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Editorial Team:

Chief Editor : Dr. Nikhil Zaveri
Managing Editor : Ms. Nishrin Pathan
Executive Editor : Ms. Hepzibhah Mary
Technical Editor : Ms. Reshma Pathak

DRIVE

Guest Editor's Note:



**General Physician, Cardiologist,
Rotarian, Anand**

Should Euthanasia be made legal:

The term EUTHANASIA is derived from Greek words: EU – GOOD; THANATOS – DEATH i.e. ending life in a painless manner. EUTHANASIA is defined as intentional killing by act or omission of a dependent human for his or her alleged benefit. The keyword here is “intentional” because if death is not intended then there is no act of euthanasia.

Types of Euthanasia:

Active Euthanasia: In Active Euthanasia a person is killed by injecting lethal substances/drugs.

Passive Euthanasia: In Passive Euthanasia ongoing medical treatment is withdrawn with the deliberate intention of causing the patient's death. Taking patient off ventilator, dialysis machine are examples of Passive Euthanasia.

Voluntary Euthanasia: When euthanasia is done with consent of a patient, it is called Voluntary Euthanasia. It is legal in Belgium, Netherlands, Switzerland, the United States of America – Oregon, Washington.

Involuntary Euthanasia: Here consent is not available from patient as it is not possible. Patient

who is in a coma is an example. The decision of euthanasia is taken by the relatives of the patient.

Physician Assisted Suicide: Here the patient ends his or her life with the assistance of a physician.

In Active Euthanasia “something is done” to end a patient's life; in Passive Euthanasia “something is not done” that would have preserved a patient's life.

Scenario in India:

Euthanasia in India was quite in news in reference to famous Aruna Shanbaug case. She was a Staff Nurse in KEM Hospital, Mumbai. She was attacked and sodomized by a sweeper in 1973. The sweeper then wrapped a dog chain around her neck and yanked her back with it. She slipped into comatose condition. The staff of KEM Hospital cared with a lot of compassion for 37 long years to keep her alive. NO BEDSORES IN 37 YEARS! Ms. Pinky Virani – a socialist who had written a book on her moved the court for euthanasia for Aruna. The staff was upset with Ms. Virani as they were taking care of Aruna with a lot of compassion. They felt Ms. Virani was nobody to ask for euthanasia. Ms. Pinky Virani lost the case.

Should Euthanasia be made legal?

In India any type of euthanasia is illegal. Euthanasia has lots of moral, social and emotional implications. The debate is on whether euthanasia should be made legal or not.

Proponents of legalizing euthanasia argue that

1. There is no point in prolonging the agony of the family if the patient's condition is hopeless and vegetative.
2. If patient had expressed his or her desire prior to his or her illness not to be put on life support, should it not be respected?

But there are more issues if euthanasia is legalized.

1. God creates life and only God can take away human life. Human being cannot play God
2. The system of having an authentic ethical committee to decide on the relative's

desire for euthanasia is not only lacking but may not be feasible. (India)

3. There is a strong possibility of conspiracy between doctors and relatives to end patient's life to get the inheritance.
4. There have been many instances wherein the patients dismissed of as hopeless cases made a miraculous recovery. A decision of euthanasia in such cases would have been disastrous. (Forces beyond medicine)
5. Some family members do not want to shoulder tough responsibility of taking care of patient and hence may resort to this (if it is legal).
6. The modus operandi of creating law in India is always questionable.
7. If attempt to commit suicide is illegal, how could one think of making euthanasia legal?

From the Chief Editor's desk:

Dramatics: Skills for Communication and Articulation

Dramatics are the expression of the action or emotion associated with drama or theatre and they are arresting or forceful in appearance or effect. Though the word is closely associated with drama and theatre, it is an integral part of day-to-day life. Dramas were written and enacted to provide an escape from the harsh realities of life. For a common man enmeshed in the mundane activities of his life, the need to create a fairy tale out of it became strong – the reason for the immense popularity and success of dramas. With passage of time dramas were perfected, polished and made tailor cut to suit the needs of the society and time in which they were enacted. When this happened, dramatics also went under the knife to emerge as one of the most important intricacies of dramas.

