

# CONTENTS

Pg. 1	<b>Guest Editor's Note</b> Swami Nikhileswarananda
Pg. 3	<b>From Chief Editor's Desk</b> Dr Nikhil Zaveri Director & Principal, SEMCOM
Pg. 4	<b>SEMCOM Updates</b> Mr S M Joshi, Ms H Marry, & Mr Renil Thomas SEMCOM
Pg. 6	<b>Research Article</b> Mr Nimesh Joshi Lecturer, SEMCOM
Pg. 13	<b>Dream with a purpose</b> Mr Renil Thomas Lecturer, SEMCOM
Pg. 14	<b>My Voice: Indian Economic Growth Story and Common Indian</b> Mr Sunil V Chaudhary Lecturer, SEMCOM
Pg. 14	<b>Swarnim GUJARAT</b> <b>Editorial Team, SEMCOM</b>

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# DRIVE

From Guest Editor...

## HAPPINESS AND PEACE IN EVERYDAY LIFE



**Swami Nikhileswarananda**

People all over the world are in search of happiness and peace. People look happy and at peace outwardly, but there is void in their inner self which lead to a sense of emptiness and depression. Everywhere people have problems whereby peace and happiness are lost.

People in all age groups are worried and full of tension. Old people are under tension because they may be asked by their children to go to Old Age Homes any time. The middle aged men are stressed as they are apprehensive about the loss of their jobs. Thus tension is seen at all levels.

There is tremendous progress in all fields like technology, medicine, communication, etc, making life more easy and comfortable for man.

But man has lost peace and happiness because he himself has become a commodity as a result of mass consumerism.

The popular notion is that 'H' is proportional to 'M' where 'H' is happiness and 'M' is money. But surveys expose the sad fact that 'H' is inversely proportional to 'M'. Money is no doubt important for happiness and needed to enjoy life, but money alone cannot buy happiness and peace. The purpose of earning money is to enjoy the comforts that money can buy. But man has become a slave of money.

Vedanta says that instead of searching for peace outside, we should look for infinite joy and peace that are already within us. We should look for consciousness beyond the consciousness, that is, super consciousness. Our very nature is 'sat-chit-ananda' – infinite truth or existence, infinite consciousness or knowledge and infinite bliss or enlightenment. External or supreme reality is present within everyone. Everyone wants infinite happiness and peace and that supreme reality is within each one of us. The external or worldly objects bring happiness that is transient in nature. For everlasting happiness, peace and bliss one must search within. Man is unaware of the hidden happiness within him.

Sri Ramakrishna said that our human birth is in vain if we do not realize God. God, divinity, reality, happiness, peace, joy or bliss reside in everyone's heart and we have to manifest the same. The veil of ignorance keeps man unaware of the presence of God or divinity within him. To remove this veil of ignorance one must practice four yogas in daily life. Swami Vivekananda said – "Each soul is potentially divine. The goal of human life is to manifest this divinity within, by controlling nature internally and externally". For this, one

has to follow any one of the four yogas – Karma, Bhakti, Jnana or Raja. In Karma Yoga, the path is through selfless action and service, in Bhakti Yoga, love and devotion are the paths chosen, in Jnana Yoga, reading of scriptures and good books with positive thoughts is the path whereas in Raja Yoga, it is mental mastery through Ashtanga Yoga. The more we practice the four yogas, the more we will become divine. We can remain in this world and still carry out our worldly duties in a spirit of detachment.

In the book ***Work and its Secret***, Swami Vivekananda says that attachment is the source of all pain, misery and suffering. Therefore, we must have as much power of attachment as that of detachment. Swami Vivekananda said that unselfishness is the test of religion. Unselfish prayer such as, "Let all in the world be happy, let all be peaceful", done regularly, will result in our being happy and peaceful.

It was reported by ***Time*** magazine some time ago that 10 million Americans practice meditation daily. It has been scientifically proved that meditation brings down blood pressure and is a stress buster. Most diseases are psychosomatic in origin and hence the relevance of yogic practices and meditation. We must read good books with positive thoughts and contemplate on them. Such books will have magical effect giving peace of mind, and leading to mental strength and self realization. Many persons have been saved from suicide and mental breakdown by reading inspiring books. The books of Sri Ramakrishna and Swami Vivekananda have inspired thousands of people. Therefore keep good books, thoughts and quotations in front, on your working table to inspire you.

