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DRIVE

From Guest Editor...

Secrets of Success...



Ms Jayshree Patwardhan

I am happy to be a part of this grand celebration. It is very joyful to be here because it is a celebration of achievements. My heart overflows with happiness today to see many achievers. These achievements are signs of improvement. The different activities themselves speak highly of the immense progress made by the college. The novel idea of Laptop Bank and the strength of girls in this college which is 38% really thrill me. I am also

given to understand that I am the first female chief guest. I heartily congratulate the winners.

An activity has three important factors. The first is the achievement which is the staple food of mind because it puts one on the path to improvement which in turn results in progress. Second participation is very important and the third important factor is the spectator. The cheering crowd boosts the morale of the participants and the silent spectators make the game worth playing. I am immensely impressed by the novel ideas imparted to the students. What make everything interesting in this college are the different types of competitions organized for the students. The different activities thus organized are of different nature and aptitude thereby posing real challenges to the students and challenge is the very essence of winning.

A game becomes very interesting when the chances of winning are the least. When the odds are against, the game becomes really very challenging and this is the true spirit and the key to progress. Because of this challenging nature players play the games with a lot of trepidation. Failure is also a part of a game and hence failures should not break you down. Failures mean that there are more challenges ahead in the path of success.

Growth is not possible without a brave fight. There is no concept such as silent growth. It gives you confidence to fight bigger battles. No one can instill confidence in you. You must obtain confidence by fighting. From all these aspects you obtain experience which is the most rewarding factor.

The thought process or the thinking faculty in a man is a very powerful energy which can either mar or build your personality. Thinking faculty activates you to take action. You need not go in search of opportunities because opportunities are found aplenty. Opportunity is a like a hen that lays golden eggs. Do not expect someone to create opportunities for you. To be more precise, I would like to tell that no one give you opportunities. You are already nourished and nurtured to create opportunities for yourselves as well as for others.

In order to accomplish great things you should first take care of your health which is the primary factor. If you do not take care of your health, you cannot be entrusted with responsibilities. Your actions are detrimental to your health and well being, both physical and mental. Life is the most precious gift that you can have. It is very important that you preserve yourself because it makes the difference to your survival in this highly competitive world.

As you go along you gain many experiences and experience is never a mistake. The first try or the first step you take is never a mistake. Your first career option is never a mistake but rather vital because it enables you to learn to have better options. It prepares you to do the actual work. If you want to progress and go a long way, learn to ignore criticisms because experience is the absolute necessity. Whatever your career option is, it is perfect and so be happy about it.

From the Chief Editor's Desk

The role of an academic institute in celebrating various days

"The more you praise and celebrate your life, the more there is in life to celebrate."

- Oprah Winfrey

Even *Kalidasa* said 'People are fond of celebration'. Especially, youngsters are just looking for the reason to celebrate. In fact any celebration brings group cohesion and solidarity. Old and rich values of India are not diminishing so fast that we have to wait for certain days to celebrate in order to demonstrate our feelings.

An academic institute can create a platform for students to celebrate various days by announcing them well in advance as a part of their extra –curricular activities. It helps inculcate various values unconsciously in the mental make –up of the students. They learn to respond to their responsibilities towards their fellow students, college, community and nation as a whole.

Various 'Days' can be celebrated in the innovative fashion. Friendship day can be celebrated by 'helping a friend' in a different way. For instance, donating a book to a needy

classmate or generating an endowment for the expensive treatment of a classmate.

The 'Matki Fod' celebration on 'Janmashtami' requires lots of team efforts and group coordination. The feeling of patriotism can be induced by celebrating 'Vijay Diwas' or Tri – color day – where all students are wearing either white or trio –color dresses. Teachers' day can be celebrated to dignify academically outstanding students.

The social sensitivity can be expressed by celebrating 'Khadi day' where students can be asked to buy khadi to promote rural artisan preparing Khadi. 'No Fuel Day' where students at least for one day try to manage without vehicles and experience the impending environmental problems.

'Back to School Day' and 'Corporate Day' can make student understand their ladder of success. On one hand it reminds them of their happy school days, at the same time it prepares them for the corporate etiquettes. 'Signature day' carries everlasting impression of their classmates. 'Achievement Day' glorifies students' achievements so far in the fields of academics, sports, performance arts, cultural activities etc and brings public acclamation.

To create health awareness, 'No Mobile Day' or 'Fruits Day' can also be celebrated. Such festive moments can certainly enliven the student life on campus. They also balance the learning along with fun.

These celebrations become an effective source of learning for integral Education as a whole.

Dr Nikhil Zaveri
Director & Principal, SEMCOM

SEMCOM Updates

12th Annual Day of SEMCOM

The chronicle of **SEMCOM** is full of glorious occasions and events. . It speaks highly of its pinnacle of glory and success within a very short span of time. **SEMCOM** added yet another feather to its cap when it celebrated its 12th Annual Day on 10th February 2009, Tuesday, for which Ms. Jayshree Patwarthan, Bombay based Management Consultant and Corporate Trainer was the Chief Guest and Dr. C .L. Patel, honourable Chairman, Charutar Vidya Mandal presided over the function. Principal S.M. Patel and Mr. B.M. Thakker were some of the other invited dignitaries. The function was organized on a grand scale under the able and zealous guidance of Dr. Nikhil Zaveri, Principal and Director, **SEMCOM**, Ms. Kamini Shah, Vice President, and Mr. Bavik Patel, General Secretary, Students' Council.