Dramatics has become one of the most sought after characteristics for the success of a play. One has to be very creative and innovative to make dramatics impeccable and relevant for they are based on the need to create something new and to be creative. A Chinese proverb goes like this: "Tell me and I will forget. Show me and I will remember. Involve me and I will understand". This is where dramatics come into the picture. Dramatics enable students to be creative which in turn makes them more assertive, convinced, articulate and vocal. With the emergence and dominance of these basic qualities, students are egged on to learn and take part in dramatics. With these new turns the importance of dramatics has reached a new level by becoming a central part of academic curriculum.

With the induction of dramatics into the academic syllabus, the perception of dramatics among students has taken a new meaning and dimension. It has mooted the creativity, problem solving skills, communication skills, public speaking skills, the art of articulation, self-control, positive and confident self-image, discipline, tolerance, empathy and team work, among students. Dramatics have proved to be a supplement to the spoken language by

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providing the outlet for students' emotions, dreams and thoughts. Because of the outlet the urge and the need to bring out their feelings become stronger thereby improving their communication skills and the art of articulation. Participation in dramas gives students the opportunity to discover and rediscover their personality, identity and individuality, to explore new terrains, to identify their aspirations and dreams, to have new approach to problems and challenges, to have new perception of the world around them and to put themselves in the shoes of others.

Such prospects assist students in having a new and better understanding of themselves, the world and the people around them. This extensive comprehension makes the students fearless and confident to voice their opinions and communicate their feelings in a persuasively and forcefully. This is an important factor in the present age, an age that is determined by unrelenting focus on information, accuracy, speed and competency. To be abreast with the progress of the world one needs to perfect communication skills and the perfection of communication skills brings another added advantage – the art of public speaking. Communication skills and public speaking go hand in hand for they are very much required to make a mark and to leave a foot print in the world. These two practical aspects make a man more convincing, assertive, bold and persuasive in his communication.

Dramatics empower students to discover and explore new roles, identify themselves with the roles, and learn to look at the world through the eyes of other people. This is of immense value since students learn to master language to communicate their thoughts effectively and efficiently. It happens because while enacting a drama students need to talk aloud to the audience and convey their frame of mind to the other co-actors. Because of these requisites, students try to experiment with language in different situations. Initially they may falter, but with passage of time they will acquire mastery thereby improving their communication skills.

While students communicate their ideas to others, both the audience and co-actors, they also attempt to tackle a particular situation in a drama for which it is very essential to develop and master communication skills. Through these situations students learn to articulate their feelings and thoughts which are then communicated. This helps in cultivating social skills and interactive skills which further augments communication skills and the art of articulation. Enacting a drama teaches many new words to students whose vocabulary is enriched. Enriched vocabulary aids in effective communication skills and makes students self-assurance to give voice to their ideas. With the improvement in vocabulary students' fluency is given a boost which in turn develops clarity of speech, sound and vocal expression.

Dramatics foster students to combine imagination with the spoken language which can have tremendous impact on the vocal expressions. Dramatics stir the within of students through its strong feelings and emotions when they play a characters. They become one with the characters that they enact and when they get into the shoes of characters and listen to other characters in the drama, they are coaxed to portray powerful ideas through words and voice. Dramatics promote communication in students by enabling them to use words that they have heard and also listen to the other characters intently in order to understand what is being said. Because of intent listening, the compelling need to be understood by others set the students thinking to come out with the right word at the right situation. So students learn the right communication for the right occasion.

Dramatics not only improves verbal communication but also develops nonverbal communication. Nonverbal communication can convey hordes of meanings to different people in different situations, culture and location. And hence it is equally important to perfect one's nonverbal communication. Students learn this when they enact a drama in the presence of a versatile audience they are conscious about their bodily movements. Above all bodily language displays strong emotions and feelings and this accentuates

the verbal communication. Dramatics are powerful to pull students from their shells and make them realize the immense potentials of communication and articulation for they are propelled by the human need to reach out to other human beings.

