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## Editorial Team:

Guest Editor	:	Mr. Rajiv Joshi
Chief Editor	:	Dr Nikhil Zaveri
Managing Editor	:	Ms Waheeda Thomas
Executive Editor	:	Ms Nishrin Pathan
Technical Editor	:	Mr. Sarvesh Trivedi

# DRIVE

## From Guest Editor...

### Adding Passion:



**Mr. Rajiv Joshi**  
Faculty, Entrepreneurship Development  
Institute of India,  
Ahmedabad

Be it a start up or a new career, what sets a business or an individual apart from competition is additional passion, pumped up to the business activity or in the professional career. Adding passion is precisely - "Believe in yourself and what you do and everyone else will too". Whether you are in product or service business, targeted at individual consumers level or business customers, be it local / regional /national or international business, adding passion to the business remains as a cornerstone to the success.

One thing which I have derived from my experience as a sales and marketing professional and a faculty of management and

entrepreneurship, is that normally a start up can build up business in three ways. The budding entrepreneur can invent and develop an entirely unique product or service, the task which is extremely tricky and complex. Second option is to build and craft a product or service with considerable and significant changes, the task which is moderately tricky and relatively complex. Finally, the startup can create a business out of the similar products or services to the existing segment by adding that passion – a passionate customer service, unique and innovative branding strategy, enthusiastic and passionate team members, and extraordinary customized services - the task which is not simple and trouble-free but definitely has a great prospects and potential to unfold a great future.

The first two of these options depends greatly on possessing a brilliant business idea and encompasses the knowledge about the market and ability to take up that idea further towards execution. Despite this, there's no guarantee people will buy, and keep coming back for more. But, the third option has a great potential as an assured champion. Since, the budding entrepreneur is not just creating a business and selling products or services, which others are also doing, but (s) he is selling her/himself. The added passion makes the business sparkling and vigorous, which in turn creates energy and passion amongst the customers, the team members and suppliers. They start feeling passionate about the business as the entrepreneurs do, because passion is contagious and creates a great buzz around. Add that additional P to the business.....

## From the Chief Editor's Desk

### Educational Tours for better learning.

"World is somewhere out there..." said T S Eliot in Waste Land. One can be in – tune with himself when he is out of joint with himself as well as his surroundings. One can experience and feel the world when he comes out of his comfort zone. Setting out on expedition for acquiring knowledge is not a new concept in Indian tradition.

Most of the discoveries of the world are the results of efforts by those who believed, 'Life is elsewhere...'. Tours and travels definitely bring a plenty of learning experiences, learning of self and of others as well. Educational tours can be the most effective and exciting learning tool for the students.

With an objective of enhancing understanding of inter-linkage between theory and practice, educational tours, in true sense prove the concept of 'going beyond textbook, going beyond classroom'. Practicing experiential learning itself means providing students an exposure for self learning. While touring, they experience, conceptualize, experiment and reciprocate their fundamentals of learning.

Modern workplaces cultivate multicultural competence in their setting. Cross cultural ethics to be observed in some of these industries develop a sense of appreciation and tolerance towards other cultures. Students also learn about political, socioeconomic and ecological conditions of other regions. Multicultural experience also fosters creativity which is of paramount importance in global learning and work environments. Studies show that the creative benefits resulting from

multicultural experiences may depend on the extent to which individuals open themselves to other cultures.

Such tours also provide lots of practical inputs on industrial set up that is helpful to practically understand the intricacies of the subjects that they study in the classroom. After all, practical learning is understanding and applying new information of anecdotal complexities, in a timely manner. It is observed that students, in tour, become more independent, adaptable and self-disciplined. The other key behaviors observed in them are:

- They learn quickly through experience and observation.
- They put their knowledge in practice more confidently; and
- They try new ways to do their work...

