

DRIVE

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CHARUTAR VIDYA MANDAL'S

S.G.M. English Medium college of Commerce &
Management

SEMCOM



CHARUTAR VIDYA MANDAL'S
SEMCOM
What We Think, Others Don't

VISION: *To contribute to the societal enrichment through quality education, innovation and value augmentation.*

MISSION: *To build up a competitive edge amongst the students by fostering a stimulating learning environment.*

DREAM: *To establish a unique identity in the emerging global village.*

GOALS:

- *To focus on integral development of students.*
- *To offer courses and programs in tune with changing trends in the society as a whole.*
- *To update the curriculum as per the need of the business and industry.*
- *To create unique identity in the educational world at the national as well as international level.*
- *To institutionalize quality in imparting education.*
- *To incorporate innovations on a continuous basis in the entire process of education at institutional level.*
- *To create platform for the students for exhibiting their talent and for development of their potentials.*
- *To generate stimulating learning environment for students as well as teachers.*
- *To build cutting edge amongst the students to withstand and grow in the competitive environment at the global level.*

The overall mission is reinforced by the Punch Line

“WHAT WE THINK, OTHERS DON’T”.

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Editorial Board:

Dr. Waheeda Thomas	Chief Editor
Dr. Nishrin Pathan	Managing Editor
Mr. Sunil Chaudhary	Executive Editor
Ms. Reshma Pathak	Technical Editor

FROM THE CHIEF EDITOR'S DESK:

Intelligence Quotient, Emotional Quotient and Spiritual Quotient are increasingly becoming must to succeed in the modern competitive world. Education which imbibes intellect with ethics, is a must. Modern education is the culmination of theories, principles, practical's, field work, research, presentation. The saying Applied Knowledge is power holds truth. The theories of Economics, Management, Accountancy, Law, Information technology are better understood when they are applied through participation in various activities like business idea competition, ad making competition, green business contest, summer internship report preparation, comprehensive project report preparation etc. Students also learn the concepts of leadership, team work by participating in various curricular, extra-curricular and sports activities.

The current issue includes articles on R Programming, which emphasizes about R Applications & Features. Many data analysts and research programmers use R because R can handle Raw Unstructured text, downloads from the interwebs, retrieve data from databases, etc. R can be used for data retrieval, model computation, chart generation, simulation, importing and cleaning data, exploration and mining, visualization, statistical analysis, data mining, text mining etc. There is an article on Management by Objectives, which focuses on the role of Management by Objectives in the business organization. The article Accounting under GST explains the basic mechanism of GST. After introduction of GST (Goods and Service Tax) in India, many changes have taken place in books of accounts for a business organization. As we are aware, GST has replaced almost all indirect taxes in India. One nation one tax is the objective behind implementation of this tax in India. There is an article on Client Side State Management. In Client Side State Management, state information is stored (maintained) either in the Page or on the client machine (memory or disk).

The integration of Information Technology with the business processes and business practices has revolutionized the business world. In the age of Information revolution, Information has become the strategic tool to gain business and customer advantage. Learning by Lectures is made more effective through learning by doing by participating in various curricular and extra-curricular activities. The holistic learning is better achieved through developing skills be it interpersonal skills, leadership skills, managerial skills, communication skills, technical skills besides learning theories and concepts of various disciplines. The managerial and entrepreneurial qualities are developed by integrating theory with practice.

By:

Dr. Waheeda Thomas
Principal
SEMCOM.

IQAC Corner:

Research Article:

India: A golden bird through higher education

Abstract:

Dr. A.P.J. Abdul Kalam Vision 2020 –“India as a Strong Democratic country by Building upon the contributions of each individual citizen”

On 15th August 1947, we get freedom. at that time, we had only 20 universities and 500 colleges but at present the conditions is totally changed at all now we have 659 universities ,316 state universities, 53 state private universities, 152 central universities, 138 deemed universities, institutional of national importance established under the act of parliament is 33, 25951 colleges including 2565 women colleges 7,362 Colleges (28%) have been recognized under Section 2 (f) and 5,997 Colleges (23%) under Section 12-B of the UGC Act, 1956. The total number of students enrolled at Universities and Colleges is 136.42 lakhs from those 16.69 lakhs(12.24%) in University Departments and 119.73 lakhs(87.76%) in affiliated colleges. America gets freedom in 1776 and after 240 years of independence and where they are?? There Doctors, Engineers, Industrialist, Scientists, and even in governing bodies of government our Indians are at eminent post and we are considered to be the best in whole universe. So with this study we will try to get the answer of the question that in real manner- Is India rising? Or still we have a lot of gap to cover it as a whole.