For students who are shy, timid, less confident, withdrawn and introvert, dramatics are the best options to bring them out and make them feel connected to the world and people around them. Expressive language is fostered through participation in dramas and thus one can conclude that dramatics have intrinsic and extrinsic value that can work wonders in students.

By:

Dr. Nikhil Zaveri

Director & Principal,

SEMCOM.

SEMCOM updates

Fine Arts Competition:

Fine Arts Competition was organized on 19th and 20th July 2012. The judges were Mr. Kanubhai Patel, Principal, CVM's College of Fine Arts, Mr. K. C. Patel, Principal-in-Charge, CVM's College of Fine Arts, and two Assistant Professors from CVM's College of Fine Arts namely Mr. Krishna Padiya and Mr. Piyush Thakkar were the judges and the coordinators were Ms. Komal Mistry and Ms. Priyanka Nair. More than 190 students took part in various events like Poster Making, One the Spot Painting, Cartooning, Clay Modeling, Collage Making and Rangoli. Vishal Patel (TYBBA), Mitesh Patel (TYBCA), Reetika Chandel (4th Year BBA – ITM), Shruti Durgannavar (FYBBA – ITM), Palak Patel (4th Year BBA – ITM), Pooja Khanpara (SYBCom A) were some of the winners in different events. All the art items were displayed in the art gallery of CVM's College of Fine Arts on 21st July 2012 for public view.

Blood Donation Camp:

On 25th July 2012 Blood Donation Camp was organized by the college in the library in association with Red Cross Society, Anand, to commemorate Kargil Day which is celebrated as Vijay Diwas. 186 bottles of blood were donated by students and faculty members for which Mr. Binit Patel was the coordinator.

Patriotic Song Competition:

To instill feelings of patriotism in students, SEMCOM organized Patriotic Song Competition on 26th July 2012 for which 350 students under solo and group categories registered out of which 120 students were selected for the final competition. The judges were Mr. Urmil Desai, a renowned musician and Mr. Abhilash Mehta, a renowned music composer. The coordinators were Mr. Sarvesh Trivedi, Dr. Shuvasri Das and Ms. Palak Patel. Under the solo category Swar Y. Pandya (4th Year BBA – ITM) and Kunal J. Vaishnav (FYBBA – ITM) secured the first and the second prize respectively. 4th Year BBA – ITM and TYBCom A

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were the winners in the group category. On the same day Tri Colour Competition was organized which saw the students dressed differently with the three colours of the Indian flag.

Tree Plantation Day:

Tree Plantation Day was on 31st July 2012 wherein 500 saplings were planted by SEMCOM students in two primary schools in the village of Shihol. 60 students took part and Mr. Sunil Chaudhary, Mr. Pratik Shah and Ms. Rina Dave were the coordinators.

Workshop on Essay Writing:

Shri Ram Chandra Mission in partnership with United Nations Information Centre for India has organized All India Essay Writing Event for which participation from students is invited. The topic for the Essay Writing Competition is "What lies behind us and what lies before us are tiny matters compared to what lies with us". Hundred students had registered for the competition. To make known the intricacies of essay writing, a workshop was conducted in H. M. Patel Career Development Centre in two sessions. The first session was taken by the Director, Prof. R. C. Desai, who explained the topic and the second session was taken by the Assistant Director, Ms. Chitra Ramesh who talked about the requirements of a good essay. The students were taken in two batches and the workshop was conducted on 30th and 31st August 2012. The coordinators were Ms. T. Hepzibah Mary and Mr. Dipan Bhatt.

Workshop for Theatre:

To make students more aware of acting skills and the requirements of a good drama a workshop for theatre was organized from 6th to 8th August 2012 at Students' Hall for which Mr. Mukul Naag, Film and TV actor was the guest speaker. The theme of the workshop was "Theatre Workshop to Enhance Business Communication and Articulation wherein 40 students participated. Mr. Dipan Bhatt was the coordinator.

Intercollege Football Tournament:

Intercollege Football Tournament was organized from 6th to 9th August 2012 by Sardar Patel University which saw the participation of 22 teams. SEMCOM team won the championship.