**Dr Nikhil Zaveri**  
**Director & Principal, SEMCOM**

## Swarnim Celebration: Gujarat 2010

### Celebration of Vijay Diwas: (Kargil Day):

SEMCOM celebrated *Vijay Diwas* – Kargil Day on 26<sup>th</sup> July to pay tribute to the martyrs of Kargil war. SEMCOM celebrates this day for last seven years. “They die for nation, let us live for nation” said Mr. Dharmendra Pathak, the president of National Freedom Fighter’s association. Giving students an example of 16 year old Khudiram Bose, he said we need today’s youth to be more responsible towards nation. He also talked about uniqueness of urban and rural India. A documentary on Contemporary India was shown to the students.

Principal Dr. Nikhil Zaveri paid tribute to the martyrs by lighting torch (*Mashal*). He also emphasized the value of patriotism to be inculcated amongst the youth. The program was coordinated by the members of Students Council and Vice President of Students council Ms. Kamini Shah.

### Blood donation at SEMCOM

As a part of celebration of Swarnim Gujarat to instill social sensitivity amongst students a blood donation camp was organized at SEMCOM. The camp was jointly held by Red Cross Society, Anand and SEMCOM. Students, very enthusiastically, donated 175 bottles.

The entire camp was coordinated by Mr. Bhupendra Patel and the members of Student Council.

### GUJARAT: The Growth Engine of India.

Compiled By. Nimesh Joshi

- ★ “He is a fool who does not invest in Gujarat” – these are the words rightly quoted by Ratan Tata at the Vibrant Gujarat summit.
- ★ Sharing 5% population & 6.19% geographical area of India, Gujarat’s business reaps are 18%.
- ★ 15% growth rate is recorded since last 5 consecutive years.  
14% contribution in India’s exports is from Gujarat.  
150 people out of every 1000 own a motor-vehicle.  
Maximum cell phone users are found in Gujarat as compared to other states.
- ★ There is 40% urbanization in Gujarat with 70% literate population.  
Gujarat’s economy is rapidly progressing and expanding.
- ★ 41 ports are spread across 1609kms of sea-shores.  
11 already established airports exist while 6 more are coming up.
- ★ A whopping 90% income of the western railways is earned from Gujaratis.  
Nation’s first ever Express Autobahn Highway linking Ahmedabad-Baroda is constructed in Gujarat.  
Maximum SEZs are planned & implemented in Gujarat.
- ★ Electricity issues are reportedly resolved giving a sigh of relief and also a feeling of well-being in the people

Gujarat.30% of nation's petroleum production is by Gujarat.

- ★ 50% chemicals & pharmaceuticals

7% engineering products

10% food processing

15% textile and apparels

11.5% metallurgy

12% minerals.....

.....is all contributed by Gujarat.

- ★ Situated exactly between Mumbai & Delhi, Gujarat will soon gain the title of the 'Commercial Hub'.

Riverfront project near Ahmedabad will be competing with Skyline New York Manhattan.

Gujarat has made a real remarkable stand among the Asian Tigers Economy for being incredible at pharmaceuticals, chemicals, petrochemicals, textiles, gems & jewellery.

Highest exports of polished diamonds in the world are exported from the city of Surat in Gujarat.

- ★ Ports like Kandla, Mundra & Pipavaav would result in the gateways of international traffic in time to come.
- ★ Back in 18<sup>th</sup> Century when other states of the nation were still taking its own time to develop, it was the 'Gujaratism' of the Gujarat leaders that took the state far & well in terms of noticeable progress.

Gujarat & Gujaratis have the virtue of being co-operative in ample sense.

That is the reason, why the Co-operative Banking Sectors & Dairy Industry flourished here.

The White Revolution plan commenced in Gujarat with a meager 247litres of milk...& the dairy industry is the most developed in the nation.

- ★ Highest quantity of genetically modified seeds is sold in Gujarat.

While the farmers of Karnataka, Maharashtra, Tamil Nadu & Andhra Pradesh are forced to suicidal deaths.....the Gujarati farmers are lucky to export the cotton-seeds to China.

