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DRIVE

From Guest Editor...



Woman as an entrepreneur

Ms. Kalpana Amin, FloArt.

Majority of women, compromise with their career ambition, once get into family life. The most challenging task for a woman, in Indian society is, after marriage how to balance career and family as well. Historically, entrepreneurship is considered as a male-dominated pursuit, but many of today's women are successful entrepreneurs.

Every woman possesses some skill or talent. Entrepreneurship may not be the first thing in her mind when she starts thinking about her career. She may plan for doing some job to support the family. But majority of problem arises due to this as along with job, especially

when you are answerable to your work; it is difficult to balance work and family both. As against doing work for self is chasing your own passion and you gain happiness in it.

As against that if she starts her own business, she can fulfill her dreams of business ownership as well as get flexible hours to look after family too. Initially, you may have to convince the family, but if the interests of family members are protected, I don't think you may have much difficulty. Family is of the utmost priority for a woman howsoever busy she may be in her career. The pillar of the family revolves around a woman. You have to be favorite of everyone in the family. Many times woman is working not for finance generation but for inner satisfaction also. It gives woman better family and social life as she develops respect for herself. She must have resolution to do 'something different in the life of somebody'.

A woman must also possess set of certain skills to be successful in her business. Firstly, you must be creative in your field, may it be food business, jewelry, embroidery, fashion designing or any other. She

also needs to be hardworking for her work. Services to the customer is the most important to retain the customer and for sustainable development of the business. Do your business honestly and to the hundred and ten percent of the customer's satisfaction. In today's competitive world you must be innovative too. For that you must keep pace with the present scenario. Develop good reading habit, make observation as your teacher, travel a lot, and keep on searching for doing things differently. The prime factor required to be entrepreneur is to take risk. With the support of the family, it is possible to take calculative risks. Managing your people / workers is also a skill. Any business can not be built or expanded at worker's dissatisfaction. You must make them happy, for that train them, satisfy them. They are the backbone of your business. Respect them.

Many a times, woman also decides to withdraw herself after certain years of work. This should not happen as you grow with your business, you become expert of it. You must provide your expertise to those who need it. As I said before,

finance may not be the consideration all the time. Everyday is new learning; there is no fulfillment of your learning. You must not satisfy with your work as the craving for work will give strength to your urge to be more creative and innovative. I have experienced that the more you work, the more your mind get creative ideas. Satisfy only when your customers are satisfied. It is not a matter of happiness but of challenge one must face and be successful. When you are self – employed there is no time as such to ‘retire’ or sitting idly. Many of your hobbies like painting, swimming etc which you may have missed out in your busy schedule and you really wanted to do them; you may try them in your leisure time. That gives you immense happiness. When your profession itself addresses your passion, there is no such happiness in the world.

I have personally experienced the pleasure of working for myself. I never wanted to work for somebody. I have been my own boss. Any woman can do this. You need ‘quality hours and not quantity’. Have flexi-hours for your career. Do something unique, and

make the difference in the life of somebody.

From the Chief Editor's Desk:

Cricket – a game of Team work

“Talent wins game, but teamwork and intelligence win championship.”

For any championship to give winning performance is the ability to function as a team. One cannot depend on the star batsman or bowler in the team to constantly win matches. Every player has to contribute, and quite often one has to play the part of being the unexpected saviour of the team. Therefore each member has to be ready for that challenge. Effective teamwork is required for the triumphant performance of the game.

For any sports- team, to exist, you need a group of talented players, who work together to achieve a common goal of winning the match. There are 7 characteristics that individual members and the team as a whole needs to demonstrate in order to be successful. These can be described by the acronym:

C – Character

R – Responsibility

I – initiative

C – Composed

K - Keen

E – Enthusiasm

T - Trust

As rightly said, “Sports do not build character. They reveal it”. Cricket, or say any game has potential to build character of an individual, similarly to reveal the character. Participation in sports can build character, but it doesn't just happen, One must be intentional about it. Players need to demonstrate through their actions the values of sportsmanship spirit including respect for oneself and others, fairness, grace in defeat, humility in victory, and the virtue of self-denial. Wholesome of these qualities build the character of a player.

Responsibility means to have control over thoughts, actions, and feelings. It means recognizing abilities and power to make both good choices and poor choices. It also means to be accountable for the consequences of your actions.

Responsible players are reliable; they fulfill their responsibility and

do what needs to be done; they can't afford making excuses for their mistakes; they have to use good judgment; and exercise self-control.

When you are responsible it gives focus on demonstrating good sportsmanship. One should win with dignity and also lose with dignity.