Workshop for Smart Eye Photography:

99 teams had registered for Smart Eye Photography Competition for which a workshop was organized on 8th August 2012. Mr. Rakesh Nair, Senior Photographer, Times of India, was the expert who taught the intricate techniques of photography, the requirements of a good photograph, how to click photographs and how to frame photographs technically. Dr. Shuvasri Das, Dr. Vigna Oza, Mr. Vismay Shah and Ms. Hiral Patel were the coordinators.

Janmashtami Celebration:

Janmashtami was celebrated through Matkifod on 9th August 2012 and was organized by the Students' Council, Mr. Nilay Vaidya, Vice President, Students' Council and the Staff Secretaries – Mr. Ankur Amin and Ms. Ami Trivedi.

Ad Making Workshop:

Workshop for Ad Making Contest for the first year students who had registered for the event was organized on 13th August 2012. The workshop was conducted by former students of SEMCOM – Abhay Joshi and Nilkanth Ray. They explained to the students how to shoot a commercial advertisement, how to frame the scrip and the requirements of good team.

Book Review:

TEACHER EDUCATORS: Their

Academic and Professional Profile -

Susandhya Mohanty

This book deals with academic and professional background of Teacher Educators working for Teacher Education improvement. A detailed discussion has been made on theoretical perspectives of Teacher Education with special reference to its aims and objectives, pre-service and in-service Teacher Education including various modes of teacher education. The writer has dealt with the historical perspectives. This work is mainly a by-product of the author's study on academic and professional characteristics of Teacher Educators, working at the elementary level. The findings of the study, she has conducted, throw light on various aspects of Teacher Education. The suggestions given in this work on the basis of her findings are quite enlightening and useful for solving many problems and issues standing in the way in the field of management and development of teacher education.

Contents of this book include:-

Theoretical perspectives of Teacher Education;
Historical perspectives of Teacher Education;
Studies on Teacher Education; Teacher Educators;
Teacher Educators: Background and Characteristics;
Conclusions and Appendices.

The first chapter deals with Theoretical Perspectives of Teacher Education. While introducing the core of the subject, the author describes Teacher Education vis-a-vis quality of education, meaning of Teacher Education, aims and objectives of Teacher Education, objectives of pre-primary Teacher Education, objectives of Teacher Education for primary and secondary stages, types and modes of Teacher Education (pre-service and in-service teacher education) etc.

In the second chapter while discussing the historical perspectives of Teacher Education she narrates the Teacher Education in pre-independence era and after independence. She gives detail history of development of Teacher Education in Orissa before and after independence.

The third chapter contains previous studies on Teacher Education. After discussing the need and importance of review of literature, she reviews related research literature. Among them are Arora and Chopra (1969), Banarejee (1967), Sharma (1970) Arora et. al. (1974), Dasgupta (1977), Hemambujam (1983), Goyal and Chopra (1984), Saran (1975), Sethramu and Usha (1984), Seetharamu and Manvikar (1986), McCulough (1992), Reynolds (1992), Davidman (1993), Mohanty (1998), and Jena, et.al. (2001).

She also discusses the National Policy of Education (NPE 1986 and Programme of Action (1992), the Eighth Five Year Plan (1992-97) and Ninth and Tenth Five Year Plan (1997-2007).

The fourth chapter deals with her research design. In this chapter she gives the rationale of the study, objectives of the study, delimitation, operational definitions, (Academic and professional, Profile etc.), method, sample, research tools, its validity, collection of data, its tabulation and analysis.

In the fifth chapter, background and characteristics of teacher educators are discussed. The author gives demographic characteristics of teacher educators by age, sex, religion, caste, their rural-urban back-ground, health status, marital status, family size, academic background, academic qualifications, role reference, their publications, presentations of papers and hobbies. In professional characteristics, teacher educators by rank, experience, and time spent on performing different activities. In-service training programmes are discussed in detail. Teacher educators' attitude towards internal variables is given in various tables. Their membership in professional associations is also tabulated. Their visit to foreign countries, their research studies, and experts' views on elementary education programmes are given in detail. At last she highlights on participants'

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observation and in-service training courses for teachers capacity building.