- ★ With the Narmada project on hand, Gujarat will now make its mark in Green Revolution; succeeding the emergence of White Revolution.

- ★ A 1.5crore hectare of agriculture/fertile land is found in Gujarat.

There are abundant opportunities of growth for agro-based products, horticulture & marine industries.

Psyllium seed husk (isabgol) & castor are yielded in highest quantity.

Gujarat has world-class agro-processing zones & a number of cold storages & stands first in India for Tobacco production.

It is truly said that in this land of Gandhiji & Sardar Patel, **if one decides to sow a rupee in Gujarat, he/she would get the fruits worth a dollar!**

- ★ 90% Soda ash, 70% Salt & 20% of Caustic Soda of India is produced by Gujarat.

A remarkable growth is observed in the automobile industry.

Highest export of time-pieces is from Gujarat.

- ★ Gujarat's capitalization in Indian share market is 35%!

72% of gems & jewellery exported by India is from our state too.

Gujarat is happily tuning into the culture of Malls & Multiplexes.

Highest denim supplier in world i.e., Gujarat, produces 40% art-silk fabric & constitutes 12% in textile exports.

- ★ To sum up, Gujarat is a land of abundant opportunities for all those who dream to be a part of its outstanding success!

**Editorial Team, SEMCOM**

## SEMCOM Updates:

### Seminar on Ethical Hacking by Ankit Fadia at SEMCOM

"If you want to catch a criminal think like a criminal..." said a renowned ethical hacking expert Ankit Fadia who has been a guest at SEMCOM, a Vallabh Vidyanagar based Commerce & Management college. Addressing Information technology and computer application students Mr. Fadia gave an eye-opener seminar on Ethical Hacking.

Whether you are using Yahoo!, Hotmail, RediffMail or even Google, you are never safe and secret while being online. Internet has made everyone's life less private and more risky at the same time. Half knowledge of technology can be more dangerous as one cannot know how to get out of traps after once being caught.

Ankit Fadia 23, an independent computer security and digital intelligence consultant with definitive experience in the field of internet security has authored 11 international bestsellers on Computer Security. He is also a recipient of numerous prestigious awards on international scale.

He added "we all use internet for chatting, surfing, keeping in touch with our loved ones, but very few of us know that being a techno freak may lead to such a vulnerable situation. If you think that the conversation between you and your friend on an instant messenger is private then you are

absolutely mistaken as it is being scanned every moment to detect any kind of terrorist racket. The key words that we type on the search bar on Google or any other authentic site are being stored on permanent base". He also made students aware about internet abusing like spoofing, phishing etc., and use of recent technology like steganography for decoding. At the same time he suggested safety measures for these abuses.

"There is a difference between a hacker and a cracker", said Ankit. Both have knowledge and experience but the thin line of difference lies in ethics. The hacker catches criminal and the later is himself a criminal.

The seminar really made students aware of all techno-hazards and also how one can make his career with Ethical Hacking. The seminar was very beneficial for the IT vulnerable age group as it is necessary to know about the pros & cons of internet. The seminar was coordinated by Mr. Sarvesh Trivedi and Ms. Nehal Daulatjada.

### **Parents' Workshop at SEMCOM**

The fact that parents have an important role to play in the lives of their children is irrefutable and undeniable. Parents are vested with the responsibility of shaping and moulding the young minds to confront the challenges ahead. The kind of role that they play leaves an indelible mark in their children's lives. To enlighten parents on these issues and to open their eyes and minds to the situation around

Them, a workshop was organized by Charutar Vidya Mandal's SEMCOM, V.V. Nagar, for the parents of first year students.

Dr. Hemant Antani, the renowned Cardiologist and Rotarian of Anand, was the Chief Guest. His presentation on the theme of the workshop "The Role of parents in moulding students for tomorrow's challenges" was brainstorming and it was truly an inspiration for the parents to accept transition in various fields before affecting them in the lives of their children. The familiarity with which he addressed his audience and with which he presented the ideas put the parents more at ease and helped in instilling confidence and determination in them.