Cricket is the game that requires taking initiatives on your own. Initiatives focus on the process of the group, rather than on the result or the destination. The group's initiative is one of the prominent factors that leads to the victory may it be making runs, taking wickets or even fielding. It should not be directed or led by the leader only. The captain's role is to support the group by facilitating and well-placing. Player must take initiative to contribute towards the game by reflecting on their actions.

When a player is composed he performs with a relaxed but powerful presence. He feels comfortable with wherever they are placed. They perform with passion and intensity and most of the time extremely success-driven. Sachin is the best example of composed mind

while on field. If you have composed mind, you can control your emotions. However, one has to learn how to generate composure on the field, or even under the most challenging moments!

Keeness is having intellectual quickness and insight. This is the skill required the most in cricket. Whether the player is bowling or batting, this is the skill he must perform to the fullest. One has to be agile like ball itself, and show sharp keeness for the game so as to exploit the run from every challenging ball.

Enthusiasm is the element that holds the team together. Most people participate in sport for the fun and enjoyment of the game. If the game is fun, you will be enthusiastic to play. Every player in the team needs to share enthusiasm and that is derived from the feeling itself to be part of the team. Each team member needs to have pride in the team as it creates group solidarity. Enthusiasm gives the team direction. The individual player and the team as a whole need to have enthusiasm to achieve the goal of winning the game. When a team is

united in their pursuit of a common goal they have good task cohesion too.

Trust helps team members to depend on each other and good teamwork is possible on trust. In cricket, the players need to depend on each other. When there is no trust, the members play as individuals for their own benefit leading to the whole team to be weakened. Trust is built when team members get to know each other and their abilities and commitment. It grows as the team practice together until and developed team has an almost instinctive feel for one another. In an effective sports team there needs to be trust between team mates, trust between the captain and players and individual players need to trust themselves and their own abilities. If one player does not trust himself or his abilities it often leads to failure.

In order to demonstrate these qualities team members have to play well over a series of matches. The overall performance of the individual player is therefore determined by performance of the team in matches and in that way the goals of each individual player

integrates with the goal of the team, finally emerging as triumphant team undefeatable for anyone.

DR.NIKHIL ZAVERI

DIRECTOR AND PRINCIPAL,

SEMCOM.

SEMCOM Updates:

Preliminary examinations

Preliminary examinations for SYBCOM, TYBCOM, SYBBA, TYBBA, SYITM, TYITM, 4th yr ITM were held in the beginning of the month. It has been the tradition of SEMCOM to hold preliminary examination to orient students with the pattern of the university examination. The exams started on 3rd march, 2011. All students performed with their best efforts in the examination. In Preliminary examination, students are trained to write papers of every subject as per the university examination. The results of preliminary examination show that they are all set to go for university examination. We wish them all the best for their university examinations.

Satyanarayan Katha

Spirituality increases the strength of concentration in a person's mind. With the same intent, on the eve of 10th March, 2011 students' council of SEMCOM arranged Satyanarayan Katha in the college itself. Faculty members and members of students' council attended the Katha. It was arranged

to wish the students luck for their exams and their welfare. Principal, Dr. Nikhil Zaveri and faculty members sought blessings from almighty for the better future of students and overall development of the students wherever they go in future.

Farewell

The literal meanings of Farewell are: Departure, Send-off, and Exit. But here, farewell is not just leave-taking or exit. Students, who have lived their lives at fullest in three years of graduation, are departing from the college. And college organized farewell for the final year students to wish them all the best for their university examinations and their future endeavours. The students of final year shared their feelings and their experiences of last three - four years stay at the college. Dr. Nikhil Zaveri, Principal and Director of the college, extended his best wishes to the students for their brighter future as he, having faith in his students, was sure that his students always bench their mark wherever they go. Mr. Sarvesh Trivedi, Vice-President of the students' council, and Dr. Yashashvi Rajpara, Staff Secretary,

also greeted students for their examination and motivated them to achieve their goals in life and reach the peak of success. Though wet, the eyes of the students were confident enough to face the challenges the real world soon. On behalf of entire SEMCOM family, we wish them all the best for their future endeavours.

Article

Cloud Computing and its Applications

The National Institute of Standards and Technology (NIST) says:

"Cloud computing is a model for enabling convenient, on-demand network access to a shared pool of configurable computing resources (e.g., networks, servers, storage, applications, and services) that can be rapidly provisioned and released with minimal management effort or service provider interaction."