To bring about a spiritual ambience the function began with a prayer to the Almighty. Dr. Nikhil Zaveri welcomed the invited dignitaries and introduced them. The academic report of the yesteryear was given by the Principal wherein was described the vast academic excellence and achievements by the faculties and students in diversified fields. He was happy to tell that the entire activities were based on the theme of 'Swarnim Gujarat'. He proudly stated that the

college had risen from nowhere to everywhere, from local level to global level and from a very humble beginning to manifold facilities. It was pointed out by him that the excellence in academic activities is both qualitative and quantitative. Ms. Kamini Shah gave a brief narration of co-curricular and extra-curricular activities. The objective of these activities is to enable the students to have all round growth and personality development. She concluded with the hope that the legacy will be carried on in future also.

The Spectrum, the college digital magazine, was launched by the Chairman to the joy of everyone. The physical compilation of E-Drive, the monthly E-magazine was also released. 'Neev', the complete data of the alumni of **SEMCOM**, an initiative taken by SETU was released by the Chief Guest.

Throughout the academic year students have strived very hard to excel in various fields and have also brought laurels making everyone happy and proud. The students were honoured and the honours were done by the Chairman and the Chief Guest. Much to everyone's inexplicable delight the trophy given to **SEMCOM** by NIITE, Mumbai, as the 'Best Entrepreneurship Award' was given by the Chairman to the Principal. Rising Star of **SEMCOM**, Jewels of **SEMCOM**, Roll of Honour (Students and Parents), Achievement

Award, Outstanding Personality Award, Best Student Award, Enlightened Parents Award, Elecon Challenger Award, Alumnus Award were some of the important awards given to encourage the students who participated and as a tonic to boost the morale of the other students. Outstanding Entrepreneur Award was given to Mr. Nevil Agrawal, an alumnus, for his successful business strategies and for taking his business to a great height. Mr. Unnikrishnan was given the Excelsior Award for his valuable contribution to the further growth and progress of his alma mater.

Students and parents were given time to share their experiences and they were happy to recount and narrate the rich and indispensable lessons imparted by the college in all areas of their lives.

Ms. Jayshree Patwardhan expressed her extreme happiness to be a part of the grand occasion and celebration of victories. She opined that achievements are the staple food of the mind. Growth is not possible without fight. Failures should not break one down because it prepares one to meet the challenges ahead with more confidence and it puts one on the path to success. Confidence cannot be instilled in anyone. It is obtained by fighting. Experience is the most rewarding factor and experience is never a mistake. There are many career options and whatever is the option of the

students, it is the best and it is perfect. Thinking is very vital. It can either mar or build. The power of the thinking should be used to the best advantage. Students are nourished and nurtured to create opportunities. She concluded by telling that the students should first take care of their health and well being, both physical and mental.

The Honourable Chairman in his Presidential remarks exhorted the students to utilize the facilities available to the optimum. He was happy with the parents for their involvement. The teachers who have worked with devotion and commitment have set examples and the progress was possible with the help rendered by them. The achievements of the students prove that everything is done with the utmost sincerity. Students should grab the available opportunities. He gently persuaded the students to devote themselves wholeheartedly to studies. He wished the best for all the students in their future endeavors. He reminded them to be happy and make others happy and this is the secret and the only reason for flourishing.

The celebration culminated with the National Anthem followed by dinner.

SAUFEST -2009 – the synergy was held in Punjab University, Chandigadh

SAUFEST is the South Asia International Youth Festival. The 4th SAUFEST was held between 12th February and 16th February 2009 at Chandigadh. The SAUFEST 08 was held in Kathmandu. South Asian countries like India, Nepal, Bhutan, Bangladesh, Afghanistan, Pakistan, Sri Lanka, Maldives and Mauritius participate in SAUFEST. This festival is organized and supported by UGC and AIU.

In this 4th SAUFEST the same countries participated. Punjab University, Chandigadh was the host university. Mr. S.M. Kant, Director, Youth Affairs was the manager of the entire event.

During these five days different cultural programmes of different countries were performed. People belonging to different religions and culture participated with enthusiasm.

Two students from SEMCOM namely Abhay Joshi and Khyati Kharadi represented Sardar Patel University and India for Debate Competition. The topic for the debate was "Youth is the most potent force to promote peace."

Editorial Team, DRIVE

Research Article:

Human Resource Recruitment in India: Critical Role Of On Line Recruitment System:

(A) Introduction

In today's competitive scenario, when employees are becoming increasingly knowledgeable and mobile, the challenge lies in attracting best employees. Human resource is no longer considered a business requirement; rather it has distinguished itself as one of the core assets of any organization. The statement by Mr. Narayan Murthy, "My Company's assets walk out of the door every evening," (1) truly captures the dynamics of new economy. With such a great emphasis on human capital, it is critical for every organization to resort to means that offer quality recruitment solutions at competitive costs. This is where the realm of e-Recruitment starts. The Internet is no longer just a rage; it has now become a very powerful and effective tool at everybody's disposal. eRecruitment is simply using this tool **To Hire Whom You Desire**. Growing at a pace of about 100 to 150 percent, this tool of recruitment promises to increase its share from 2 percent to 10 percent in coming 4 to 5 years.