He was of the opinion that the influence of the parents on their children should be positive and creative so that they become adorable to their children and not abominable. The power that they wield over their children can either thwart their dreams or help them bloom into successful human beings who can take the world in their stride.

Principal, Dr. Nikhil Zaveri talked about the versatility of the different activities that take place in the college and the contribution of the parents towards the further development and progress of the college.

The workshop was coordinated by Prof. Nimesh Joshi and Ms. T. Hepzibah Mary.

## *Family as a Strategy for survival*

The immeasurable success of mankind is breathtaking, awe inspiring and commands our attention. Man is well aware of the fact that he needs something very concrete to fall back on from where he can relish the fruits of his labour and enjoy the success of his accomplishments. He also needs someone to soothe, console, encourage, inspire and motivate him for his further mammoth tasks that are ahead of him and needs someone with whom he can share his joys and sorrows at the end of a very hard day at labour. All these needs are duly catered to by one particular unit called the family where a man finds a sure foothold for his further climb upwards. A family is a biological as well as a social group. A family is a relatively permanent group of persons linked by ties of blood, marriage or adoption, who live together and cooperate economically and in the rearing of children. Family is also a symbol and a visual image of adults and children living together in mutually satisfying and harmonious ways.

Family is the ultimate symbol of the social framework. Family is the basic and vital unit for stability and progress of both the individual and the society. An individual is moulded and shaped by the forces within a family. The outside world is a threat to the stability and progress of an individual but it can be overcome if the individual seeks the nurturance provided by family. Family is a constant and everything else is transient.

Family is an anchor and one of the social institutions that has endured over time, providing a crucial element of stability to the society as a whole. Family is the primary source of personal warmth and satisfaction. Man is bogged down by many pressures both within

and without. To ease this discomfort he needs a family because in times of trouble the members are counted on to provide nurturance and shelter. Family is the backstage where people can relax and behave in ways they would not do in public. The situation at home is entirely different from that of the outside world. In this respect family is something that evokes warmth, caring and physical and psychological nurturance and sustenance in a setting apart from the troubled world. This image characterizes the family as a refuge and haven from an impersonal world, a place of intimacy, love and trust where individuals can escape the competition of the dehumanizing forces in the modern society.

Family is a haven in a heartless world. This image pictures the glorification of private life made necessary by the deprivations experienced in the public world. The problems of the outside world are soon forgotten in the care and warmth of the family. It is a haven from an uncaring, impersonal world, a place where love and security prevail. Relationships within the family last long. Sometimes one may not need them, but it is nice to know they are out there for times of need and help. Family is morally sacred and it is a secret. Also the family is not merely a social institution. It is associated with a large societal morality of good and right. It is at the same time the most private of all society's institutions. The norm of privacy gives the family a secret quality that exists alongside its familiarity. Most importantly, the world does not and cannot survive and thrive without families, the anchor of the world.

**Ms H Marry**  
Faculty, SEMCOM



## ***My Voice: Management in our day to day life.***

When somebody say's management, it is generally understood as term related to commerce and business management. Management is defined in various ways. To some Management is the art of getting things done through and with the efforts of other people. To some Management is the process of planning, organizing, directing, and controlling for achieving desired objectives. But then management has great relevance in our day to day life.

Many times we see people complaining about time, work, money, health and other issues.

Here is how management can help to lead a happy, healthy and peaceful life.

### **(1) Time Management**

Time is a very precious resource. We keep budget of monthly expense and other financial matters, but we hardly budget for time. Plan your daily activities. Decide what you want to accomplish during the day and allocate time and effort for the same. Written plan will be better. If you feel work can be accomplished in eight hours, allocate nine hours for the same. Deviations are possible, you may have visit from unannounced guests, or you may be required to attend some urgent non planned task. Keep some extra hours for the same.