The last chapter concludes her research. Major findings are categorized in three groups: demographic, academic and professional. 11 findings are demographic, 13 findings are academic and 37 findings are professional. 26 major opinionnaires are given in various sub-sections.

The major recommendations suggest uniformity in recruitment of teachers, in promotion, to fulfill shortage in S.T. Schools, increasing co-curricular activities, increasing the academic level of DIET professors, (teachers), increasing research work in DIET, better facilities to conduct Action Research and their publication, increasing library and laboratory in DIETs and ST schools, need of improvement in practical examination, appointment of Principals in DIETs. As per guidelines of NCTE and DIETs should be established in all the districts, innovative and development projects should be organized, quality of teacher educators can be improved by workshops; adequate supervision and monitoring of DIETs and ST schools, co-curricular activities should not be organized merely as annual rituals but innovative programmes should be introduced. Evaluating system also requires improvement. Their service conditions need to be improved.

It is desirable to appoint Teacher-Educators with Post-Graduate Degrees as per the NCTE norms. Incentives should be provided for conducting research, particularly action research in ST schools and DIETs. Since 33 percentage of Teacher Educators are in teaching and research, they should be provided with adequate activities for their professional growth.

Since the percentage (DIET-12% and ST-6%) of teacher educators is small, it is better to encourage them to write articles and books for their professional growth.

Teacher Educators may be encouraged to develop that would help their cognitive, affective and psychomotor capabilities. It is essential to rational their work load for better mental health and service conditions. Induction courses should be organized for Teacher Educators at least within 3 to

6 months of their appointment. It is necessary that all the Teacher Educators of DIET as well as ST schools should be given equal opportunities for their participation in different in-service one type of Teacher Education Institutions at the elementary stage.

The findings of the study throw light on various aspects of Teacher Education, of India in general and of Orissa in particular. This book will no doubt help the teachers, Teacher Educators and Research.

Critical Analysis:

The book 'Teacher Educators' by Susandhya Mohanty deals with the academic and professional background of Teacher Educators working for Teacher Education improvement. A detailed discussion has been made on theoretical perspectives of Teacher Education with special reference to its aims and objectives, pre-service and in-service Teacher Education including various modes of teacher education. The writer has dealt with the historical perspectives. This work is mainly a by-product of her study on Academic and professional characteristics of Teacher Educators, working at the elementary level. The findings of the study, she has conducted, throw light on various aspects of Teacher Education. The suggestions given in this work on the basis of her findings are quite enlightening and useful for solving many problems and issues standing in the way in the field of management and development of Teacher Education.

The major part of the book contains profile of background and characteristics of Teacher Educators of Orissa which may be useful to that particular State.

Her major findings are grouped under demographic, academic and professional division.

The findings and recommendations suggested by her will be useful to teacher educators, policy-makers, administrators, scholars, students trainees and people at large.

BY:

MS. REENA DAVE

LECTURER, SEMCOM.

Article: Intellectual Property Rights and Technological Innovation

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 and 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.

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 outcome 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, trademarks 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. Trademarks 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.

DRIVE AUGUST 2012

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 value. The intelligent people bring out innovation and exploit it on commercial scale. The rights are thus created for patents, trademarks, copyright, designs, 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. Trademark can be used in business solely by the registered owner (a businessman) for his products only. The author of a book or an artist of a drawing gets the right to copy only by himself. Somebody 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

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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 trademark 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 a secret and uses it 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 trademarks can be obtained. Technology helps in creating new type of music, movies and artistic works for which copyright can be obtained.

Needless to say through 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.

BY:

DR. SUBHASH JOSHI

LECTURER,

SEMCOM.

ManageAnt:

**STRATEGIC SUPPLY CHAIN
MANAGEANT: A TOOL FOR BUSINESS
TRANSFORMATION:**

Management is a problem solving process of effectively achieving organizational objectives through the efficient of scarce resources in a changing environment.

