving the security situations by checking illegal immigration and reducing terrorist threats.

According to them, the fourth benefit is preventing dual or fraudulent citizenship. Since a single individual would be assigned only a single number, in case, the person enrolls for another number, the system would notify failure.

The fifth, sixth and seventh ranks of benefits are providing better targeting of weaker sections, employment opportunities and health care facilities by the Government.

4) The Feasibility of the project would depend upon the challenges which mean that the project would be successfully executed only if the challenges can be identified and overcome through a proper legal framework.

5) The survey results reveal that inspite of the various challenges

of the system it is feasible and acceptable to them.

### **Conclusion**

There needs to be greater awareness generation of the project among the citizens through print media, Internet and Mobile Phones so that a wide network of people enroll and hold the Identification Number. There is ubiquitous need for this project to be implemented on a wide scale without delays.

The need is all the more felt for the weaker sections who do not have any supporting documents to prove their Identity and are always marginalized from the services provided by the Government.

It is felt that the Unique Identification number would be an authentic proof of identity which could be used for various purposes. Moreover it would save the people from producing a number of documents each time they want to avail a new service private or government.

In the absence of such a nationwide system, each sector of the economy or department or agency of the government adopts its own system of identification such as PAN card, Ration card, Electoral Photo Identity card etc. This makes it difficult to correlate information across sectors and even institutions within the same sector for providing better services to people.

Apart from that the project itself would also be helpful in creating 1 lakh new jobs in the country and business opportunity worth Rs. 6500 crore in the first phase. It would unfold multi billion opportunity for IT company involving data collectors, Managers, delivery channels, researchers, chip designers, smart card manufacturers, application and software providers, system integrators, networking analysts and printing Companies.

The study reveals that there are a number of potential dangers which the project might be facing during implementation

and at the time of execution but these challenges would have to be identified and overcome for the project to be implemented successfully.

Since it is one of the biggest social project India has embarked upon there may be problems of keeping the project cost low. This would need leveraging social entrepreneurship where business is designed to address a social need and income for business is also generated.

Again there may be problems of creating such a massive centralised database which needs a collaboration between government agencies like the National Population Registrar backed by intensive use of information technology. For this purpose Mr. Nandan Nilekani has launched a Computer Science community portal *Research and You.com* of Microsoft Research India for solving the massive computational challenges and problems.

The biggest challenge of this project is not political or social but technological. It might encounter the problems of speed, information recovery, hacking, duplication and misuse. Thus the process has to be made swift and tamper proof.

The UIDAI is ready with a draft legislation to ensure data security and confidentiality of information. The draft bill proposes to make UIDAI a statutory body and provides for strict penalty for offences like disclosing identity information, impersonation, breach of privacy with fines ranging upto Rs. 1 crore.

Although the UID project has its own limitations in implementation, the respondents think that such a system is not only required in our country but also feasible if the challenges can be mitigated through proper collaborations and a strong technological support.

Thus the UID project may come across admirable success like the

digitization of Railway ticketing reservation system which is a very good example of how ICT could make a change in governance.

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## **My Voice: Race towards Destruction**

World has become a small place due to technological and communication revolution.

Human life has undergone a major change. In recent times there is a lot of discussion about surviving global competition, having productive and effective business operations, working for customer delightment and having good work ethics. In the race of industrialization and development we ignored, neglected or failed to take care of our Mother Nature or earth. We have polluted our environment to such an extent that now we face the real threat of global warming. Perhaps this is the last chance to save earth and if we fail to act now we will never be allowed to act again.

There is a need to educate people about how to fight the problem of global warming.

Governments of both developed and developing countries need to take steps to cut down drastically pollution emission levels of industries.

Few measures are suggested to protect environment and save earth, which are as follows:

- Industrialists should not be

allowed to Pollute environment either in water, land and air for the sake of higher profits.

- There must be complete ban on use and consumption of plastic bags for packing of goods and for other usage.

Ecofriendly packaging should be made compulsory and encouraged. People must be educated and persuaded to buy ecofriendly or green products. There is need to launch programme of environmental awareness and educate people about the importance of protecting trees, forests and wild life. Government should also be committed to preserve and enhance our ecological heritage.

- ❖ Our forefathers had a better philosophy of life of simple living and high thinking. We need to abandon western philosophy of materialistic life consisting of use and throw culture. The product should be utilized as long as it has utility and its consumption does not cause any harm to environment
- ❖ Use of mass transportation can cut down consumption of fuel. In many countries bicycle is common mode

of transportation.

- ❖ Plant trees.
- ❖ Save electricity.
- ❖ In your office copy and print on both sides of paper.
- ❖ Reuse items like envelopes and folders.
- ❖ Use e-mail instead of paper correspondence.
- ❖ Use recycled paper.
- ❖ Use a Ceramic Coffee mug instead of a disposable cup.
- ❖ Shut off electrical equipment in the evening when you leave work.
- ❖ Join a carpool or vanpool to get to work.
- ❖ Don't wash dishes with the water running continuously.
- ❖ Shop with a canvas bag instead of using paper and plastic bags. Walk or ride your bike to work, school and anywhere you can. If you can't walk or bike, use mass transit or car pool. Every car not on the road makes a difference. Combine your errands – hit the post office, grocery

store and bakery in one trip.

Going green is easier than you think. There are little things you can do everyday to help reduce green house gases and make a less harmful impact on the environment.

**Sunil V. Chaudhary**

**Lecturer**

**SEMCOM V.V. Nagar.**

## **Brief Introduction to Communicate Language Teaching**

There are many ways to teach language. One is called Communicative Language Teaching (CLT). The goal of CLT is to enable students to communicate in the target language. The method is learner-centered, with an emphasis on communicative activities that mimic real-life interactions.

### **Learner-Centered**

The role of the instructor in CLT is quite different from traditional teaching methods. In a traditional classroom, the teacher is in charge and controls the learning. The teacher gives knowledge; the students receive knowledge. The teacher speaks; the students listen. The teacher is active; the students are passive. This is called a teacher-centered model of education.

In CLT, on the other hand, the students are much more active learners. The amount of 'student talk time' in the class increases, while the amount of 'teacher talk time' decreases. In the CLT class, the teacher serves more as a facilitator, setting up activities that require students to communicate with one another. The teacher may also act as a co-communicator, participating in two-way exchanges with the students. Finally, the teacher encourages students to express their own ideas and opinions, thereby stimulating their

interests in a topic and motivating them to speak. The more students speak the more confidence they will have in using the language.

### Communicative Activities

Language is used for communication. For this reason, CLT makes use of communication to teach languages. Whereas traditional language teaching places a lot of emphasis on grammar rules and verb conjugations, CLT emphasizes real-life situations and communication in context. While grammar is still important in the CLT classroom, the emphasis is on communicating a message.

If students feel that they are learning to do something useful with the language, then they will be more motivated to study. In CLT, therefore, students practice real-life situations, such as buying food at the market or asking someone for directions. In these exercises is on fluency, and the goal is for the student to communicate his or her needs and thoughts, without worrying about having perfect grammar. Errors may be tolerated during the activity, and corrected after the activity is over.

Pair work and group work is used extensively in a CLT classroom, so that all students have plenty of opportunity to practice the target language.

Some typical activities in a CLT classroom include:

- Group projects and presentations
- Role play
- Interviews
- Information exchange
- Games
- Surveys
- Problem solving tasks

The common feature of all these activities is that they require students to communicate in the target language in order to complete the activity.

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