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## Editorial Team:

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# DRIVE

## From Guest Editor...



**MR. SHEEL DHOLAKIA**

Creativity is essential for visualizing business scope, planning, initiating, and taking decisions and so on especially when the globe is the market and entire world is the customer group. You need to satisfy everybody and get competitive edge over others only by being creative.

Creativity does not mean doing something new; it may be doing things differently. It is making difference with positive impact on people so as to develop bond with the product.

There are players in the market who are already showing their creativity to withstand the competition and be different. Creativity is 'strong urge' in

oneself that whosoever has will not allow him to be but innovative. Creativity lies in all of us with varied degree. All may not be artistic but we all can be creative. And one must identify it and channelize properly.

One should be alert enough to catch that 'creative itch'. So that it does not remain on surface. It must be carved out to be seen as bigger perspective, making it more meaningful and valuable.

The one who is creative can use it personally, but not avail the worth of it. It can be made professional resource too. To be more professional towards creative instinct one has to focus on three aspects:

- Why creativity? Its relevance and value.
- What is creativity?
- How to become creative or more creative.

What is creativity?

Creativity is a leap into the unknown, the uncertain and often the unwanted area. Primary task of a manager is to manage his resources optimally.

## Why Creativity?

The first reason to be creative is the world is changing at different scale, speed and scope.

The second reason is that customers are also changing and they demand more choices. They have control and they bear more value of the business. There is a shift from material satisfaction to the psychic gratification. These all demand differentiation, customization and value addition and all of which require creativity.

Thirdly, markets are also changing. They are becoming more competitive. Companies will have to offer the best constantly and continuously. Organizations will have to create differentiation and value to strive and thrive. For this they will have to use creativity to the maximum. They will have to enable and empower creativity. They will have to learn creativity as professional resource.

## How to be creative?

One can be creative by several ways:

1. By asking questions which are different in nature. E. g. What is the opposite of yellow? What is the taste of anger?

How truth smells? How  
friendship is touch felt?

1. These questions do not have 'the answers' but it demands divergent thinking with multiple option answer.
2. Creativity reads between the lines.
3. It is not linear but requires lateral thinking.
4. It demands 'Riyaz – a practicing skill'.
5. It can be ignited and enriched
6. It is universal and human. Therefore it can be learnt, acquired and enhanced.

One can survive without creativity as animals do. But only creativity can give quality of life. i.e. human life. Use all sources – self, others and environmental – to be creative and go on without fear. You can conquer the world.

**Stay hungry! All the best!**

## From the Chief Editor's Desk

### Teachers' Training: Changing the Outlook:

With an aim to revamp entire education system, since last few years several reformations are brought in and the importance of teachers' training is accepted by all. The concept of teachers' training is becoming comprehensive idea now, and the need for it has become inevitable for several reasons.

Training for teachers is not considered as corrective measure for whatever deficiencies left in initial training, but it is a part of continual process in acquiring and updating knowledge.

Teachers' training exposes them to a variety of activities and practices that help them widen their knowledge, sharpen their skills and develop their professional approach.

If the training being imparted to the teachers is not useful to them then there is no use of it. The

modern education system requires teachers to have hands on technology use. Hence, the training must provide teachers exposure to technology and thereby making extensive use of it for creating teaching –learning material, networking with students, enhancing teaching – learning process, and for research activities.

Teachers do need training to know their subject and keep abreast of it as it is continuously developing. Teachers are intelligent; they pick up techniques and strategies by reading and observing and by and large through trials and error method. But this takes long time and students become their experiments. Thus, training to the point makes a teacher well prepared to cope with prevalent challenges.

Presently, I see several challenges faced by the teachers for which some training modules must be evolved:

- With information tsunami, the students and teachers

stand on the common platform where accessing information is quick and easy. Teacher's role is facilitating students turning this information into sound knowledge and further to wisdom so as to make them life long learners. Training on technology can help teachers do this effectively. The major challenge for which training can help is to sort and create learning material using various resources. The access to material is easy but turning it into useful learning notes is the job of a teacher for which effective training can be helpful

- The world has become wireless with the advent of technological tools. Students sitting in the classroom has access to the inter connected world. They access internet through gadgets they have. The challenge for a teacher is to manage the classroom in such a way that it creates

waves of interest among students. This will lead to wonderful classroom participation eradicating major problems of classroom management.

- The most important task of a teacher is professional development through research. A teacher must get training for various research methods and techniques to carry out research activities and disseminate them through reliable and reputed sources.