In the light of aforementioned discussion an effort has been made by the researcher, through this paper, to study the human

resource recruitment practices, with special reference to effectiveness of online recruitment system in India.

(B) Online Recruitment system: Conceptual frame work

What is recruitment?

Recruitment is the process to discover the sources of manpower to meet the requirement of the staffing schedule and to employ effective measures for attracting that manpower in adequate numbers to facilitate effective selection of an efficient working force.(2)

What is Online Recruitment?

As Galanaki (3) points out the term, Online Recruitment (now onwards known as OR), e-recruitment, Cyber recruitment or Internet recruitment, imply the formal sourcing of job information online. It is fairly new practice. The first reference to OR appeared during mid 1980s and by late 1990s the systematic reference to OR began in journals. The scope of OR is very wide. It provides information on job vacancies, conduct online interviews, psychometric assessments, interactive tools for communication, electronic mailing list etc. Facilitates the online matching process between recruiters and passive & active career seekers.

OR has shown consistent growth in recent years such that nearly all of the Global 500 companies now use some form of online. Using the internet to attract and recruit applicants can be done in a number of ways, some of which are relatively passive, such as posting job advertisements on a website or job board, or more proactive in terms

of actively searching internet sources to identify potential candidates. Following methods are used for attracting candidates.

- **Company websites** - Advertising posts and providing information to candidates through the company website. The facility to apply online is often also provided.
- **Job Boards** - Commercial general purpose recruitment portals, (e.g. Monster.com, Yahoo!) or niche job boards aimed at a specific industry.
- **Online Searching** - Recruiters searching online sources such as company websites/professional chat sites/organizational profiles etc. to identify potential candidates who may not be actively looking for a job.
- **Relationship recruiting** - Using the internet to build and maintain long term relationships with passive candidates, through using internet tools to learn more about web visitors interests and experience and to e-mail regular updates about careers and

their fields of interest.

(C)Literature review

A brief review of literature, having broader reactivity with the subject, is mentioned in following lines:

- Sujit sen and Shailendra Saxena believe that the most striking feature in the Indian labour market is the apparent abundance of labour, yet the right type of labour is not too easy to find.(4)
- Anita Srakar and Sanjay Kumar has tried to indentify the difference between a well established and less established organization in approach which they adopt while recruiting their employees through a holistic model of recruitment.(5)
- Vinit tendon in his research article has made an attempt to study that why talent deficiency is prevailing in Indian job market besides having huge population.(6)
- In his book P. Subbarao has very rightly tried to explain the recruitment sources used by various level of job seekers.(7)
- While Karen Unwin believes that recruitment is the only component for attracting and retaining knowledge workers.(8)

- In her book Sumati Reddy point out that Six Sigma as the best practice for the recruitment of human talent. (9)

The aforementioned review of literature indicates that recruitment practice is having variety of dimensions. To the best of researcher's knowledge no work has been done in the area of online recruitment as well as no constructive work is carried out to study the effectiveness of the system of online recruitment in India. Hence, researcher has selected this topic and made a humble attempt to prepare a good base for conducting advance level researches in this area.

(D) Objectives of the study

- (1) To understand the working of online recruitment system.
- (2) To critically analyze the working of online recruitment system.
- (3) To identify major players in Indian online recruitment market.
- (4) For making effective recommendations to online recruitment system for its better performance.

(E) Methodology

The study covers the online job portals in India and their performance. Data collection is mainly based on secondary sources like – websites; Magazines & Journals; Books and Electronic

Newspapers. More over researcher had a personal meet with relevant subject experts to generate appropriate information.

The collected information was scientifically and systematically classified and tabulated. Besides this, SWOT technique was adopted for analysis of tabulised information, keeping in mind the basic purpose of study.

(F) Benefits of the study

This paper will become a good platform for the advance research work with the hypothesis development and testing. It has made an effort to highlight the positive and negative aspects of online recruitment and thereby the overall effectiveness of the said mechanism.

(G) Limitations of the Study

The major limitation of this paper is that, it is mainly based on secondary data based survey; hence the limitation of the sources will be equally applicable here. More over attempt is made to study the system in general (i.e. sum total of all the job portals) and not in specific.

(H) OR industry in India

Online recruitment uses the power of the internet to match people to jobs. Advertising vacancies on job sites is particularly effective at getting a high level of response. Not only it generates hundreds more applications than traditional print advertising, but it also provides

job-seeker with ease and convenience to search and apply for the job of his/her choice from a large pool of available positions.

Here is a list of certain facts and figures which will help us to understand the current scenario of OR industry in India as well as its effectiveness in days to come.