Swami Vivekananda advised devotees to open their eyes, look around and serve the needy to

get peace of mind. But the service has to be unselfish to get the benefit of peace of mind. The whole world is one and if somebody is suffering, we will also suffer directly or indirectly as it is a holistic universe, as proved by the modern quantum mechanics. So, if we want to be happy, we should make others happy. Besides, one can practice all the four yogas, Karma, Bhakti, Jnana and Raja, which will lead to infinite happiness, infinite joy, infinite joy, infinite peace and infinite life, which is the very purpose for which we are born into this world. This will also lead to happiness and peace in everyday life.

## From the Chief Editor's Desk

### Entrepreneurial Education

Entrepreneurship is a key driver of our economy, the power engine of our nation, driving individuals towards new heights with each passing day.

Entrepreneurship is all about being a leader, getting exposed to opportunities and grabbing them at a go.

Entrepreneurial education is a lifelong learning process, starting as early as elementary school and progressing through all levels of education, including adult education.

Educational institutions empower young minds with this spirit of entrepreneurship and instill in them a sense of leadership, which in turn can impact a learner at all levels in a wide number of contexts. The benefits that students and young people derive include creativity and innovative development. Idea generation ability, opportunity perception skills, idea evaluation and risk assessment, business plan preparation, initiative, leadership and team building, presentation skill and the list goes on. In addition to these individuals also develop skills like resources building, networking, environmental understanding, motivation and vision building in the long run. Along with these major benefits, entrepreneurship establishes changes in personal and career attitude making an individual self worth, self aware and ability to control one's own life.

As a result many personalities who made their presence felt in this world believe that nurturing a strong entrepreneurial culture will maximize individual and collective economic

and social success on local, national, and global scales.

To develop entrepreneurship, educational institutions organize various programs where an individual's leadership quality is focused and brought to the surface. Be it Business Idea Competition or taking up hard core marketing projects, a person's entrepreneurial qualities are enhanced and nourished. The end result of entrepreneurship education is that individuals should be exposed to experiences that will help them to develop the insight needed to discover and create entrepreneurial opportunities. This may explain why there are such a wide variety of entrepreneurship education programs, all of which can provide important outcomes at various stages of a learner's life.

Thus, organizing frequent events and competitions not only develop individual thinking ability but also create leaders who can fight and lead a new tomorrow.

An exercise to bring about creative freedom, higher self esteem and an overall greater sense of control is the ultimate goal of entrepreneurship, because few leaders are born and many leaders can be made!

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

## SEMCOM Updates

### INDUSTRIAL TOUR REPORT

**(Pune – Mahabaleshwar – Panchgani – Lonawala )**

**Class : FYBBA (ITM)**

**Date : 16<sup>th</sup> October 2008 – 24<sup>th</sup> October 2008**

After days of planning and preparation, we boarded the train at Anand finally at 5.30 p.m. on 16<sup>th</sup> October 2008 and reached Pune on 17<sup>th</sup> October 2008 where we checked into a hotel. After breakfast we left for Thermax India Pvt. Ltd. at 9.00 a.m. At Thermax India Pvt. Ltd. we were warmly welcomed and given instructions regarding safety and precautionary measures. There was a power point presentation through which the students learnt about the establishment, progress, products, growth and functioning of the company. Later the students were taken to the exhibition hall where many machines were on display and the workings of the machines were explained. At the end of this session tea and snacks were served. The visit was extremely fruitful and enlightening. Through this visit the students were able to learn the intricacies of marketing, accounting and administrative qualities and policies. The visit was also an eye opener to the scenario and functioning of the world of business and commerce. We returned to the hotel to have our lunch and in the evening the students were let free for outing and shopping.

**Date : 18<sup>th</sup> October 2008**

**Day : Saturday**

After an early lunch at 12.00 p.m. we left for another industrial visit. On this day we visited Desai Brothers, a company that processes food

products like pickles, papads, ready to eat food, and masalas. It was a well established and popular company that grown tremendously within a short span of time to scale great heights. They process and sell their products under the brand name, Mother's Recipes. The students were divided into two groups and taken throughout the production hall to see how the different food products were made. There was also an interaction session wherein the company's General Manager, Head H R, Head Marketing and the factory manager talked about the functioning and production of the company which is well known nationally. They prepare food products to cater to the needs of people in different regions/states. This industrial visit gave the students an opportunity to learn how one needs to be very competent and innovative to be very successful in this highly competitive business arena. The visit was interesting and informative.