**DR. NIKHIL ZAVERI**  
**DIRECTOR & PRINCIPAL,**  
**SEMCOM**

## **SEMCOM Updates:**

### **ADMISSION COUNSELING:**

From March to June parents have something significant to worry about. This is the time when their children complete Class XII and are on the verge of embarking upon a new beginning, a new journey, and a new life that will decide their future career. This is also the time when they are perplexed about choosing the right course for their children and the right institute that will cater to their children's aptitude and special needs. For a successful career and life, students should find the right institute that will mould and prepare them to confront the challenges ahead, weather the storm, take a headlong plunge into the competition with the right spirit and come out unscathed. When they find themselves in the middle of nowhere, SEMCOM comes to their rescue by organizing Admission Counseling that will enable the parents and students to have a clear picture about

what they want and where they stand. The faculty members were actively engaged in Admission Counseling and it was a challenge for them to guide and counsel students to decide the best course of action.

The response and enquiries from the parents and students were overwhelming and were received from different walks of life and different places. The Admission Counseling began on 25th April 2011 and continued till 21st May 2011.

#### **ORIENTATION COURSE:**

The Orientation Course was conducted from 2nd May 2011 to 28th May 2011 and 10 faculty members participated with great zeal. It was conducted by UGC in the UGC sponsored Academic Staff College, Sardar Patel University, Vallabh Vidhyanagar. It served as a trumpet call to the teachers to reinvent themselves and to rediscover themselves to dedicate more of them to the noble profession of teaching. The learning experience was incredible. The different sessions

were taken by experts from various fields with great experience and long years of service.

#### **ADMISSION COMPETITIVE TEST (ACT):**

22nd May 2011 saw the dawn of a new beginning for a new batch of students. It was the day of Admission Competitive Test (ACT). The windy day gave an aura of solemnity to the atmosphere. Hundreds of students along with their parents thronged the campus for the entrance examination to BBA - General and BBA - ITM. It was a day of mixed feelings for the students who were eager to take admission in SEMCOM. Anxiety, apprehension, curiosity, enthusiasm, happiness were some of the tangible feelings on that day. There were eight panel with experts from different fields like industry and academia. It began at 9.00 a.m. and ended at 5.00 p.m. The unique committee set up on that namely the Academic Action Group and the Career Counseling Group interacted with the parents

and assured them of the success of their children in the days to come. The groups by interacting with the parents helped them dispel uncertainty and anxiety and to have a glorious hope of the future.

### **REFRESHER COURSE:**

The Refresher Course in Commerce and Management was conducted from 23rd May 2011 to 11th May 2011 in the UGC sponsored Academic Staff College, Sardar Patel University, Vallabh Vidhyanagar. Seventeen faculty members took part in the Refresher Course which had experts from various fields and departments. The course strengthened the fact that learning is a never ending process. The concept 'learn, unlearn, relearn' is very much relevant in the modern times because of the pace in which developments are taking place in the world. The faculty members were able to learn the latest trends in the fields of management, finance, marketing and commerce. The course

helped in ushering in a new world of thoughts, theories and best practices.

### **Reopening:**

After summer vacation the college reopened on 20th June 2011 for the first year students and on 23rd June 2011 for the other students. 20th June 2011 was a special day for the college, the day it saw the new batch of students arriving with apprehension, enthusiasm and great expectations.

### **Orientation Programme - Cultural Evening:**

The Orientation Programme for the first year students began on 25th June 2011. The Orientation Programme for each course was for two days. On the first day they listened to talks by experts, introduced to Vallabh Vidhyanagar and interacted with their senior students. On the day they had field trips. The Orientation Programme Culminated with the cultural evening on 4th July 2011 wherein the students showcased their

varied talents and skills and entertained the teachers with their wit, humour and talent.

## BOOK REVIEW

Bhupendra C Patel

Title of the Book: Principles of Management

Author: Dr Neeru Vasishth

Edition: 3rd Edition

Publisher: Taxmann Publications (P) Limited

ISBN Number: 9878-81-7194-550-4

PRINCIPLES OF MANAGEMENT by Dr. Neeru Vasishth a Comprehensive and Authentic Text Book on Principles of Management for B.Com, BBA, BCA, MCA, MBA, MIB, MBA Students. An authentic, simple & crisp presentation of subject matter. Management concepts have been explained in a lucid, pragmatic and student-friendly language. Extensive use of tables has been made to have a better understanding of the subject. The syllabus of major Universities/Institutes for B.Com, BBA, BCA, MCA, MIB, MBA are

covered. Each paragraph is distinctly numbered and starts with the relevant background of the subject. Long answer, short answer and multiple choice questions are framed to have complete grip over the chapter. Case studies are included to give practical insight into application of management concepts.