Most IT departments are forced to spend a significant portion of their time on frustrating implementation, maintenance, and upgrade projects that too often don't add significant value to the company's bottom line. Increasingly, IT teams are turning to cloud computing technology to minimize the time spent on lower-value activities and allow IT to focus on strategic activities with greater impact on the business.

Businesses are shifting from the client-server model to the cloud computing model. There are still some concerns about the security of cloud based servers. The needs to store most of the relevant data

and access it efficiently is the main driving force behind many companies moving to the cloud.

Some Applications:

Cloud Backup

Some companies are working to move businesses backup and disaster recovery data to cloud servers. Because of the presence of security concerns with cloud servers, businesses want to keep a back-up of their important data to avoid any unexpected turn of unforeseen events.

Collaboration applications

Business firms have already been managing their email and PIM by managed service providers for some years now. Some of the most important areas of collaboration applications will be for: Email, File Sharing, Online Video and Voice Conferencing. The availability of solutions such as CRM, ERP, HR, and Finance and Accounting on cloud based servers means a decrease in up-front investment and other issues of in-house deployment.

Web Serving

The web servers, management tools, analytical and business

software are moving to cloud computing. Cloud based web infrastructure and software will save you a lot of money. Enterprises corporations are already benefiting by the low price.

Employee Productivity Applications

Applications used for improving employees performance and better reporting within the office is another type of cloud application being widely used at present.

Reference

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2. www.cloudtweaks.com, referred on 22nd December 2011
3. Practical Applications of Cloud Computing by Michael Vizard, accesses on 29th December 2011 on www.itbusinessedge.com

-Mr.Manish Sharda,

Lecturer,**SECOM**

Article:

Password Management

Since many of us are active web surfers it is very important to organize effective management of web account. Social networks, shopping and many others require strong complicated password. The password is an important aspect of the computer security. They are the front line for the protection of the user account.

Some of the more common uses of the passwords are : user level accounts, web accounts, voicemail password etc. The password can be one-time token also, i.e. dynamic passwords used only once.

We have so many passwords to remember that there users have the temptation to use same password everywhere. But of course it is not safe, because hacker hacks the password once and all your accounts are in danger.

There are certain rules regarding poor and strong passwords.

Guideline regarding Password:

➤ Characteristics of Poor Password :

- The password contain less than 15 characters.
- The password is a word found in a dictionary.
- The password consist of name of the family, friends, pets, birth date, address etc.

➤ Characteristics of the strong password :

- Contain both upper and lower case characters.
- Have digits (0-9) and Special Characters like !, @, #, \$, %, ^, &, *, (,), _+, |, \, ~ etc.
- At least 15 alphanumeric characters long.
- Are not word in any language or any personal information
- Password should not be written down or stored on-line.

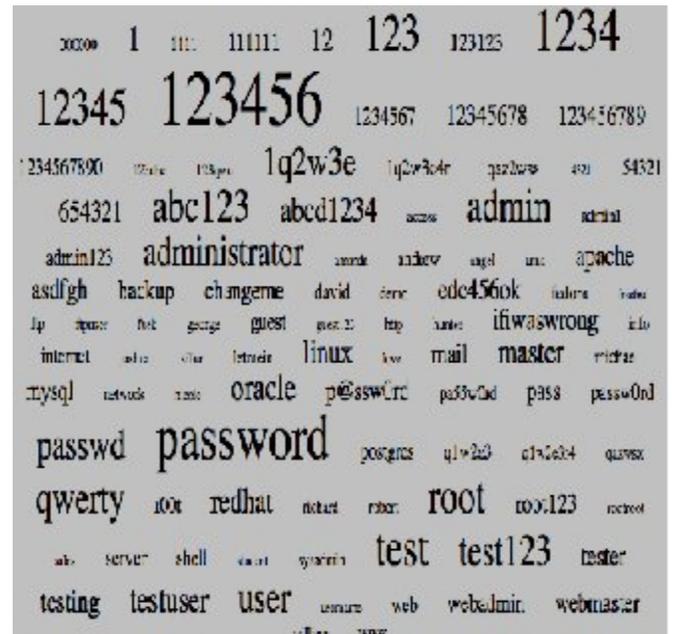
Password Duration:

Some policies require users to change passwords periodically, e.g.

every 90 or 180 days. Systems that implement such policies sometimes prevent users from picking a password too close to a previous selection.

This policy can often backfire. Since it's hard to come up with 'good' passwords that are also easy to remember, if people are required to come up with many passwords because they have to change them often, they end up using much weaker passwords; the policy also encourages users to write passwords down. Also, if the policy prevents a user from repeating a recent password, this means that there is a database in existence of everyone's recent passwords (or their hashes) instead of having the old ones erased from memory.