According to a study conducted by Gerry Crispin, principal of staffing for CareerXroads, an HR consulting firm, "The use of the Internet for job searches has grown... and will continue to grow." His research shows that in the past 4 years the number of employees hired from ads posted on the Internet has grown from 10 percent of all hires to almost 33 percent. (10)

The online Job portals revenues in the year 2005-06 were Rs.135 cores. The market is expected to grow to around Rs.190 cores in the financial year 2006-07. (11)

The estimated size of online classifieds (for recruitment) business is around US\$ 55 million (INR 250 cores). It today is one of the largest online business segments in India and is growing day by day. In fact it is already started posing threat to the growth of the print business which is growing at a more sedate pace of 10-15%. Due to this jobsites are growing at 80% per annum

while print media is growing at 20%.
Consider the figures given below: (12)

Jobs / Recruitment through Print media:

100 cores

Jobs / Recruitment through Online: Rs. 200
cores

Over the past 10 years recruiting has undergone almost revolutionary changes as electronic tools such as web sites, resume databases, job listing services, and applicant tracking systems have become embedded throughout the recruitment process. Online job sites have revolutionized the recruitment landscape for both employers and job seekers and largely increased the efficiency with which hiring decisions can take place.

Gone are the days when online recruitment was the exclusive domain of the technologically savvy, the curious and the ultra-sophisticated. Today, with this medium tried, tested and proven to be true and more importantly indispensable, professional recruiters and employers alike rely on job portals as a primary source of professional talent both on a stand-alone basis and in some cases to complement traditional hiring methods.

There has been a paradigm shift in the way companies recruit thanks to the value, efficacy and ease-of-use of today's career sites, and with the Internet penetration levels ever growing, geographic boundaries blending when it comes to professional mobility, and the quest for top talent at a feverish pitch in booming regional economies, this medium is definitely here to stay.

According to Aadith D. Vikram,(12) the 22-year-old Managing Director and Vice Chairman of PGC Industries & Group, Tirupur India's rate of employment generation has gone up from an average of 1.07 per cent between 1994 and 2000, to 2.04 per cent between 1999-2000 and December 2002. The rise has been more in the urban areas as compared to the rural ones. The organized sector in the country is expected to create an additional one million jobs in 2008, with a prediction of 3 per cent growth in the employment in 2008. Only faster mediums like job portals can quickly build this human chain to satisfy the demand.

Approximately over 3 million fresh graduates from 13,000+ colleges across India every year; the process of selection is becoming more and more complexed, time-consuming and a costly exercise. More over as there is no standardized comparison of grading across universities; each company gets into a test and evaluation

process. So, due to this inefficient system, an average fresher ends up writing numerous tests before getting a job. Focus on evaluating fresh graduates is not there; and presenting them with their suitable profile to companies across the industry sectors is yet to be facilitated. In such a situation OR job portals can be a good linkage between companies and candidates. Portals can play the role of a catalyst to campus placement offices to reach the Corporate. Portals can be the medium to build a career platform to the fresher. Portals can bring the talent available in the tier-2 and tier-3 cities closer.

(I) List of popular Job Portals in India providing online job services

Sr. No.	Name of Portal
1	Naukri.com
2	TimesJobs.com
3	Monster India
4	www.3p-lobsearch.com
5	www.career1000.com
6	www.careerindia.com
7	www.employindia.com
8	www.indianjobs.com
9	www.placementindia.com
10	www.placementpoint.com
11	www.winjobs.com
12	www.go4careers.com
13	www.indiaventures.com
14	www.indiagateway.com
15	www.jobsahead.com
16	www.alltimejobs.com
17	www.careerage.com
18	www.headhunters.net
19	www.careers.org

20	www.eresumes.com
21	www.careerxroads.com
22	www.nationjob.com
23	www.jobweb.com
24	www.aidnjobs.com
25	www.careerforyou.com
26	www.careergun.com
27	www.go4careers.com
28	www.lobs.itSPACE.com
29	www.joboptions.com
30	www.careermosaic.com
31	www.jobconnection.com
32	www.bestjobsusa.com
33	www.careerpath.com
34	www.americasemployers.com
35	www.job-interview.net
36	www.geojobs.bizland.com
37	www.job-hunt.org
38	www.e-netindia.com
39	www.mykeystone.com
40	www.gutterspace.com
41	www.netguide.com
42	www.tamilnadustate.com
43	www.cweb.com
44	www.espan.com
45	www.jobcurry.com
46	www.skillsandjobs.com
47	www.cioljobs.com

(J) Major Players in Indian OR industry

Following lines gives brief introduction of major players in Indian OR industry:

The Company was incorporated on May 1, 1995 under the Companies Act, 1956 as Info Edge (India) Private Limited and converted into Public Limited on April 27, 2006.

The Company is a leading provider of online recruitment, matrimonial & real estate classifieds and related services in India. Their

business is managed primarily through four divisions, which comprise online recruitment classified division (operating through www.naukri.com), online matrimonial classified division (operating through www.jeevansathi.com), online real estate classified division (operating through www.99acres.com) and offline executive search division (operating through their Quadrangle division). The company to address the Middle East job market had launched www.naukrigulf.com. The company also launched a career counseling and guidance site (www.asknaukri.com) and a professional networking site (www.brijj.com).

They have established and currently maintain a network of 67 offices located in 41 cities throughout India, as well as 2 offices in Dubai and 1 in Bahrain, which primarily engage in sales, marketing and payment collection activities for their business divisions. As on March 31, 2008, their employee strength was about 1,650 persons.

They currently have two subsidiaries, Naukri Internet Services Private Limited and Jeevansathi Internet Services Private Limited, which own internet domain names and related trademarks used in their business. The company is having a tie up with more than 20 Indian daily newspapers. It is having alliance with more than 50 magazines and journals from different

sectors of business and industry as well as it has almost 20 e-magazines to spread its activities all over the world.