In present time of globalization and liberalization, where business enterprises are free to enter international markets, business managers must have complete knowledge of business management principles to withstand the international competition. In the light of changing economic scenario, the study of business management as a separate and distinct field of study is necessary to create managers who can efficiently run the business enterprises.

This edition of Principles of Management has been designed and written with a view to give the students of commerce an in depth knowledge and understanding of subject of

business management. This book has very well explained the nature of management and evolution of management theory from traditional to modern application.

The author could have been given the questions of past examinations of reputed universities and institutions of India. Even author could have been given cross references and bibliography for the further study to the students and managers of the organization to supplement their understanding and knowledge.

## **Article: Intellectual Property Rights And Technological Innovation**

### **SYNOPSIS:**

- 1) Introduction
- 2) The Concept of intellectual property
- 3) Scope and importance of IPR
- 4) Patents, Copyright, Designs & industrial know how
- 5) Technological revolution & IPR
- 6) Conclusion

### **Introduction :**

The concept of intellectual property is of recent origin. We are aware of physical property like a bungalow, which is tangible and visible. Intellectual property may not be visible and tangible, however very much valuable. This word has legal dimensions also. A commercial complex, machinery, furniture, jewelry etc. are the product of bricks, cement, iron & steel, wood etc. The intellectual property is the product of

intellectual effort and human brain. That is why it is called intellectual property. It has no physical shape but is very valuable. It is the product of human intellect. This is of recent origin .

The concept of intellectual property :

The term intellectual property or intellectual property rights has been very well known and recognized all over the world. This concept implies something created by human intellect. It is the out come of human brain. It is innovative, novel and distinct in nature. Like physical property, it has no physical shape. However, it is very valuable. It is not visible and is intangible.

This term covers patents, industrial designs, know how, copy right, trade marks and confidential information. Patents, designs and copyright are the product of intellectual effort and creative activity. The concept of patent is based on novelty inventive step. Designs cover novelty and originality of design not previously

published. Trade marks are based on the concept of distinctiveness and similarity of goods. Copyright is based on the concept of originality.

These concepts create some distinct thing which is protected in the form of property. The creators are given exclusive rights about this property. These rights create valuable property. These rights are recognized by law and protected by law. In India they are protected by (1) The Patents Act, 2005, (2) The Designs Act, 2000, (3) The Trademarks Act, 1999 and Copyright Act, 1999.

The scope and importance of IPR :

The rights attached to intellectual property has link with commercial and business activity. These rights deserve protection and legal remedies since they are used for business and there is generation of profit. That is why it has a value. The intelligent people bring out innovation and exploit it on commercial scale. The rights are thus created for patents, trade marks, copyright, designs, and

secret information and know how. These things are the creation of brain. They are not obvious and has some inventive step. There is distinctiveness, novelty and are creations of intellectual effort. These things have no physical shape like corporeal property. At the same time they are valuable. It is in the form of rights that it is being protected by law.

These things are called property, since like machinery they are applied in industry and commerce for earning profit. So for sole use it requires legal protection. Patent is a sole right to manufacture and sell an invention on a monopoly basis for twenty years. Registered designs (of various products) cannot be copied by the competitors. Trade mark can be used in business solely by the registered owner (a businessman) for his products only. He author of a book or an artist of a drawing gets the right to copy only by himself. Some body else cannot copy the same. These features of such things give them the status of property to be owned and enjoyed by the

creator. The owner has the sole use of this right and he earns super profits. This right is given to him as it is his own intellectual creation.