This definition envisages the following. (1) It is a problem solving process. (2) It is concerned with the efficient use of scarce resources. (3) It requires coordination of all the functions and diversified efforts. (4) It is aimed at achieving certain objectives. Therefore, this requires coordinated efforts of all the segments of the organization (Business firm). This philosophy is embodied in the tool called "Supply chain Management".

Here, we put the ideas about supply chain management and how it works in the competitiveness of the world. We know that, supply is related to the products which customers want. But supply chain which is related to how businessman can do the best supply to customers. For that easier supply, they have to look for establishing channels to distribute the products to the customer as per their requirements. So far distribution point of view and customer's satisfaction's point of view, every business person has to develop supply chain management. So they can supply products to the end customer with customer's satisfaction point of view. It is because the customer is the king of the market and the whole market is established and survives for and with the customers only. Otherwise, there is no need to establish any kind of business.

Global competitiveness today means that the customer is supreme. All Business Organizations are working hard to survive in this new competitive world. They strive hard to evolve strategies to maintain the position in the market by working in the best interests of the customer and his satisfaction. If customers are satisfied with the

distribution of product then they can establish their position in the market. So, here we say that customer is supreme for any Business Organization.

Supply chain management is one such effective methodology and presents an integrated approach to resolve issues in sourcing, customer service, demand, flow and distribution. With this integrated approach, we can get the results in the form of reduced operational costs, improved flow of supplies, reduction in delays and distribution and increased customer satisfaction.

So with the above explanation we can say that, supply chain management is directly related to the customer's satisfaction. It also talks about the importance of time to the Company's competitiveness and the constant trade-off between time and price.

We know that in today's competitiveness, only those enterprises and industries which can supply good and satisfy customers will have high success ratios. Because, in all aspects customer is the supreme factor for the companies to get or to achieve the highest success ratio with the help of satisfied customer only. The enterprises are able to provide goods and services but at the same time they have to provide timely cost effective services and also provide quality products to the customers which not only satisfy them but also delight them in the global competitiveness.

As we know that if customer is not satisfied with the goods and services provided by the enterprises or industries, then it will have adverse effects on the business. If supply chain management does not work effectively that will directly convert to the dissatisfaction of the customer because customer did not get the proper goods and services as well as a quality product on time, then it will directly affect the business. That loss is suffered by enterprises because of lack of supply chain management.

In today's era, we can understand that the velocity of business depends on factors both within the enterprise and the environment outside. So the challenges to the manager are to see how he can

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increase the velocity of transactions within the organization by creative planning. To achieve this, an effective instrument is the use of Information Technology. If the manager wants to expand his business in the competitive world then he has to have the main focus on customer and how to supply the customer on time by giving or providing good services and quality product. If he wants to achieve more information regarding supplies and inventory levels in the buyers' enterprise, he should make use of Information Technology to improve in supply chain management. If the information network is extended to cover the suppliers also, then it is possible to realize the situation where the suppliers are directly in touch with the stock levels and inventory levels in the buyers' enterprise and can plan and supply accordingly. Perhaps the fundamental issues in supply chain management are in the constant choice between time and price. When there is a choice between time and price, we must give priority to time because time is the most valuable resource and in every procedure for supply there should be focus on how quickly this can be managed. Another important and valuable aspect is a creative and innovative outlook to the entire issue of supply chain management which can be nurtured only by building within the enterprise a culture of innovation.

While talking about Information Technology, so we can consider that modern technologies like internet should be effectively utilized to provide new opportunities for better supply chain management both in the terms of locating vendors as well as customers.

BY:

DR. VIGNA OZA

LECTURER,

SEMCOM.