Introduction:

In the era of democracy, right to information act and in the time of globalization in India the higher education have a vital importance for the country , as it is a powerful tool to build knowledge based society of the 21st century, India possess a highly developed education system which offers facility of education and training in almost all aspect of human creative and intellectual endeavors art , humanities, natural, mathematical , social science , engineering medicine defense, law, dentistry, education commerce -management ,agriculture, music and performing arts , different language cultures and communication etc.

Higher education sector in India has witnessed a high and tremendous increase in its institutional capacity since independence. And yes off course this growth is only possible due to the private institutions of higher education set up by the private sector. More than 60% of higher educational institutions are private and enrolled 605 of students

Some issues with education sector in India: Unemployment, Quality of education, Education and practical market relation, Poverty, Misbalance in distribution of national income, Day to day increase in cost of higher education, Undeveloped rural areas, Still 2nd status of women in society, Government policies .

Proposed or needed plan for development: Proposed 14 world Class University, Need of Elite institutions, Questions of quality, Technical education, Education with employment, Distance education system, Short term market and employment oriented courses

Capacity Building for Women in Higher Education of India:

The overall policy goal is to increase the participation of women in higher education Management including in faculty, administration and staff for better gender balance, To sensitize the higher education system through policies and procedures which Recognize gender equity and to involve women capable of becoming administrators For the qualitative development of higher education.

The capacity building is through activities like sensitization, awareness, motivation workshops, development and distribution of resource material, research stimulation workshops, management skill workshops etc.

Social Group for Equal assessment of society

Establishment of Equal Opportunity Cells (EOC) for SC/ST/OBC/ Minorities The UGC has assisted institutions to establish “Equal opportunity Cells” to oversee the effective implementation of policies and programmes for disadvantaged groups and to provide guidance and counseling in academic, financial, social and other matters. The Cell would also take up programmes to sensitize University/ Colleges on problems faced by Scheduled Caste (SC) and Scheduled Tribe (ST) categories in higher education. One time grant of Rs.2.00 lakhs for establishing the office of Equal Opportunity Cells is being provided.

Establishment of Residential Coaching center for SC/ST/ Minorities and Women in Universities and Colleges

The aim of these schemes is to prepare students for NET and All India & State Civil Services examinations and UG/ PG level examinations.

Quality and Excellence in education

Autonomous Colleges to improve the quality of under-graduate Education by delinking colleges of quality from the affiliating structure and to promote the concept of autonomy in affiliated colleges, UGC has been regularly supporting potential colleges by providing grants. Autonomous colleges have the freedom to:

- 1) Determine and prescribe its own courses of study and syllabi and restructure and redesign the courses to suit local needs
- 2) Prescribe rules for admission in consonance with the reservation policy
- 3) Evolve methods of assessment of student’s performance, the conduct of examinations and notification of results

4) Use modern tools and technology to achieve higher standards and better quality.

Universities with Potential for Excellence

To achieve excellence in teaching and research, UGC has been assisting identified Universities for granting the status of “University with Potential for Excellence”. The universities given this status include Jawaharlal Nehru University (JNU), Hyderabad, Madras, Pune, Jadavpur, North Eastern Hill University (NEHU), Madurai Kamraj, Mumbai and Calcutta.

Colleges with Potential for Excellence

To achieve excellence mainly in teaching and inculcate the research culture, UGC has initiated the scheme of “Colleges with Potential for Excellence” (CPE).

The scheme intends to identify potential colleges across the country and to support them financially to improve their academic/ physical infrastructure, adopt innovation in teaching, modern methods and learning/evaluation, and to enhance the quality of the learning and teaching process by introducing a flexible credit based modern academic system. The colleges which are 10 years old or more and accredited by National Accreditation and Assessment Council (NAAC) are eligible for the status CPE. Preference will be given to autonomous colleges. During 2009-10, as many as 149 colleges have been identified under the scheme. Till date, 246 colleges have been accorded CPE status.

Inter University Centers

The UGC establishes autonomous Inter-University Centers within the university system under section 12 (b) of the UGC Act.