Patents, copyright, designs and industrial know how :

A patent is available to an inventor if (1) there is a novelty of product or process (2) there is an inventiveness, and (3) utility. This novel product must be capable of being produced and sold. The society should benefit in the form of new and better products and the inventor/manufacturer earns monopoly profits for twenty years. Copyright is the sole right to copy and produce again (by the creator/author). Copyright is available for original literary, dramatic, musical and artistic works, cinematograph films, and sound recording. Literary work includes computer programmes and computer databases. Designs are the features of shape configuration, pattern, ornament or composition of lines or colours applied to any article by any industrial process. A trademark is

a visual symbol in the form of a word, a device, or a label applied to articles of commerce with a view to indicate to the purchasing public that they are the goods manufactured or otherwise dealt in by a particular person as distinguished from similar goods manufactured or dealt in by other persons. In the modern times, the functions of a trademark are: (1) it identifies the product and its origin (2) it guarantees its unchanged quality (3) it advertises the product, and (4) it creates an image for the product. The trade mark should be easy to pronounce and remember, it should be easy to spell correctly, it should be short and it should appeal to the eye and mind of the customer. Industrial know how is knowledge developed by a businessman during his business which helps him in doing the business in a better way and maximizing the profit. He keeps it secret and used in his industrial or commercial activities. All the intellectual property rights are well protected by the state. For

misuse of a trademark, an injunction can be obtained by the owner of the patent. Damages can also be claimed for illegal use of a patent, design or a trade mark. Criminal punishment in the form of fine and imprisonment is also provided in the concerned laws.

#### **Technological revolution and IPR :**

Fast growth of technology has a direct bearing to the growth of intellectual property like patents and technical know how. By technological innovations and research, engineers and scientists find out new products and processes, for which patents are granted. This is true particularly in the industries like pharmaceuticals, machine tools, electronics and consumer durables. Research brings new designs of products. By research and development new types of products can be developed for which new trade marks can be obtained. Technology helps in creating new type of music, movies and artistic works for which copyright can be obtained.

Needless to say that by constant research and technological innovation companies like Honda, Glaxo, IBM, Samsung and Toyota find out new technical know how and develop their business.

#### **Conclusion :**

Intellectual property is the outcome of twentieth century. It is the creation of the human brain. Business people use it commercially to remain ahead in business and maximize profit. At the same time, society gets new and better products. All these rights are legally protected for the owner of the intellectual property. It benefits both, the businessman and the society.

## **MY VOICE:** The Qualities of a Good Writer

Ramayana and Mahabharata the two great Indian epics have such a narration, tale, story, morals, values and ethics that we hardly forget them. Bhagwad Geeta to me is the best management literature I have ever read and tried to understand. Lord Krishna performed the function of guiding, motivating, and mentoring Arjuna when he gave him a beautiful speech about ethics, moral values and importance of unselfish karma in human life. Lord Rama showed how the king (government) should take care of its people and Lord Hanuman displayed the qualities of courage and wisdom and what it takes to be a true devotee.

The important part of this epic's is that they carry message for mankind about what is good and what is bad. They have detailed description of ethics, values, morals and good human conduct in any situation. These epics are able to invoke attention and interest of people and have

plenty of wisdom to nurture and nourish human character to greatness. The qualities required to be a good writer or author are:

- **Objectivity:** According to me the good writer has to be objective and totally unbiased devoid of his or her prejudices.
- **Message:** Each article or story must be able to create interest and get attention of readers. The write up must carry some moral or ethical messages. The good example is books like panchtantra, jatak tales, stories of Tenalirama, Birbal and Akbar and many more.
- **Characterization:** The story must also have strong characters with which people can identify themselves with. The characterization must be able to invoke emotions of people either of approval or disapproval, happiness or sadness. The qualities of lord Shiva who consumed

poison when all were running after amrut (a drink which conquers death) shows his greatness.

➤ **Contemporary:** The article or story must have something with which people can identify themselves with. The article may reveal about the current problems faced by people and its solution or may dwell on things of interest to people which affect their day to day life. The story need not be an autobiography of current life style of people depicting their problems, sorrows, challenges or their riches, their prosperity and the way to success but most importantly it must teach and persuade people about the importance of good ethical conduct and using tact and common sense in the most trying situations.

➤ **Commerce or Business:** Now a day almost everything

has become business and a tool to earn money. Business or making money is good but it should not be at the cost of values and ethics. A good writer always exercises his or her discretion and will not write just to please people and make money. Good writers must guard themselves against use of derogatory language and obscene content. They must not write something which hurts the religious sentiments of people. Articles, stories, scripts and art forms like dance, drawing, drama, cinema are not only to portray current conditions and problems of people but most importantly they must guide, entertain and educate people about desirable human conduct and the importance of values, ethics, intelligence, socialization and common sense in our society, which is facing the problem of corruption, dishonesty,

character assassination and abuse of power and authority.