**Date : 19<sup>th</sup> October 2008**

**Day : Sunday**

This day was a day of sightseeing. At 9.00 a.m. we left for Sinhgargh. It was a hill with a fort at the top. The climb was very steep and we had to hire jeeps to go to the summit. The view that the summit offered was breathtaking and fabulous. We went back to the hotel for lunch and in the evening the students went out for shopping.

**Date : 20<sup>th</sup> October 2008**

**Day : Monday**

After an early breakfast we left for Mahabaleshwar at 8.30 a.m. We were in Mahabaleshwar at 12.00 p.m. where we checked into a hotel and had lunch. The journey to Mahabaleshwar was fantastic as the

road lay through hills that had us carried away with the beauty of the hills, the valley below and the trees that adorned the face of the hills. In the afternoon we paid a visit to Mapro Foods Pvt. Ltd., a company that makes jam, juice, sweets, squash from fresh fruits. This company makes jams for Kissan. The industrial trip was beneficial and at the counter we were able to taste and buy the company's products. On the way back we visited Table Line, Panchgani, where the hills had flat table like tops. The scenery was exhilarating.

**Date : 21<sup>st</sup> October 2008**

**Day : Tuesday**

On this day we went to visit many places that made us feel one with nature. Since the roads were narrow and steep with many turns, we hired taxis to take us to different points and waterfalls. The points bestowed us with a panoramic view of the valleys below. Everywhere one turned, one could see steep hills covered with lush green trees and valleys with silver waterfalls and gurgling streams. We were awestruck by the beauty of the scenery which was not only awesome but also invigorating. We were so enthralled by the beauty of Mahabaleshwar that we felt very sad when we had to leave Mahabaleshwar the next day. In the evening the students were let free for outing and shopping.

**Date : 22<sup>nd</sup> October 2008**

**Day : Wednesday**

We had an early breakfast at Mahabaleshwar and checked out of the hotel and by 8.30 a.m. we were on our way to Lonawala. We reached Lonawala for lunch and in the afternoon we rested for a while. In the evening we had a wonderful time in the market of Lonawala. We

were a little sad as we were coming to the end of our memorable industrial tour.

**Date : 23<sup>rd</sup> October 2008**

**Day : Thursday**

Early this morning we went for sightseeing and visited a dam. We returned to the hotel at 11.00 a.m. and we checked out of the hotel after lunch. We were then on our way to Pune to board the train to Anand. On the way to Pune we visited the palace of Bajirao which was destroyed by a great fire that raged for a week. The palace and the fort around it made us wonder about the people who occupied it and the kind of life they led. At 4.30 p.m. we were on our way to Pune railway station where we had our dinner. Finally we boarded Veraval Express at 7.50 p.m. Our hearts are filled with fond memories of the tour and these memories will be cherished for many years to come.

**S M Joshi  
H Marry  
Renil Thomas  
Faculty Team - SEMCOM**

## **Research Article:**

***“Consumer Awareness, Expectations Experiences study of E- ticketing buying behaviour”. [A descriptive Pilot study of selected consumers in Gujarat]***

### **Introduction to the Aviation:**

People dreamed of flying thousands of years before the first planes took off. The ancient Greeks told stories of people putting on home-made wings. And the ancient Chinese flew kites. Dream to fly has been always cherished by the mankind and several attempts are recorded in the history. To note a few, in the early nineteenth century, adventurous people were already flying balloons and gliders. Then around 1850, engineers started building flying machines that were powered by steam engines. [www.wikipedia.org]

At the start of the twentieth century, engines were added to gliding aircraft. The first powered aero plane took to the sky in 1903 by Samuel Langley, an American scientist, launched his plane from a houseboat on a river. But his attempts ended with a damaged plane and a wet pilot! Later the same year, two American brothers made the world's first successful powered flights in an aero plane. Orville and Wilbur Wright, who were bicycle makers, used bike chains to attach an engine to the propellers of their plane. On 17 December 1903, in North Carolina, Wilbur made a flight that lasted 59 seconds and covered 260 meters. [ibid]

### **Brief History of the Aviation Industry:**

Early planes were flown for fun. They were not big enough to carry passengers. Then another use was found for planes-war. During the First World War, from 1914 to 1918, planes became faster and more powerful.