Objectives:

- 1) To provide common advanced centralized facilities/services for universities which are not able to invest heavy investment in infrastructure and other inputs.
- 2) To play a vital role in offering the best expertise in each field to teachers and researchers across the country.
- 3) To provide access for research and teaching community to the state-of-the-art equipment and excellent library facilities which are comparable to international standards .
- 4) The Nuclear Science Centre at New Delhi (Inter University Accelerated Centre) was the first research centre established in 1994.

As of today, six Inter University Centers are functioning within the university system.

Centers of National facilities

Besides the Inter-University Centers, UGC has also created Centers of National Facilities for serving as resource centers which are financed by it. Four Centers of National Facilities namely,

- 1) Western Regional Instrumentation Centre, Mumbai (Maharashtra),
- 2) MST Radar Centre, Tirupati (AP),
- 3) Indian Institute of Advanced Studies, Shimla (H.P.) and
- 4) Crystal Growth Centre, Anna University, Chennai are functioning at present.

Faculty Improvement Programme (FIP)

- 1) Enhancing the academic and intellectual environment in the institutions by providing faculty members with enough opportunities to pursue research and also to participate in seminars/conferences/workshops for updating their research and pedagogy skills.
- 2) The main objectives are to provide an opportunity to the teachers of Universities and Colleges to pursue their academic/research activities leading to the award of M.Phil/ Ph.D. degree,
- 3) To provide an opportunity to young faculty members to spend a short period of two weeks to two months at institutions of their choice for a better academic exposure. Permanent teachers who are of not more than 45 years of age with at least a second class Masters degree with minimum of 55% marks and having at least 3 years of teaching experience on the date of submission of the application for the award of teacher fellowship are eligible.

Research Awards /Projects/ Fellowships/Scholarships, Major and Minor Research Projects:

To promote excellence in research in universities and colleges in all disciplines, UGC provides financial support to permanent teachers whether working or retired. Research projects may be under taken by an individual teacher or a group of teachers. Superannuated teachers, up to age of 70 years, can also receive assistance under the scheme

Special Studies on Social Thinkers and Leaders of the Indian nation

The scheme is aimed to acquaint teachers and students in universities and colleges with the thoughts and actions of great thinkers and social leaders and to involve them in research studies so that the society is reconstructed based on moral, ethical and spiritual foundations necessary for a non-violent social order. These include: Gandhian Studies Centers, Ambedkar Studies Centers, Buddhist Studies Centers, Aurobindo Studies Centers, Nehru Studies Centers, Guru Nanak Dev Studies Centers, Swami Vivekananda Studies Centers, Dr. Zakir Hussain Studies Centers, K. R. Narayanan Studies Centers, Indira Gandhi Studies Centers

Conclusion:

Inclusive Education is the way of future:

“Every society that values social justice and is anxious to improve the lot of the common man cultivate all available talent must ensure progressive equality of opportunity to all section of the population. This is the only guarantee for the building up of an egalitarian and human society in which the exploitation of the weak will be minimized”

-The education commission GOI 1966.108

Education is the field where no place for caste , sex, language, place of birth , or other formality there is only need of one VISION which reflects the dedication of the person towards his/her goal of life for the society and country from which he/ she belongs .

So at last we can say that India done a lot in higher education and achieve a lot in the all respective field also but still progress have no end at all and with that we our system look after for the issues related to higher education and try to deal and erase them than one day we will be achieve our vision 2020.

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Title of the Book: Quality Footprints – Sustainable Development of Higher Education Insitutions

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Vallabh Vidyanagar

Publisher: Lajja Communications

By:

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Assistant Professor

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R PROGRAMMING

R Applications & Features

Many data analysts and research programmers use R because R can handle Raw Unstructured text, downloads from the interwebs, retrieve data from databases, etc. R can be used for data retrieval, model computation, chart generation, simulation, importing and cleaning data, exploration and mining, visualization, statistical analysis, data mining, text mining etc. In general, where ever Data Science is required paves way for need of R. The only limitation in the current web model is the lack of ability to publish easily to the web on the fly. It is used in almost every field you can think of including some specialised areas where R has proven worth including Finance, Medicine, Bio Science, Supply chain, Sports, Retail, Marketing, Research, Business Intelligence, Computing and Manufacturing. Companies like Google use R for statistics and data manipulation.