Requiring a very strong password, and not requiring it be changed is often better. However it does have a major drawback: if someone acquires a password, if it's not changed, they may have long term access.



The above picture shows some sample passwords used by administrator, if your password match with any one from above, than you have to choose more secured passwords. Because this passwords can be hacked easily.

So, user must follow the above given guidelines for creating the password which helps in protecting the user from unauthorized access of the account.

Ms. Gargi Shah

Lecturer, **SEMCOM**

Book Worm Club

Stories woven with Six Drinks

Author: Tom Standage

Book Reviewer: Mr. Jekin Thakkar

Book Review Presentation
Compiled by: Prof. Sunil V.
Chaudhary

The book *Stories woven with Six Drinks* authored by Tom Standage was reviewed in form of power point presentation by Mr. Jekin Thakkar at Book Worms Club meeting held on 7th April 2010. The compilation of the review is presented here.

Throughout human history, certain drinks have done much more than just quench thirst. Six drinks have had a surprisingly pervasive influence on the course of history during pivotal epochs—from humankind's adoption of agriculture and the birth of cities to the advent of globalization.

A History of the World in 6 Glasses presents a well documented vision of world history, telling the story of humanity from the Stone Age to 21st century through the lens of

Beer, Wine, Spirits, Coffee, Tea and Cola. Each drink is a kind of technology, a catalyst for advancing culture by which the intricate interplay of different civilizations is demonstrated.

The book is a history, along with a bit of technology, etymology, chemistry and bibulous entertainment.

After reading the book, you may never look at your favorite drink in quite the same way again!

TOM STANDAGE is business affairs editor at *The Economist*, where he oversees the magazine's business, finance, economics, and science and technology coverage. He is also the author of five history books, including *"An Edible History of Humanity"* (2009), *"A History of the World in Six Glasses"* (2005), a *New York Times* bestseller, and *"The Victorian Internet"* (1998), described by the *Wall Street Journal* as a "dot-com cult classic". Tom has written for other publications including the *Guardian*, the *Daily Telegraph*, the

New York Times and Wired, and is a regular commentator on BBC radio. He holds a degree in engineering and computer science from Oxford University.

BEER

One Egyptian tale credits beer with saving humankind from destruction. Ra, the sun god, learned that humankind was plotting against him, and dispatched the goddess Hathor to exact punishment. But such was her ferocity that Ra feared that there would soon be nobody left to worship him, and he took pity on humankind. He prepared a vast amount of beer—seven thousand jars of it, in some versions of the story—dyeing it red to resemble blood, and spread it over the fields, where it shone like a vast mirror. Hathor paused to admire her reflection and then stopped to drink some of the mixture. She became intoxicated, fell asleep, and forgot about her bloody mission. Humankind was saved, and Hathor became the goddess of beer and brewing. Versions of this story have been found inscribed in the tombs of Egyptian kings, including Tutankhamen, Seti I, and Ramses the Great.

SPIRITS

On a winter night in 1386 the royal doctors were summoned to the bedchamber of Charles II of the Navarre, the ruler of a small kingdom in what is now northern Spain. The king was struck down by fever and paralysis. His doctors decided to administer a medicine reputed to have miraculous healing powers, and made using an almost magical process: the distillation of wine. This wonderful new medicine could either be administered as a drink or applied externally to the affected part of the body. Its proponents believed it as a panacea. Working by the candlelight the doctors enveloped the king in sheets soaked with the distilled wine, hoping that the magical fluid would cure him. But the treatment went disastrously wrong: the sheets were accidentally ignited by a careless servant's candle, and the king instantly went up in flames. His subjects regarded his fiery and agonizing death as a divine judgment, for one of the king's final acts had been to order a dramatic increase in taxes.

COFFEE

One romantic tale tells of an Ethiopian goatherd who noticed that his flock became particularly frisky after consuming the brownish purple cherries from a particular tree. He then tried eating them himself, noted their stimulating powers, and passed his discovery on to a local imam. The imam, in turn, devised a new way to prepare the berries, drying them and then boiling them in water to produce a hot drink, which he used to keep himself awake during overnight religious ceremonies. Another story tells of a man named Omar who was condemned to die of starvation in the desert outside Mocha, a city in Yemen. A vision guided him to a coffee tree, whereupon he ate some of its berries. This gave him sufficient strength to return to Mocha, where his survival was taken as a sign that God had spared him in order to pass along to humankind knowledge of coffee, which then became a popular drink in Mocha.