- We the people: It is we the people who constitute family, society, city, nation and world. The word we have lot of strength and power and can create good environment devoid of crime, corruption and dishonesty. We can create a progressive nation built on the foundation of moral values and ethics, provided we take initiative and work towards it. The word We also symbolizes the alphabet V which stands for victory, but then the word we requires a unity of vision, mission and objectives in pursuit of worthy goals of powerful self reliant economically developed and morally sound nation. A good writer must contribute to the cause of good of citizens, nation and world at large by promoting the cause of energy and water

conservation, environmental awareness and educating people about good social issues like healthy diet, regular exercise, meditation, prayer and significance of spirituality in our life. A writer can do a lot more than merely writing stories, a writer can change the destiny of people, nation and world for good, but then honesty, integrity, and adhering to the principles of being unbiased, objective and working to the good of humanity is expected of good writer.

**Sunil V. Chaudhary**

**Faculty, SEMCOM**

## **BEING: Beware of Trains - Especially Indian**

Beware of trains. No, it does not say or mean that be careful while crossing tracks. It does not say that a person has to be careful on platform while waiting for trains. It is about your journey in trains. Whether your journey is short or long, you'll face this situation. Train is the place; in fact it is the only place, where you find all types of different characters at the same time and same place. Observing different characters gives you immense pleasure that you never come to know how three, four or five hours passed. But sometimes while observing them you listen to some words which can change your view towards the life we have been given.

You find "A person" in train, who is not bothered about anyone. Such a person would come and occupy his/her seat and will sit there silently without reading, without listening to music or without talking to anyone. These kinds of characters mostly sit at the window seats or if they fail to

grab window seat, they would go and adjust themselves at door. From their faces, it seems that they might have heard some harsh words from their bosses. And they always hear some harsh words. They are not happy with the job they are doing but, somehow for the responsibility of family, they have now accepted the situation. Mostly, you find this quality in regular commuters, who, because of lack of confidence in talking with people, could not make good friends in commuting community. Their only concern is solved. They are not harmful at all. Normally it's a belief that regular customers do not give seats to sit, but these characters, if you request them politely, can give you one fourth of the seat to sit.

Some characters are such that they involve everyone in their topic. They enter in the compartment in a way that they have been travelling in this train for past so many ages. After entering the train, very firstly, they would change the atmosphere. If fan is off, they would on it and if

it is on, they would off it, but in any case they would not button their first three buttons of shirt. Immediately after that, they would start cursing Indian Railways and Indian Government for the condition of trains and force others to talk on that. I do not know but in the same compartment there always have been found a person who would not agree on his point and will discuss the matter till last destination. Sometimes I think that they might have pre-decided the talk for our interest. One more thing, the person who would curse Indian Railways and Government for hours and hours, will always travel in these trains and particularly in second class. Sometimes they can be harmful for your ears, if you are not habituated to "Beep" words. Though you are busy with your work or reading, all of a sudden they call you and ask your opinion about the debate. And you are in fixed, whom to support. In anyway, they provide a good entertainment.

Aunties: they ask your bio-data, when you are sitting beside them, as if they are your bio-data for her daughter or son. They would ask your every minute detail. And believe me, there is a person in their relation somewhere, who is doing far better than whatever you are doing in your life for surviving. Moreover, they can also take your phone number even in a short journey of half an hour and later on can call you for some work. \* Conditions apply: All these things happen, if they are traveling alone. If they have someone in travelling, then you would become a person who is constantly disturbing them, as they cannot talk their private talks in your presence.

Apart from these characters, there are thousands of characters also. And we do fall in one of those categories. To find out our category, we need to observe ourselves also. And all these characters reflect one or the other traits of our characteristics. When we see these characters, we do not ever think about them and their words, but sometimes

they tell us something very essential things of life, which help us building, rather moulding our own characters.

"If I look at my life and count the hours I've lived on earth, then I would come to a conclusion that I've lived half of my life in Indian Trains." A passenger, who falls in first type of category, once told me this line during my journey when I requested him to give one fourth of the seat to sit. At first glance, these are just few words spoken by a passenger, but the words are significant. We do not know how we spend our entire life in achieving something. We can't cherish the beauty of other stations in our journey as we constantly think about our destined station. The day we start cherishing these stations (some bigger stations and some small stations), we won't even come to know how restless the journey was.

**DIPEN BHATT,**

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### **Contributors:**

"DRIVE" is regular monthly e-news letter published by SEMOCM. 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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