Features of R^[1]:

1. Data handling Capabilities: Good data handling capabilities and options for parallel computation.
2. Availability / Cost: R is an open source and we can use it anywhere.
3. Advancement in Tool: if you are working on latest technologies, R gets latest features.
4. Ease of Learning: R has a learning curve. R is a low-level programming language. As a result, simple procedures can take long codes.
5. Job Scenario: It is a better option for start-ups and companies looking for cost efficiency.
6. Graphical capabilities: R is having the most advanced graphical capabilities. Hence, it provides you advanced graphical capabilities.
7. Customer Service support and community: R is the biggest online growing community contributing to the expansion of various packages and features.

Reference:

<https://data-flair.training/blogs/r-programming-tutorial/>

By:

Dr. Nehal Daulatjada

Assistant Professor

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MY VOICE:

Management by Objectives

Modern business organizations face immense challenges of ever changing consumer taste and preference, technological changes, changes in the political and regulatory environment, physical environment, greater thrust on research and development leading to business innovations, with the challenges of sustainable development and ecological ethics. Business Organizations needs to accomplish various tasks to make the products and services available to the target consumers. Business plans are for short, medium and long term and are also classified as tactical plans and strategic plans. Tactical decisions are for short term, are routine, and can be accomplished through procedure and policy. Strategic decisions are for long term, for example technological up-gradation, launch of new products and services, business expansion, business diversification etc. and will influence the future growth, development and profitability of business organization(s)

Management by Objectives is a managerial technique developed by Peter Drucker, which is also called by Management by Results. Management by Objectives is based on the philosophy that Business Firms must focus or concentrate on Key Result Area's like Business Innovation, Market Share, Consumer Satisfaction, Managerial Development, Development of Human Resources, Market Standing, Profitability, financial resources, physical resources, social responsibility, productivity etc.

Both superior and subordinate meet and decide about the objectives and goals to be achieved by the subordinates. The subordinates participation in the objective(s) and goal(s) fixation, motivates them, resulting into enhanced acceptance of responsibility, and commitment for the achievement of objectives and goals. Once goals are established at all levels, action plans are developed for their achievement. Frequent performance review meetings between superior and the subordinates, identifies actual performance deviation from objectives and goals, reasons for deviation, and the need for corrective action. Planning is looking ahead and controlling is looking back. MBO analyzes the organizational goals accomplishment, relevance of organizational objectives, revision and modification of organizational objectives and encourages the organizational culture of merit, productivity, and the management by results. MBO is also a modern technique of Human Resource Performance Evaluation, with clear employee goals and objectives, measuring actual employee performance, comparing it with the objectives and goals, and training, encouraging employees to achieve their designated organizational goals and objectives. MBO promotes the organizational culture of superior employee performance, higher organizational productivity, and participative decision making and leadership in the business organization.

The merits of MBO are:

- 1) Clarity of Organizational Goals in the light of Business Environment Scanning, including SWOT Analysis.
- 2) Clarity of Employee(s) Goals and Objectives.
- 3) Joint Decision making on the part of Superior and Subordinates in the fixation of objectives and goals to be achieved by the subordinates.
- 4) Action planning for the achievement of Employee Goals and Objectives.
- 5) Frequent Performance Review Meeting to facilitate Employee's achievement of their designated organizational goals and objectives
- 6) Participative decision-making and leadership style resulting into enhanced morale, responsibility and commitment of the employees to work for the achievement of their assigned goals and objectives.
- 7) Promotes organizational culture of merit, organizational productivity, team work and rewards meritorious human resources.
- 8) Encourages the growth and the development of the business organization.
- 9) Better delegation of authority and improved communication.
- 10) Effective development of Business Executives.

MBO is a philosophy of Management which focuses on the Key Result Areas, crucial for Organizational Survival, Growth and Development. MBO is a modern technique of Human Resource Appraisal, emphasizing achievement of assigned business organization goals and objectives by the human resources of the business organization. MBO focuses on organizational goal fixation, human resources goal fixation, role clarity, joint decision making, participative leadership, joint goal setting, action planning, frequent performance review meetings, emphasis on human resources goal achievement resulting into the business organization goal achievement, Human resources motivation, self-responsibility, and performance by results.

References:

- Gupta, C. B. (2006). Management Theory and Practice, New Delhi, Sultan Chand & Sons.
Gupta, C. B. (2010). Human Resource Management, New Delhi, Sultan Chand & Sons.