Being: Where We Stand as a Human

Being? : Let's Play Snake & Ladder

Recently SEMCOM celebrated Janmashtami. To celebrate the festival SEMCOM organized MATKI FOD competition among students. It reminded me about the competitions and games we used to play when we were children. All these childhood games taught us different values of life. The games, rules and regulations, were formed to develop healthy relations among friends and relatives. They also teach sportsman spirit among people. In MATKI FODI, people form three – four floors of humans to achieve their goal of reaching MATKI. People take their positions on the shoulders of the people who make the base. Similarly, they make the formation of other floors as well. In this game, people have to have faith in the people who are below them. It teaches us to keep faith in others and trust them that they will not harm us, until we harm them. Likewise, other games we used to play in childhood teach us different lessons of life.

All most all have played marbles in our childhood. In the game of marbles, there are different varieties, which help children to focus on a particular thing. Simultaneously, mathematics of a person can be improved. Profit and loss were first learnt by a person in this game. "I came to play with 15 marbles and now after playing 10 games I have 20 marbles, it means I have the profit of 5 marbles after 10 games."

Chinese Whispers is a unique game which was played in different regions of India having different names. Some also call it Telephone, where they pass message in one person's ears and the other, and that is how it continues. This teaches a person voice clarity, even at the time he/she is speaking low. It, even, teaches different aspects of communication. How a message gets distorted and lost because of less attentiveness of the listener and mispronunciation of the speaker.

To develop an understanding of different colours, elders make children play a game called Colour – Colour, where the elders would start the game and will shout a colour and children are supposed to go and touch the colour, wherever they can find, and the one fails to touch the same colour will then shout, one-by-one, different colours and others will

follow him/her. That is how they continue the game.

Many outdoor games were played to make children physically fit and at the same time they teach these kinds of lessons of life. Indoor games also carry a lot of learning in it. Snake & Ladder was actually started to teach children good deeds and bad deeds. "If you do a good thing, then you will go up in life and if you do a bad thing, then you will go down in life." Many children might have learnt tables while playing with friends.

Things around us, whether it is a game or it is some non-living things, try to teach us different lessons life; but it depends on us how we perceive and learn things from the games we have played and the things around us. Let us now try to learn good things from every, living or non-living, things around us. At least one should know where he/she stands as a learner.

BY:

MR. DIPAN BHATT

LECTURER,

SEMCOM.

Green Corner:

RECENT TRENDS OF CLIMATE CHANGE

Why new climate change deal is nowhere to be seen?

The science is almost unanimous in describing climate change as the biggest environmental threat of our time. It is a real pity that the world leaders do not feel the same because new climate change deal is nowhere to be seen, and seems to be hugely overshadowed by the global economic meltdown. Sure, there have been plenty of climate change talks but very little has moved forward in terms of agreeing new international deal that would significantly reduce greenhouse gas emissions. We have been bombarded by different reports about big differences between developed and developing world that supposedly prevent the agreement on new climate deal. The truth behind these talks is completely different, namely neither of the big emitters is ready to make the first step and show the rest of the world the right and only logical way to move forward. They all fear that this will create gigantic damage to their economies, and are waiting for others to make the first move, meaning that we are stuck in this pathetic status quo situation where each major country is just making up excuses instead of doing something meaningful to decrease its carbon footprint.

The fossil fuel lobbies still hold plenty of power and renewable energy industry is still fairly young. This is the main reason why the future outlook for major reduction in emissions looks bleak to say the least. The renewable energy capacity continues to grow, that's true, but as long as fossil fuels remain dominant energy sources, world will not stand any chance in fight against climate change.

Climate change impact on developing countries
Climate change is not only major environmental issue but also a major economic issue. The fast growing climate change impact will have

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devastating effect on global economy, and the most affected will be the developing nations because climate change effect will limit their long-term economic growth.

Ben Olken, a professor of economics at MIT, believes that the global temperature increase will have particularly negative impact on poor developing countries, not just because of damage done to the agriculture by frequent droughts but also because this will lead to major decrease in investment, political stability and industrial output. Olken calculated that every 1-degree-Celsius temperature increase in a poor country, over the course of a given year, reduces its economic growth by about 1.3 percentage points. His equation only applies to the world's developing nations because rich developed world does not appear to be affected this much by these variations in temperature. The higher than normal temperatures hurt economy on many different levels, for instance by slowing down workforce, commerce, and in some cases even the capital investment.