TimesJobs.com, launched in 2004, the fastest growing and most innovative Indian online recruitment portal, was born with a mission to reach out to all Indians in the country and abroad and provide them with the best career opportunities available. Their prime focus is to ensure that the person's skills are showcased and matched suitably with the HR requirements of employers from diverse industries, in a timesaving and cost-efficient manner. Its concentrated approach has made TimesJobs.com the blue-eyed boy of recruiters and aspirants alike.

TimesJobs.com is India's No.1 recruitment portal in India, with the largest number of active job seekers and a database of over 8.5 million candidates. In addition, the massive database of over two hundred thousand better paying jobs available from over 20,000 recruiters, including blue-chip companies from India and abroad, ensures that the search always yields results.

TimesJobs.com has achieved the distinction of becoming India's No.1 Recruitment Portal in India with the largest number of active job-seekers and a database of over 8.5 million candidates. In addition, the massive database of

over two hundred thousand better paying jobs available from more than 25,000 TimesJobs.com clients, including blue-chip companies from India and abroad, ensures that the search always yields results.

Is what the tag line of Monster India says. Being one of the top most online job portal in India, Monster India continue to define and expand an industry that did not exist a mere 10 years ago. Monster works for everyone by connecting quality job seekers at all levels with employers and providing the best career advice available online.

As the migration to the Internet continues, over 75 million of Monster's visitors have established personalized accounts that take advantage of Monster's wide breadth of services, including their global resume database or proprietary job search agent technology, that enable visitors to better manage their careers. Monster Worldwide is consistently ranked among the top 20 most visited sites on the Internet. As quoted on their website.

(K) SWOT Analysis

SWOT analysis is an approach towards the overall examination of a specific operation or mechanism. It helps in obtaining the clear understanding between the present and future position. It is almost advocated by majority of professionals and academicians as it is an

effective device with which, both, the strong and weak aspects can be known, as well as the future, for variety of decisions to be taken.

Here, as the purpose is to examine the performance of on line recruitment and thereby the status too; SWOT analysis can be the most appropriate mechanism.

The exact picture of on line recruitment through its Strengths, Weaknesses, point of opportunities and probable challenges is discussed in pages to follow.

STRENGTHS OF OR

- Lower cost of recruitment. (Almost 1/10th as compared to traditional recruitment)
- Reduction in time of hiring procedure. (Almost 65% reduction)
- 24*7 accessibility.
- Automatic filtration of unqualified entries, which results into less administrative task.
- No geographical boundaries, hence entire globe can be targeted to get the best work talent.
- Indirect costs like – Stationary, phone calls, postage charges, other office expenditures can be curtailed (Specially when interview calls are to be issued), which will make organization a cost savvy.

- Just in time hiring. Which means that whenever need is arise you can easily undertake hiring process, without entering into complexed administrative work.
- Companies can be their own recruiting agencies. Not to rely on outside placement firms.
- Speedy posting of jobs. (Within 15 to 20 minutes)
- Lesser time is taken to scrutinize the profiles as compared to placement consultants. (10 to 15 days in placement agencies while 2 to 3 days in OR).
- Standardization of resumes is possible.

WEAKNESSES OF OR

- Screening and checking of thousands of resumes is a very time consuming and tedious process.
- Lack of Internet awareness. (even today almost 35 to 40% of society is not familiar with Internet)
- Human interaction (face to face) is not possible.
- Largely useful for entry and middle level jobs.
- Exclusive practice of OR is not possible and advisable to the business firms.

- Problem of access of Internet in rural and deeper regions of India.
- Still in India most of the SMEs and other non professional organizations believe to go with traditional face to face interview and recruitment method.
- Authenticity and willingness of jobseekers cannot be gauged out. (People apply online just for the sake of taking a chance)
- Internet infrastructure is not given appropriate consideration by the central authorities. (Network establishment is not sufficient currently)
- Secrecy of information is not maintained in some cases. (IT enabled person can hike the information and may be misused)
- Improper positioning of services by job portals in market (Only eRecruitment product and software providers)
- Problem in differentiating IT and non IT related set of skills required.
- Internet user class of society is very less (only people with maximum age group of 45 is regularly accessing Internet)
- Qualities like leadership, communication & other intangible assets cannot be evaluated as competent software is not available

(whatever software is currently used is not in a generalized sense).

OPPORTUNITIES FOR OR

- Due to recession develop countries will soon observe drop in growth labour force. Hence the companies will shift to the Asian market and India is expected to be the most preferred market.
- China will be the major base for manufacturing due to technological advancement while India will be the huge pool for the supply of talent by 2015.
- Value added services like – video profiles, virtual office tours, online presentations, interviews and tests etc. are in practice but if it is applied in a uniformed way for all the OR portals then it will become a profitable opportunity.
- Rise in demand of talent in different segments of economy. (Refer annexure 01).
- Rise in knowledge workforce as intake of various colleges for professional courses. (Refer annexure 02)
- Market demand is shifting to end to end services.
- AI (Artificial Intelligence) and likewise other predictive technologies have been blessings for the companies,

which spends heavily on travel and other expenses to recruit the employees.