By:

Mr. Sunil V. Chaudhary

Assistant Professor

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Accounting Aura:

Accounting under GST

After introduction of GST (Goods and Service Tax) in India, many changes have taken place in books of accounts for a business organization. As we are aware, GST has replaced almost all indirect taxes in India. One nation one tax is the objective behind implementation of this tax in India. Of course, at present we hear so many views against GST structure, especially with respect to IT part, still it is certain that this tax system will have much more clarity in business. One of such area is accounting and book keeping.

Before implementation of GST, normally all business firms were required to maintain following books of accounting besides regular books for recording purchases , sales and stock.

- Excise payable a/c (for manufacturers)
- CENVAT credit a/c (for manufacturers)
- Output VAT a/c
- Input VAT a/c
- Input Service tax a/c
- Output Service tax a/c

Thus, for each indirect tax, business firms require to prepare separate books off accounts. Normally for input and output for each of such indirect tax. As GST has replaced all such indirect taxes, now, only following books are to be maintained:

- Input CGST a/c- central government
- Output CGST a/c
- Input SGST a/c- State government
- Output SGST a/c
- Input IGST a/c- inter-state transactions
- Output IGST a/c
- Electronic Cash Ledger (to be maintained on Government GST portal to pay GST)

Let us try to understand various journal entries with respect to GST through a simple example. Suppose Mr. X has bought goods worth Rs. 1,00,000 which have been sold for Rs. 1,50,000. He has paid legal charges of Rs. 10,000 and bought furniture of Rs. 20,000. Assume CGST and SGST at 5% each.

Journal entries

Sr. no	Particulars	Debit amount	Credit amount
1	Purchases a/c Dr.	1,00,000	

	Input CGST a/c Dr.	5,000	
	Input SGST a/c Dr.	5,000	
	To creditors a/c		1,10,000
2	Debtors a/c Dr.	1,65,000	
	To Sales a/c		1,50,000
	To output CGST a/c		7,500
	To output SGST a/c		7,500
3	Legal charges a/c Dr.	10,000	
	Input CGST a/c Dr.	500	
	Input SGST a/c Dr.	500	
	To Bank a/c		11,000
4	Furniture a/c Dr.	20,000	
	InputCGST a/cDr.	1,000	
	Input SGST a/c Dr.	1,000	
	To Suppliers' a/c		22,000
5	Output CGST a/c Dr.	7,500	
	Output SGST a/c Dr.	7,500	
	To Input CGST a/c		6,500

	To Input SGST a/c		6,500
	To electronic cash ledger a/c		2,000

From the above example, we can see that total net amount payable as per CGST will be (7,500-5,000-1,000-500) Rs. 1,000 and the same amount will be payable as SGST. In case if input tax exceeds output tax, the credit balance will be carried forward to next year. It is also to be noted that now with help of GST, it has been possible to set off tax for legal charges against that of sales which was not possible earlier.

In situation of transactions of inter-state, IGST (Integrated GST) will come into picture. As per the rule, Input IGST can be settled against Output IGST first and then it may be adjusted against CGST and still if surplus remains, it can be adjusted against SGST. Thus, GST has made accounting for indirect taxes very simpler. With introduction of this revolutionary tax, corruption will reduce for sure in India.

By:

Mr. Pratik Shah

Assistant Professor

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BITS & BYTES

State Management in ASP.NET – II - Client Side State Management

In Client Side State Management, state information is stored (maintained) either in the Page or on the client machine (memory or disk).

The partial list of various techniques for state management is as under.

- A. Client Side State Management
 - 1. ViewState
 - 2. Hidden Fields
 - 3. Cookies
 - 4. Query String

A-1 View State

- It is a default technique used by ASP.NET (specific to asp.net)
- Can maintain state for Page level data
- Uses EnableViewState property. By default it is set to True. If it is set to False for any control then that control will lost the data on post back.
- You can disable view state for the entire page by adding EnableViewState=False to @Page Directive
- Internally, View State is implemented with a hidden field called __VIEWSTATE, which is automatically created in every webpage.
- When a page is created on Web server for rendering the hidden control __VIEWSTATE is populated with state of the controls and when page is posted back to server, this information is retrieved, parsed, and assigned to controls.
- **Advantages**
 - Simple
 - Encrypted
 - Can be set at the control level
- **Disadvantages**
 - Makes a page heavy. It's a performance overhead

You can manually store and retrieve values from ViewState as shown below.