In 1919 the first international airline service flew four passengers from London to Paris. In those days most passenger planes were converted war bombers. Passengers wore leather coats to protect them from the cold, as well as goggles and gloves.

During the 1930s, companies made planes especially for carrying passengers. Airlines wanted to offer a service that would compete with trains and ships. One of the first aircraft companies was Boeing. In 1933 it launched the Boeing 247. [www.indianairlines.com]

### **History of aviation industry in India:**

India has the distinction of organising the first flight by an aero plane in the world. That was in February 1911. This airmail flight piloted by French pilot M. Picquet flew from Allahabad to Naini. However, it took more than 20 years for the country to have its own airline. In October 15, 1932, Tata Son's Ltd – which later become Air India International – commenced weekly airmail service with a Puss Moth aircraft between Karachi and Madras via Ahmedabad and Bombay, covering over 1,300 miles. Later two more airlines – Indian National Airways in 1933 and Air Services of Indian in 1937 came up.

The Government nationalised the airlines industry in 1953, with enactment of Air Corporation Act, and assets of nine existing air companies were transferred to the two new

corporation – Air India International and the Indian Airlines. After 40 years, in 1994 Air Corporation Act was replaced ending the monopoly of the national air corporations and enabling entry of private operators. [www.nic.gov.in]

### **Growth of Aviation in India in the Liberalized Era:**

The liberalisation in civil aviation industry began in 1986 with the introduction of Air Taxi system to boost development of tourism. Though there were several restrictions relating to seat capacity, airports, timing and fare, the scheme was liberalised over a period of time. Even the fare was totally deregulated, allowing air taxi operators to charge any fare. With Open Sky Policy many private operators began operation in the domestic sector. The carriage increased from a modest 15,000 passengers in 1990 to more than 0.4 million in 1992. Of the total of 12.23 million passengers carried on domestic sector, private carriers carried about 5.7 million passengers. [www.indianairlines.com]

The civil aviation industry got a major boost with the announcement of Airport Infrastructure Policy in November, 1997 which envisages development of international hubs and regional hubs to provide a hub and spoke arrangement connecting all airports. Under the policy, infrastructure development of airport has been opened up for public and private participation. It allows 74% foreign equity participation in the airport infrastructure with automatic approval and 100 % equity on case-to-case basis.

A new policy on domestic air transport has also been evolved. Salient features are:-

- 40% foreign equity participation in domestic airlines,
- 100% equity participation for NRIs/Overseas Corporate Bodies.
- Foreign airline equity, either directly or indirectly is not permissible.
- Operators to have freedom to determine fares for each sector.

Domestic carriers to be allowed to fly international routes. [[www.indianairlines.com](http://www.indianairlines.com)]

#### **Airways in India:**

India's major domestic airline, the government runs Indian Airlines, flies extensively throughout the nation and into neighboring countries. Its sister concern Alliance Air runs on secondary routes covering India totally. The country's international carrier, Air-India, also operates domestic services.

Second to Indian Airlines is Jet Airways, which handles 200 schedules in India on daily basics. Other private operators are Air Sahara, Spice Jet & Air Deccan.

The Indian civil aviation industry is expected to log an average annual growth of 8.4 percent in international traffic over the next four years, the International Air Transport Association (IATA) The association, which represents 265 carriers worldwide, said the country will also register an overall growth of at least 12 percent and a jump of 10 percent in freight during the period.

"Generally, air transport grows at twice the gross domestic product (GDP). With Indian GDP expected to expand at 7.2 percent for 2005-2009, we would expect the growth in the 15-percent range," IATA director general Giovanni Bisignani said. Globally airlines are a \$400 billion industry that generates \$1.3 trillion in economic activity. Aviation Industry is the backbone of the tourism industry. That is 11 percent of the global GDP.