- Despite low Internet penetration, opportunity still prevails for online recruitment in India to pick up momentum due to speed and cost benefits.
- Today practically all companies use internet for recruitment. For example, 980 out of the Fortune 1000 companies use Monster for recruitment.

THREATS FOR OR

- High attrition rate (almost upto 25%) (13)
- Slowdown in global economy.
- Curtailing of Business Process Outsourcing at international level (U.S.Economy)
- Talent Deficiency Syndrome (Refer the following details) (14)
 - (1) Out of 3, 65,000 engineering graduates, every year, hardly 20% join the job.
 - (2) 40% of nearly 33,000 employers in 23 countries across the world struggle to find qualified workers.
 - (3) According to Arjun Dev of Headhunters, India, Even after receiving offer letters only 30% actually joins the job.

- Despite more than half a decade in business OR is still a supplementary database in India.
- More than 50 job portals in India accounts only for 2% of recruiting business.
- Offline recruitment channels still preferred more than the online.
- According to Jeffery Taylor of Monster.com “Indian market for eRecruitment is still 5 years behind the west. Currently top 4 to 5 job portals account only 1.5 to 2 % of total OR business.”

(L) Suggestions

- While size and popularity are of considerable importance, it would be wiser to advertise in sites that match your requirements in terms of location, target group, geography and demographics. If for example you are looking to recruit candidates for postings within India, it would be more practical to use popular Indian jobsites such as Naukri.com, TimesJobs.com, JobsAhead.com, Careerindia.com etc.
- If advertising in a large jobsite does not work for you, try websites run by professional associations that are frequented by your target audience. This way, you can zero in on the group

you're trying to reach. There are numerous societies, associations, guilds, and Internet groups that address the professional and educational needs of niche groups.

- To measure the effectiveness of online recruitment, set up the metrics for recruitment spending.
- A detailed job description should be given while posting jobs to attract candidates with the right skill sets.
- Integrate e-recruitment into your overall recruitment strategy.

(M) Conclusion

E-recruitment is need of the hour, but it is not the universal remedy for recruitment problems. In spite of its wider accessibility and speedy delivery, applications that match your requirements are often hard to find. Since applying online is so easy, there is a glut of unsuitable candidates who apply for every post. As one recruiter puts it, 'recruiting online offers cost and time-savings but requires more screening'. In spite of these drawbacks, the advantages of speed, flexibility and a user-friendly character have made e-recruitment a practical and popular hiring option. Online recruitment is here to stay.

Dr Ajayraj Vyas
Faculty, 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

Swarnim Gujarat – The theme of 12th Annual day of SEMCOM

The 12th annual day of SEMCOM had the theme of *Swarnim Gujarat- 'Garvi Gujarat, Lovely Gujarat'*.

The college entrance was given the look of pastoral Gujarat. It was made up of grass huts. The floor and walls were colorfully designed by 'Geru' – red clay.

The main gate had a huge 'Kalash' – topped with mango leaves and coconut, symbolizing our affection and hospitality. The gate was also embellished with colorful designs using mirrors. The mirror work, the emblem of 'Gujarati Women' was profusely used to decorate the building.

The main stage had a huge image of 'Kirti Stambh' – a beautifully carved historical monument of Gujarat and also a classic example of 'Swarnim Gujarat'

A glimpse of Gujarat's prominent strengths was displayed through posters. It was named as – 'Panchamrut' of Gujarat. They are: *Raksha Shakti, Urja Shakti, Jan Shakti, Gyan Shakti and Jal Shakti*.

The nine pillar curtains were displaying various symbols of energy and power, tourism, colorful

festivals, people and culture, agriculture of Gujarat. The curtains were made up of jute and then colorfully painted and designed with 'Geru' – red clay and lime. The mirrors were also blended to make designs of various shapes of petals, leaves and flowers. Flashed with colorful lights, they spread a shimmering ambience in the evening.

The other objects representing the 'Swarnim Gujarat' theme were: 'Chadio' – a scarecrow to scare away all our apprehensions hindering the way to progress, 'Khat' – a dais under the open sky where mutual concerns are discussed out and personal worries are vent off, and 'Rangoli' – our colorful way to express our hospitality to special guests.

The students too were dressed in rich colors representing the essence of extravagant tradition of Gujarat.

The entire theme designing and decoration was done by students.

The culture and heritage, the art and custom of Gujarat needs to be preserved. It has to be valued in planning the progress of Gujarat. Then only it will be Garvi Gujarat, Lovely Gujarat.

Swarnim Gujarat Celebration Team

SEMCOM Activity Report 2008-09

**Ms Kamini Shah
Vice President, Students' Council**

ORIENTATION PROGRAM FOR FRESHERS:

SEMCOM welcomes its new batch every year in a unique style. It has been always our effort to create a healthy environment for new entrants to interact with faculty members and also within themselves so that they know about the college and its faculty members, right from the day one.

With this aim, a two days orientation program was organized for the new students of BBA, BCA, B Com & Masters of E-Business.

During the program, the sessions on history and making of Vallabh Vidyanagar, introduction and huge developments of Charutar Vidya Mandal, rules & regulations, library facilities and various activities of the college helped the students to understand the effective work culture. Moreover, the talent evening made the program enjoyable and gave the new comers an opportunity to exhibit their talents.