Chronic droughts to become normal sight in years to come

Many areas of the world have experienced severe droughts in the last two decades, with one the worst drought periods being the chronic drought that hit western North America from 2000 to 2004. The result of this drought was not only dying forests and depleted river basins but also increased climate change impact due to reduction in carbon sequestration. Since carbon emissions continue to grow these type of chronic droughts could soon become a common sight for many areas all over the world, leading to massive environmental and economic damage. Even worse, these drought may after certain period of time be seen as the good old days because climate change is set to show us even scarier face in years to come. The chronic droughts lead to massive destruction of vegetation, and this releases more carbon dioxide into the atmosphere, further amplifying global warming effect.

The trees and plants are large carbon absorbers and their increased mortality means that their ability to sequester carbon is going to severely

decline with frequent droughts and resulting wildfires. The current drought in the American Midwest is also said to be directly connected with climate change and global warming. If the world fails to reduce global carbon emissions, the future will look much worse.

The global temperatures continue to rise with warm July

The global temperatures continue to rise as the June 2012 was the fourth warmest June since record keeping began in 1880. The National Oceanic and Atmospheric Administration (NOAA) scientists said that the average global temperature over land and ocean surfaces was 61.03°F, 1.13°F above the 20th century average. The clear sign of ongoing global warming is also the fact that the June 2012 also represents the 36th consecutive June and 328th consecutive month with a global temperature above the 20th century average. Scientists also report that most areas of North America, Eurasia, and northern Africa have experienced significant above-average monthly temperatures with only Australia, northern and Western Europe, and the northwestern United States being somewhat cooler than average. The only real exception to the warmer than usual June was United Kingdom where temperatures were 0.5°F below the 1971-2000 average, making this the coolest June in the last 20 years.

Climate change impact on animal species

Climate change is one of the tremendous dangers, which might occur in the next 100 years. To date it is of scientific concern to forecast what transformations will happen to the world, including natural environment, technology, social livelihood, etc. Animals are probably the only living creatures, which have already passed the age of major natural alterations dozens of millions years ago, at least some of them did. Do you remember dinosaurs, much depicted by modern film industry? That is right; this is animal species, which could not overcome severe climate change. Age of tropic climate has been replaced by glacial eras for several times, but what consequences might bring next climate change period for animal habitat?

1. Temperature shift is one of the most urgent in this context. In particular, it influences on processes in a body of any being, and the nature taken as a whole. Plants can experience severe changes, which leads to meal disorder for animals. Therefore, they may have less food to eat and, in the end, reduction of species sizes or even population quantity is unavoidable. In addition, scholars from Singapore National University state that hot temperature and unstable precipitations will definitely reduce body sizes of animals. In particular, their research gives some examples of possible body mass decline: fish – on 6-22% per 1°, bugs – 1-3%, salamanders -14%. For the last 50 years certain species have already experienced major body decrease (common frogs (Bufobufo), red deer (Cervuselaphus), and marine iguanas (Amblyrhynchuscristatus).

2. The emergence of new species and decrease of common ones is also a point to consider. Scientists from Washington University claim that some animals have not much time to avoid climate change influence. The Earth temperature rises due to greenhouse gases, the climate in Western Hemisphere will change dramatically and mammals in the North and South America will have to move into new habitats, which are more suitable for their existence. According to scientific estimates, 9% of American species, as well as 40% of animals from other regions, will not manage to escape climate change due to low speed.

3. On the contrary, tropical species might also clash with despite the fact that hot climate is essential for them. The key thing is that there are some animal kinds, which possess extra-sensitivity to even the slightest temperature shifts.

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BY:

MS. HIRAL PATEL

LECTURER,

SEMCOM.

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Contribution:

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You are requested to send your write – up to kpatel@semcom.ac.in

OR

Mail at:

SGM English Medium College of Commerce & Management (SEMCOM)

Opp. Shastri Ground

Vallabh Vidyanagar - 388 120

GUJARAT

INDIA

Tel. No. : +91 2692 235624, 231811

Fax. No. : +91 2692 235624

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