Four challenges for India for the successful development of its aviation industry - enhancing safety, reasonable tax rates, commercial freedom and simplifying business with effective use of technology. 94 percent of scheduled international traffic is accounted for by 265 carriers that are members of IATA. Its Indian members are Air India, Jet Airways, Indian Airlines and Air Sahara. [<http://www.indiainfo.com>]

#### **MAJOR PLAYERS IN INDIA**

The Major players of Aviation Industry in India are:

1. JET AIRWAYS
2. SAHARA AIRWAYS
3. AIR-INDIA
4. INDIAN AIRLINES
5. AIR DECCAN
6. SPICE JET AIRWAYS
7. KINGFISHER AIRLINE
8. GO AIR



## **AIR TRAFFIC GROWTH:**

As per various reports, the growth of an air traffic in India at different time period as follows:

There has been phenomenal increase in the volume of air traffic both domestic and international over last two decades. During the last 25 years, domestic air traffic has registered an annual growth of 10 per cent and Air India traffic registered an annual growth rate of over 12%. [[www.EMEconomy.com](http://www.EMEconomy.com)]

Total air passenger traffic surged by 32 percent in July 2006 as compared to 18.3 percent rise a year ago. During the month 71.2 lakh passengers traveled by air. During April- July 2006, total air passenger traffic recorded a robust increase of 36.6 percent. With 296.4 lakh passengers taking the air route. [<http://www.indiainfoline.com>]

A report by FICCI for the year 2004-2005 on air traffic growth records. "In the area of civil aviation, domestic passenger traffic grew sharply by 24 per cent in 2004-05 to 39.9 passengers as compared with a 13 per cent growth in the previous year. International passengers' traffic rose by 17 per cent in 2004-05 to 19.4 million persons". [[www.ficci.org](http://www.ficci.org)]

Global Scenario: As per the recent reports from IATA, The global air passenger traffic is set to grow at an annual rate of 4.4 per cent up to 2015, which is likely to fuel unprecedented growth in the travel and tourism sector, former president of International Civil Aviation Organisation (ICAO) said. [[www.ibnlive.com](http://www.ibnlive.com)]

The growth of passenger traffic at this rate will be equivalent to about 30 million flights and 2.8

billion passengers annually, Assad Kotaite said while addressing the Confederation of Indian Industry's national committee on civil aviation. [ibid.]

"These issues need to be addressed as soon as possible," he added. Even as air transport remains the safest mode of mass transportation, "safety is a critical issue that needs to be taken care of," Kotaite said. [ibid]

"We must continuously monitor and upgrade existing security processes to ensure they are commensurate with the level of threat identified while expediting the clearance of passenger and cargo at airports," he said.[ibid]

To meet the growth of the passenger traffic in today's time, the only solution to it is use of Technology. The technology that enables the customers to ease the process of Buying tickets online from customer's point of view.

### **Introduction to E-Ticket:**

The IATA defines it as,

An electronic ticket (ET) holds the information previously held on a paper ticket. It requires a database, integrated with the airline's passenger service systems, that interfaces with all partners for the real time processing of passengers by ground handlers and interlines partners. [[www.iata.org](http://www.iata.org)]

For the customer this means stress-free ticketing, no tickets to lose and no last minute queues for tickets on departure, together with greater opportunities for using self-service kiosks. [[www.iata.org](http://www.iata.org)]

For the travel agent, electronic ticketing will allow them greater opportunities to manage the corporate travel experience by being able to

make changes to the actual ticket whilst the customer is on the telephone. [www.iata.org]

For airlines, it is estimated that approximately 9 US dollars in savings could be made when an electronic ticket is issued instead of a paper ticket. [www.iata.org]

#### **RESEARCH PLAN:**

#### **RATIONAL OF THE STUDY:-**

There has been phenomenal increase in the volume of air traffic both domestic and international over last two decades. During the last 25 years, domestic air traffic has registered an annual growth of 10 per cent and Air India traffic registered an annual growth rate of over 12%.

For consumers, IATA simplifies the travel and shipping processes, while keeping costs down. Passengers can make one telephone call to reserve a ticket, pay in one currency and then use the ticket on several airlines in several countries.

Within a year of its launch, Air Deccan has become the biggest e-commerce site in India with daily ticket sales in the range of Rs 1.15 crore," says Pankaj Narayan Pandit, a senior consultant with Infosys Technologies Ltd, specialising in the airline domain for over 16 years. Customers often prefer online booking because of the attractive freebies offered.