- To store, syntax is: ViewState("Key") = Value, For example, ViewState("Age") = 20
- To retrieve, syntax is: Variable = ViewState("Key"), For example, mAge = ViewState("Age")

This will not work in Stateless		This will work
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HTTP		
Dim n As Integer // n is global btnStore_Click n=txtNo1.Text btnRetrieve_Click txtNo2.Text=n		btnStore_Click ViewState("n") = txtNo1.Text btnRetrieve_Click txtNo2.Text=ViewState("n")

A-2 Hidden Field

- Can manage state for page level data
- In ASP.NET, all controls support ViewState, hence hidden field is not much used.
- It is not secure and hence should not be used to store sensitive information.
- To write, use HiddenField1.Value = "SomeValue" and to read, use Var_Name = HiddenField1.Value

Advantages: No Server resources are used. Widespread support by all client devices and browsers. Simple Implementation.

Disadvantages: No security (as data is clearly visible). Performance may be degraded if large values are stored in hidden field.

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By:

Dr. Kamlesh Vaishnav

Associate Professor

SEMCOM

Book Review:

Book: Field Marshal Sam Manekshaw Soldiering with Dignity

Author: Lieutenant General Dipendar Singh

Book Reviewed by: Shri. Hitesh Bhatt (Director-IRMA) at Book Worm's Club Meeting.

Compiled by:

Anushree Antani

Student BBAITM – Semester – II

Portraying the valiance of the most fierce and courageous man in the Indian Army, Lieutenant General Dipendar Singh describes the four years journey with his mentor Field Marshal Sam Manekshaw.

The book is a complete encapsulation of his experiences, penned randomly, with stated facts and engrossing anecdotes. The story is a personal memoir, which focuses on the association of the author with the Field Marshal.

The book begins with a prologue that Field Marshal Sam Hormusji Framji Jamshedji Manekshaw hands over the baton of COAS to General Bewoor at Army Head Quarters and bids farewell to the outgoing chief on 15th January 1973.

The author narrates from the time his family, on its way to Lahore, gets settled in Amritsar. Sam Manekshaw was born in Amritsar in April 1914. Even as a young cadet Manekshaw was highly appreciated for his performance and referred to as "Officer" by his mentors. In his twenties he survived 7 bullets perched into his stomach, in the Burmese jungle and was conferred the military cross for his outstanding fortitude.

Sam Manekshaw was known for his chivalric attitude towards his subordinates. Contradicting that it also shows the subtle tussles between generals and the bureaucracy & depicts how the Field Marshal showed them their place by his firmness, wit & sense of humor.

He was instrumental in getting degrees awarded to servicemen from JNU and avail study leave for better future. The author also depicts intriguing facts about small histories behind introduction of name tabs & designing of uniform for Military Nursing Service officers.

'Travelling with the Chief' is a personal account of many trips when the author had accompanied the Field Marshal on. One quality of the Field Marshal is his aversion to making the minutest alteration to a visit programme once issued. He fully realized the cascading effect it had on the persons down the chain. There are countable number of times when the author gives a good insight to the behind-the-scene activities which formed the run up to the 1971 war.

The eternal love the marshal had for his wife Silloo is also described in the book. After retirement his wife played a pivotal role in helping poor people get their basic rights and avail the amenities that they were denied. After retirement the Marshal spent most of his life travelling around the country, training people to become a future leader.

Dipendar Singh gives a vivid description of his beautiful house in the Nilgiris, where he moved henceforth. He was the Chief of the Indian Army from 1969 to 1973. This book is a reflection on Sam, his character traits, sense of humor, moral and professional courage and the enigma that made up his personality. It presents a unique insight to his thinking and his style of dealing with a spectrum of situations from the sublime to the mundane.

The book is anecdotal and an easy read as it walks you through his life from childhood to the pinnacle of glory. The political canvas, woven lightly into this very personal story, highlights how a brilliant military strategist shaped the destiny of the Indian subcontinent. Family photographs, copies of citations, handwritten notes and personal correspondence make this book a treasure to read and acquire.

A Must read book....