TEA

According to Chinese tradition, the first cup of tea was brewed by the emperor Shen Nung, (2737-2697 BCE). Legend has it that he was

boiling some water to drink, using some branches from a wild tea bush to fuel his fire, when a gust of wind carried some of the plant's leaves into his pot. He found the resulting infusion a delicate and refreshing drink. He later wrote a medical treatise, the Pen ts'ao, on the medical uses of various herbs, in which he supposedly noted that an infusion of tea leaves "quenches the thirst, lessens the desire for sleep, and gladdens and cheers the heart."

SODA-WATER (DIRECT ANSCESTOR OF COCA-COLA)

Joseph Priestley, an English clergyman and scientist lived in 1760s next door to a brewery in Leeds and became fascinated by the gas that bubbled from the fermentation vats, known simply at the time as "fixed air." Using the brewery as his laboratory, he set about investigating the properties of this mysterious gas. He started by holding a candle just above the surface of the fermenting beer and noted that the layer of gas extinguished the flame. The smoke from the candle was then carried along by the gas, rendering it briefly visible, and revealing that it ran over the sides of the vat and

fell to the floor. This meant the gas was heavier than air. And by pouring water quickly and roughly between two glasses held over a vat, Priestley could cause the gas to dissolve in water, producing 'exceedingly pleasant sparkling water.'

During the 'cold war', with the endorsement of Harry Truman (the then American president), devised a colourless version of Coca-Cola. It was shipped to General Zhukov of Russia (who was Coca-Cola fan but was reluctant to be seen enjoying something so closely identified with American values) in special cylindrical bottles, sealed with a white cap and labeled with a red Soviet star.

MY VOICE:

Organization Development and Human Resource Development – The Engine of Organizational Growth

Organizations whether it business or non-business are people. Organizations are not the structure, they are not the procedures, and they are not the policies, not the rules, but they are people. Today's organizations have the huge challenge to operate in highly dynamic and fast changing environment. The speed of change in business environment is furious and it creates the problem of anticipating and benefitting from changes in business environment. Today's Organizations are also called learning organizations, where everybody right from low cadre personnel to high profile chief executive officer has to be on their toes, and willing to learn and improve their knowledge and skills through appropriate training and development programmes.

We are living in a highly competitive liberalized and globalized world. The Competition which the organization faces is not

confined to national boundaries. In such a dynamic business scenario there are both opportunities and threats. The challenge is of anticipating change in business environment and preparing to profit from it. The biggest asset of the organization is people. People are its owners or shareholders, stakeholders like its human resources, its customers, its suppliers, financiers, its distributors, the community, the media, and the government and hence people management is the crux of managing effective organizations. Human resource development is understood as initiating and managing change covering the entire organization with the object of raising human resources productivity, morale, willingness to change, organizational effectiveness and ultimately organizational performance in pursuit of its goals of customer delightment, customer happiness, customer retention, superior brand image and higher profitability and market share . The change initiated by OD programmes is not limited to change in method of working, or procedures or policies but it envisages change in organizational environment, its

culture, and covers each and every aspect of the organization.

- The organizations which operate under bureaucratic style have the benefit of orderliness, and smooth functioning. But the bureaucratic style is not conducive to rapid changes as it is procedure and rules bound. The need is to have organizations which can combine orderliness, procedures, and systematic approach of bureaucratic organizations with prompt and swift decisions and actions required of today's organizations. It is the human resources which can provide the competitive edge to the organization and hence Human resources training and development must be an integral part of the organization and well imbibed in its organizational culture. The gains of such an HRD approach are many but to state the few:
- Organizational environment of growth, creativity, innovation, improvement, excellence and willingness to change in case of need.
- Higher organizational productivity and profitability.

- Satisfied and Happy Customers and Employees.
- Better solution of organizational challenges and not problems.
- Continuous organizational growth, improvement and positive approach towards all aspects of organizational environment. Such Organizations are proactive to change rather than reacting to change.
- Progress is life and stagnation is slow but definite way to decline must be remembered by human resources and their respective management. Human Resources Development is the definite way to human resources and organizational progress. Sharpen your pencil here understood as human resources and their management before they lose their sharpness.

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Contributors:

“DRIVE” is regular monthly e-news letter published by SEMCOM. This e-news letter deals in all aspects of management, commerce, economics, technology and Humanities. It is open for all students, alumni, teachers and professionals dealing with above stated areas.

Your contribution in the form of research papers, articles, review papers, case studies are invited for publication. All papers received by us will be published after the approval of our Editorial Team.

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