#### **OBJECTIVE OF THE RESEARCH STUDY:-**

- To study the awareness about the e-ticketing among the customers.
- To study the consumers attitude towards the same

- To study the consumers perceptions
- To study the experience of the consumers who have used online(E-ticketing)
- To study through which media now consumers prefer (E-ticket or Paper ticket)

#### **SIGNIFICANCE OF THE RESEARCH STUDY:-**

E-ticketing benefits in many ways to all the parties concerned:

- For consumers its easier handling of itinerary changes and last minute travel decisions
- For consumers No more "lost tickets"
- For companies elimination of printing, postage, shipping, storage and accounting costs
- For companies, elimination of costs for collateral materials (envelopes/ticket jackets)
- For companies, reduction in counter airport counter space through increased use of self-service check-in
- For companies its increased efficiency in revenue accounting

#### **E-Business and E-ticketing:**

Online ticket sales to boost Indian airline industry:

Online ticket sales offer tremendous growth potential for the airline industry in India according to the new "Indian Consumer Report" commissioned by Visa International and conducted by AC Nielsen. The largest product

category for online purchases was airline tickets in the first half of 2006 with 40 percent of online shoppers indicating they had purchased tickets between January to June 2006. This was followed by “Books” (29 percent) and “Music” (24 percent). In addition to being the overall category leader, online airline ticket purchases have also been attracting a significant amount of repeat purchases by consumers. Globally too, airlines represent the largest merchant category of e-commerce transactions (close to US\$6.68 trillion globally for April 2006). Consumers in India are clearly following the global trend as airline tickets continue to remain the most popular choice among consumers for online purchases.

Online shopping has grown in popularity since the first half of 2005, with the number of online shoppers increasing from 3,274,000 (first half of 2005) to 3,493,000 in first half of 2006 (up by 7 percent). Of the total number of online shoppers, more than half of online shoppers browsed the Internet for airline tickets (57 percent), in comparison with other popular categories such as books (51 percent), music (47 percent), electronic devices (42 percent), displaying the significant potential demand for purchases in this category.

The study also reveals that the key motivators behind online purchase of airline tickets include convenience (54 percent), price (34 percent) and better selection (11 percent). Commenting on the study, Santanu Mukherjee, country manager – South Asia, Visa International Asia Pacific said, “Payment cards today offer a host of options and benefits to consumers, not only in the physical world, but in the virtual space as well. With growing Internet penetration in the country and developments in technology and infrastructure, Visa has recognized the huge

potential for online payments particularly for the benefit of the airline industry. The airline industry in the country has simultaneously witnessed an unprecedented growth over the past few years, especially with the entry of low cost carriers that have completely changed the scenario of the Indian aviation sector as well as the profile of air travelers.”[www.acneilson.com]

#### **Limitations of the research:**

The present research suffers the following limitations:

[1] It is limited to the scope and coverage of the respondents in the state of Gujarat only.

[2] The respondents do not represent the mass at the national level and hence cannot be generalized.

[3] The responses are taken from the travelers who traveled in last six months to one year of period of time only.

[4] The respondents are randomly selected irrespective of their travel destinations within the country and/or outside country.

[5] The respondents are contacted at the field and the opinion given is not impact –effect.

[6] The research is a pilot study; hence it is not generalization of any phenomenon.

#### **Future Scope:**

The research is academic in nature and the responses received are very positive. It is felt that detailed study can be conducted at the state/ national level to understand the buying behavior of consumers traveling by airline route

and their experiences can help to build the E-experiences study to associate their buying behavior with various variables viz: Age, Occupation, Income, Profession and their level of satisfaction. Growth of E- Ticketing buying behavior studies can help design the e-marketing strategies for the air lines operators in India to benefit from the prevailing competition in the market place.

### Conclusion:

The growth of the internet penetration in India has positively brought a change in the life style of the people. The technology is enabling the customers an option to choose amongst from the best, chipset and fasted. The rules of the game of competition are changing from the survival of fittest to survival of fastest.

It is evident from the above figures that consumers are very positive to adopt the technology that benefits them. There is a long way to go for the IATA dream to come true in stipulated time of 2007, but it's definitely a good beginning where the response is very positive on the part of the airlines operator and the technology enablers.

It can be concluded that the consumers are satisfied in accepting this new experience and that's the proof of potential of growth of e-business opportunity in India.

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**Nimesh Joshi**  
Faculty, SEMCOM

## Dream with a purpose!

As it is said,

“A dream provides a perspective that makes any kind of effort possible! But the power of a dream needs to be coupled with the right attitude.”