ONE DAY WORKSHOP:

For parents of first year and final year students was organized. Dr Hemant Antani and Swami Nikhileshwaranandji were invited for these workshops. The main aim of these workshops

was to acquaint the parents with youth psychology and efficient parenting. The presentation on “**The Role of parents in moulding students for tomorrow’s challenges**” was brainstorming. More than 300 parents attended these workshops with great enthusiasm.

PARENTS -TEACHER MEETING:

At SEMCOM, Parents – Teacher meeting is scheduled every year to keep parents informed about their wards with regards to attendance, academic progress (results), class room behavior, career options available etc. This year it was organized class wise which offered parents a chance to interact with teachers.

INTELLECTUAL DEVELOPMENT THROUGH PROFESSIONAL TALKS:

Professional trainers and enlightened personalities are invited for supplementing the general awareness of our students.

The learned Swami Nikhileshwaranandji was invited to college to have an interactive session with final year students so as to instil human values in them.

Shri Parampujya Brahmaviharee Swamiji truly inspired the members of “Student’s Council” by an excellent talk on “*Channelizing your potential*”.

SEMCOM believes in providing knowledge beyond classroom teaching. Three good movies like *Sardar*, *Untraceable* and *Pirates Of Silicon Valley* were shown to the students which was followed by group discussions.

A WORKSHOP ON ETHICAL HACKING:

was organized in order to acquaint the students with measures to be taken for preventing and protecting themselves from hacking. It really made students aware of all techno-hazards and also how one can make their career in Ethical Hacking. **Ankit Fadia**, a well known expert on ethical hacking was invited for the workshop.

SEMINAR ON “INVESTING IN A SLOWDOWN”:

For facilitating the understanding of the current global meltdown and slowdown, a seminar on “Investing in slowdown” was conducted by CA Maulik Mehta and CA Rajiv Khatlawala for final year students. The various sessions on *global economic crisis, investment Opportunities in today’s markets, psychology of Investing* aimed at upgrading the awareness and knowledge of students about the current scenario.

TWO WORKSHOPS ON ENTREPRENEURSHIP DEVELOPMENT:

were organized which involved topics like idea generation, potential opportunities in market, contents of business plan, financial feasibility and projections of the project etc. Shri Rajiv

Joshi, a faculty from EDI and Shri R M Kapadia, retired director finance of Alembic group of companies were invited for the workshop.

WORKSHOP ON MAKING EFFECTIVE ADVERTISEMENTS:

In order to enable the students to prepare creative TV commercials on social issues, two workshops were organized on the theme of technicalities of making an effective advertisement.

WORKSHOP FOR PMG STUDENTS:

SEMCOM believes in excellence and thereby it recognises students who are capable of achieving much more than what they do. Last ten ranking students were identified from each class to form a Potential Meritorious Group. We are making special efforts, by arranging workshops to make them realize their dormant potential.

WORKSHOP FOR DMG STUDENTS:

SEMCOM has also grouped the top 10 students of every class to form the Director’s Meritorious Group. Renowned scientist from Cochin university delivered a talk on Creation vs evolution. The discussion centred around the invisible hand of God working in the evolution of humankind. This workshop helped the students to think in a new direction.

WOMEN CELL:

of the college is very active and has the responsibility of catering to the diversified needs of girl students. It serves as a guide and counselor to girl students thereby helping them to lead a happy and fruitful life. In view of this the college has organized three Workshops on *Issues related to Gynecology, Health and Hygiene, Removing Stress for Better Concentration.*

WORKSHOPS ON ICT:

This year we have organized various workshops on upgrading IT skills of the students with an aim going beyond syllabus. These workshops focused on various topics like FLASH & PHOTOSHOP, .NET, SILVERLIGHT, XNA GAMING, ANIMATION, POPFLY, XML+CSS, and 3D Max. The experts for these workshops were leading Microsoft Professionals (MSP).

ALUMNI MEET

This year Annual Alumni Meet was organized with an objective to update the college with the progress of the graduated students. Nearly 75 students shared their experiences of corporate world and also remembered their sweet memories of college life.

FIRST CITIZEN CARD

This year, the college has initiated a unique service to facilitate students and make them feel at home in Vallabh Vidya Nagar. The college provided students and faculty members with '*First Citizen Card*'.

The college contacted and collaborated with various local outlets of medicine, stationeries, groceries, food and entertainment, clothing, book store etc. On purchase of this card, the student and faculty members can avail monetary benefits from these outlets.

(PART – II) Outside Participation

Now, after completing with the details on selected workshops and developmental programs, I am proud to inform you all that SEMCOM had been overall champion in many inter-college events organized outside the college. I shall present a quick brief of these events.

We are proud of our students who have brought laurels and have proved themselves the best by winning the overall championship, consecutively for the second year, in the most coveted event of the town, the Youth Festival organized by Sardar Patel University.

This year a team of 35 students of our college participated in the university's youth festival and won the CHAMPIONSHIP shield. SEMCOM has won 5 championship awards and 2 runners up awards since its inception.

The Students bagged the prizes in various competitions like:

- 1st Classical Instrumental Solo Non-Percussion
- 1st Group song (Indian)
- 1st Group song (Western)
- 1st Semi Classical Vocal
- 1st Folk Dance
- 1st Debate
- 1st Cartooning
- 1st Installation
- 2nd One Act play
- 2nd Skit
- 2nd Mimicry
- 2nd Collage
- 2nd Clay Modeling
- 3rd Folk Orchestra

West Zone Youth Festival was conducted in the month of November. Three students of our college represented the university and won awards. Abhay Joshi and Khyati Karadi won 1st prize in debate competition. Maulik Dhakan won the 3rd prize in Instrumental solo (Non-percussion).