BOOK REVIEW

Book: Crazy Is My Superpower – How I Triumphed By Breaking Bones, Breaking Hearts and Breaking the Rules

Author: AJ Mendez Brooks

Book Reviewed by: Mr. Jibin Jose

Student BBAITM – Semester - VIII

AJ Mendez Brooks, who in the world of wrestling is known to her fans as AJ Lee. A former professional wrestler in her own right, AJ is a record tying three time WWE Divas Champion & was voted Woman of the Year by Pro Wrestling Illustrated (PWI) for 3 years. Since her retirement from wrestling, she has focused on writing. Her 2017 memoir, Crazy is my superpower was a New York Times Best Seller. Currently she works with several animal rescues & youth oriented NGOs.

Introduction to the Book:

Book Name: - Crazy Is My Superpower – How I Triumphed By Breaking Bones, Breaking Hearts and Breaking the Rules

Publication:-Crown Publishing Group, a division of Penguin Random House

Publishers: - Crown Archetype

Place of Publication: - New York, United States Of America

Price: - Rs.850

No. of Pages: - 271

Summary of the Book:-

Crazy is my Superpower talks about the journey of AJ, from being a scrappy girl in an unstable home to an empowered wrestling champion. It is an unflinchingly honest story & brave confessional about

her long road to self-acceptance. As her family struggled with drug addiction, poverty, and mental illness, she found escape through comic books and video games and was inspired by the tough and unconventional female characters. She was diagnosed with bipolar disorder in her early twenties. Her mother also suffered the same. Her family had to stay in Motels, Cars. Had a struggling life which made her more passionate & was taking care of her family, while suffering from a disorder. While she tried to escape through this, she discovered through pro wrestling that superheroes could be real. Determined to become the superhero that she loved, AJ trained and sacrificed for years to achieve her dream of wrestling professionally. But it was not an easy road as she had to face industry pressure because at that time the role of female star was limited. They were basically told to play the role of damsel in distress. They were been termed as “Divas” and were told to dress more provocatively to cater the male fans. At that point, women’s wrestling was not at all given importance. But AJ fought back and created a major impact in the women’s division by becoming a multiple time champion, helped in changing the term “Diva” to Superstars for female athletes also & today she’s known as a trailblazer in the wrestling industry.

Review of the Book:-

Crazy is my superpower is at once breathtakingly honest, hilariously funny, self- depreciating and incredibly inspiring. She writes about loneliness, mental illness and finding her place in the world with genuine vulnerability and perhaps, more important, genuine strength. AJ’s story promotes empowerment, not just through physical strength, but through emotional strength as well. This memoir shows how AJ preserved over circumstances that a lesser human would have been destroyed by.

Message of the Book:-

This book is just not only for women but for all those individuals who have faced loneliness, suffered from mental illness or bipolar disorders. While people considered “Crazy” as bad word, AJ who suffered from this disorder stated that Bipolar doesn’t define her and she refuse to let a simple word be used as a weapon against her. While working in a male dominated profession, AJ made realize

everyone that it is possible to get top of a profession, even when you start a complete rock bottom. Crazy can be anything and it is about the bipolar disorder that she suffered. So the message that she gives to the people who suffer from this and hide it from others is: - Acknowledge it, talk about it. Find someone whom you can trust & if possible to get little educated about it.

Impact of the Book

The book created a huge impact to only young girls, but to the boys as well. She became an inspiration to young girls, who certainly proclaimed that she inspires them and making them realize “Dream Big” and to believe in themselves. What most people view as a hardship, AJ embraced as an inspiration for her superhero persona, making people realize that be proud of you are, doesn’t matter what people say.

My Reading Experience

Being a fan of professional wrestling, I have seen AJ Lee as an incredible women wrestler, an athlete who is completely different from her co-workers. For years, while people never cared about women’s wrestling, AJ Lee made people realize that women can even hang out with men. She was even able to change the minds of the officials. Today we can even find out every single male in the audience being interested in a women’s match because of the kind of change that happened. One of the things that I loved in the book was she never stopped dreaming and when given a silver of an opportunity, she will try to kick those door down, which means breaking those barriers and that something is inspiring in every single sense.

Conclusion:- Crazy is my Superpower is definitely a book that can inspire every single human being. The Author of the book says – “Just because certain people who try to find out the flaws in you, in some way you can take that and own it and say this is the best thing about me”. Every time when people talked about her weakness, insecurities that turned out to be her biggest strengths. She didn’t become successful in spite of them. She became successful because of them. So this book honestly gives a chance to find certain insecurities, which in turn are the biggest strength in a human.

An Inspirational book....

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