We all have things we would like to happen in our lives, things we can imagine accomplishing or experiencing. These areas of life may be physical, mental, emotional, spiritual or financial. While the first step to making our dreams come true is acknowledging that we have a dream for what we want to happen, it remains only a wish or fantasy if you take it no further than the first thought. It is possible to live our entire life thinking about all the things we would like to do or make happen without any of them becoming our reality.

Without purpose-driven action, our wishes will never come to fruition. Every person who has ever created something great starts with an idea or a dream. Usually dream is something that is located in our outer self or in simple terms it is a fantasy. But when we begin to flow from the real us and devote time to look honestly at our ideas and determine the exact steps we will need to take to achieve what we desire, our dream will become a reality to us on the inside even before it is manifested on the outside. Once our dream becomes a reality to us on the inside, action is automatic because we realize it already belongs to us and we begin pursuing our dream with a passion.

When we bring our dream into the real us, it becomes our dream-purpose and great things will happen to our life. We will begin to meet the right people and find the right opportunities. The right thoughts combined

with purpose-driven action propel us upward toward our higher level. With the help of our daily program of inspirational and motivational books, tapes, music, and social interaction, we can create positive changes in our thought process and, in turn, we will be driven to act rather than procrastinate. We will begin to own our dream!

Thus, it can be said that,

“If one advances confidently in the direction of his dreams... and endeavor to live the life which he has imagined.... he will meet with a success unexpected in common hours!”

**Renil Thomas**  
Lecturer, SEMCOM

## My Voice:

### Freedom of speech used or abused

We proudly say that India is a biggest democracy. We have democratically elected government, freedom to follow our religion, and most important freedom to speak what we feel. Truly, this is a virtue, which only few countries possess. But then power should be properly used and not abused

Freedom to speech does not mean that as an Indian citizen we can speak rubbish. India is a multi cultural, multi regional, and multi lingual country. India will survive as a nation only with broad outlook, tolerance and respect for its diversity. As a true Indian citizen, we should not do or speak such things, which offend the feelings of our fellow citizens. Being global citizen, we should respect culture and religion of people belonging to other countries. Europe is united, two Germanys have become one, when the world is moving towards integration, and it will be foolish for us to unleash forces of disintegration.

Words can connect or disconnect people. Let us not use words to insult others, to create disharmony and to hurt others. Words can win or break hearts of people. They are like arrows, which once out of bow can never come back. Saint Kabir has rightly said we should speak such things, which gives serenity, mental peace, happiness and bliss to others and us.

**Sunil V Chaudhary**  
Lecturer, SEMCOM

## SWARNIM GUJARAT

### RATRI B4 NAVRATRI

Celebration of Swarnim Gujarat would be incomplete without Garba – the emblem of Vibrant Gujarati culture. Its live ‘Ras- Ramzat’ has made it more famous worldwide.

CVM’s SEMCOM organized ‘Ratri before Navratri on 29<sup>th</sup> September on ADIT ground, New Vallabh Vidyanagar. The night was mesmerized by the velvet voice of Prapti Mehta’s Aalap group.

Mangala Aarti of Maa Ambe was invoked by Chairman of CVM Dr C L Patel and District Collector of Anand Mr R N Joshi.

Dressed in *Chaniya – Choli, and Kediya and Paghadi*, students were in to great rapture to play Garba with different styles. There was more thrill amongst them as it was competition too for the attractive prizes.

The contest was judged by Ms Dipali Doshi, Mr Amit Mehta, Mr. Kanubhai Patel and Ms. Vibha Kher.

First prize (male) of Manali package was won by Mitra Gadhavi, First prize (Female) of Mahabaleshwar package was won by Sheena Raj. Best dressing award was given to Dhruvit Patel and Manali Patel, in which Hardik Patel and Richa Nagar stood second for male and female category respectively.

The program was sponsored by Reliance Communications, JK Securities, Anand, Sri Mukta Jewelers, Parikh Jewelers, Institute of Fire and disaster management, orient steel, La Casa Inn restaurant, Krishna Patel, M/s Pradeep and Mala Sinhu, Arihant Lubricants, Arihant Paints, Dinubhai Patel, Sainin Auto, Snooka Food, Cane

Eye, Sagar Tobacco Processing, and Goodwin Education.

Under the able guidance of Principal Dr Nikhil Zaveri, the entire event was coordinated by vice president of students' council Ms Kamini Shah and general secretary Bhavik Patel and members of students' council.

**Swarnim Gujarat Celebration Team**

**Contributors:**

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

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