### **(2) Managing your work**

Good work management follows simple rule Identify what important activities are to be done. Don't leave for tomorrow what you can do today. Guard against stress as it can suck more energy than work. You may also pursue your hobbies like gardening, reading,

entertaining yourself. Just like planning for work is important, in the same way planning for vacation and recreation is equally important. It will recharge your batteries and make you ready for work with lot of freshness, energy and enthusiasm.

### **(3) Manage your money**

Managing money may also mean managing wealth and thereby your prosperity. Maintain record of monthly expenditure. Make allocations for important items of expenditure like children's education, vacation etc. Plan your investment systematically. Some investment may be made where returns are stable and secure like life insurance, PPF, ULIP etc. Some investment can be done where returns are high like equity based mutual fund, shares depending upon your resources. Keep sufficient liquid balance to meet your day to day expenditure. You may take services of financial advisor to plan your investment.

### **(4) Manage your health**

In these days of competitive environment we often find even youngsters complaining about health problems. Take care of your diet. Go for regular walking and other exercises. Meditate for at least 20 minutes. You must plan time for the same.

Management is about full and proper utilization of resources and we can benefit a lot by applying it in our day to day life.

**Mr. Sunil V. Chaudhary**  
Faculty, SEMCOM

## **My experience during summer vacation**

It feels really great when you get the first earning of your life, and it feels so proud when I see that visiting card with bold letters of my identity. Well, I am Niyati Dave, 3<sup>rd</sup> year BBA student of SEMCOM. I have been given this opportunity to put down this pen and write to you people about the one month training I had in MAX NEW YORK LIFE INSURANCE COMPANY, Surat-3. Well the whole thing began when suddenly one fine day I sat out my mind to do something qualitative in the vacation, my decision of joining an insurance amended company was because the field of “insurance” industries are going at such a boom with high reactive markets, that is coming future this field is going to make it to the top charts. After deciding to go for this field I choose MAX NEW YORK LIFE INSURANCE COMPANY, as it is the only life insurance which is about 163 years old and is fully experience in life insurance sector as well as has a huge American market.

The training was held by our training manager “MR. HIREN PARIKH”, the schedule was very cooperative, and the classes began at about 9:45 am. There was a specific dress code that was provided by the company itself. The atmosphere of the company was so comfortable and adjustable such that we never realized as we were trainees. We were actually treated as working professionals. We were given core training about small and big thing which really made me insight with the job values like – time management, communication skills like body language and all, the way to look out for appointments, attitude towards people, over-all personality, professionalism, sensual politeness and many other values were really focused upon to learn. Believe me I used to

spend 10-11 hours in the training room but never for a moment had I realized a boredom or pathetic ness. Thus this clearly indicated that how vigorously I enjoyed the entire training program. Secondly, the best part of the work over there was, they gifted me the best thing I ever could deserve, i.e. my “SELF-RESPECT”. Working made me feel that I am worthy of something. The GO – MEET at the end of the month was like an awarding ceremony for the best thing working agents and advisor. This entire training made me feel so convincing in my work and space that the whole one month flew in fraction of second. I got so much to learn apart from the work that actually can’t be listed down because the list goes on and on. I can just say that this place has made me confident enough to face the world and I got the selection in GO – MEET which indicates that I did the worth job to them. Apart from this, the subjects that I am learning that’s “MARKETING AND FINANCE” have got clear to me, so even this experience helped up to get a bookie knowledge of the entire encored subject, practically speaking this has turned out to be a golden opportunity to get an in-round idea about MBA which I am planning for and now I am quite aware of my fields of interest and my over-all persona.

For all of you out there, I will like to say “the world is calling.....jump down” go and visit such offices. Try and put yourself something material and rewarding because at the end of the day it’s not the marks you score but the money you put in the pockets...!!! Wish you all best of luck...!!!

**Niyati Dave**  
Student TYBBA, SEMCOM