Abhay Joshi and Khyati Kharadi, a team of debate, represented west zone of youth festival at national level held at Mednapore, West Bangal.

It is a matter of great **pride** that this debate team has been invited to represent India in South Asian universities festival (SAUFEST) to be held at Punjab University, Chandigarh. Ten countries shall participate, in this festival.

A Programming Contest at NVPAS, V.P. & R. P. T.P. Science College, & ISTAR, was won by Vishal Dhawani and Vaibhav Thakker of TYBCA, with 1st prize.

Web Designing Contest at V.P. & R. P. T. P. Science College was won by Vishal Dhawani (TYBCA) with first prize.

Ms Sejal Sharma and Ms Vidhi Pathak were awarded (2nd prize) and (3rd prize) respectively for their creative essay writing, organized by BANK OF BARODA, on its completion of 75 years.

8 students from the college participated in Essay writing competition and a poster competition organized at C C Patel Community Center. Ms Anushree Uniyal was awarded 1st prize for Essay writing and Ms Charmi Patel was awarded 1st prize for poster making.

A National Level Entrepreneurship Competition was organized in SVNIT Surat. Six students of our college participated in this event.

PART III : INHOUSE COMPETITION

Further, We at SEMCOM believe that co-curricular activities along with routine academic classes help the students to sharpen their personality and overall development. Students who actively participate in such activities, invariably also perform well in their exams.

As a part of Swarnim Gujarat celebrations, this year we have organized various events, making students aware about the Gujarati culture.

Various in house competitions are arranged throughout the year to mould the students. They are given the best training through professionals and the faculty members motivated them to strive for excellence. Expert judges are invited to evaluate participants' performances.

I would read out the various in-house competitions organized during the year.

FINE ARTS COMPETITIONS

were organized with an objective to test the creativity of the students and to polish their art and craft skills. A workshop was facilitated prior to the competition to acquaint the students with basics of poster making, on-the-spot painting, clay modeling, Rangoli, Cartooning, collage making etc.

FOLK DANCE COMPETITION

In order to instill love and passion for India's folk music and dance, the college had organized folk lore competition. More than 115 students participated in this competition and proved their passion for folk music and folk dance.

PATRIOTIC SONG COMPETITION

To develop the spirit of patriotism among the students, Patriotic Song Competition is organized every year in SEMCOM. The spirit of Independence Day & Patriotism was celebrated with great fervour and enthusiasm. The day witnessed organization of a variety of theme based events like Patriotic Song Competition, (both solo & group) Photography Contest, Caption Contest on a theme **Peace** and Tri-colour Competition.

AURA BAND PERFORMANCE

There are few colleges in India which have their **own band**, and SEMCOM is one of them. The college aims at providing opportunities to students to polish their raw talent into a professional performance. Thus 15 students of college, who are well versed with musical instruments and vocal capabilities, had performed more than 20 songs, thereby winning hearts of students and faculty members.

ESSAY WRITING COMPETITION

The competition aimed at creative writing, presentation and imaginary skills of the students. It was heartwarming to see 67 students participated with zeal and enthusiasm.

ELOCUTION CONTEST

SEMCOM aims at motivating students to develop their oratory and presentation skills. This year 22 students participated in the elocution competition and presented their views on issues ranging from economy to science and politics.

DEBATE COMPETITION

The college aims at building logical and analytical reasoning power in students. Debate is one such event where reasoning matters the most. This year 38 students participated in the competition and gave fiery speeches on the topic '*God has vanished from Religion*'.

G.K QUIZ

was coordinated by the members of student council, to create interest in students about latest happenings in the world and also to test the general awareness level of students. This year more than 70 students participated and after rigorous eliminations 5 teams reached the final stage of competition.

Days Celebration

Throughout the year, the students' council celebrated various days. Some of these days worth mentioning are Vijay Diwas (Kargil Victory Day), Tri-Colour Day, Janmashtami, Teachers Day, Khadi Day, No Fuel Day, Back To School Day, Corporate Day, and Achievement Day.

Ratri b4 Navratri

Celebration of Swarnim Gujarat would be incomplete without Garba – the emblem of vibrant culture of Gujarat. Its live '*Ras- Ramzat*' has made it more famous worldwide.

SEMCOM organized 'Ratri b4 Navratri' on ADIT ground, New Vallabh Vidyanagar. The night was mesmerized by the velvet voice of Prapti Mehta's Aalap vrund.

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

DAYRO

Gujarat possesses Natural Beauty in great bounty. "SEMCOM being innovative, this time presented a different glimpse of the Rich Culture and spirit of Swarnim Gujarat by organizing "Dayro" on 20th November with

Shree Sairam Dave, a Charismatic Personality in this field.

PHOTOGRAPHY CONTEST:

was organized on a theme "Swarnim Gujarat". Mr Kanubhai Patel was invited for acquainting the students with the basics of photography. The Students through their pictures highlighted various upcoming and developed sectors of Gujarat.

(PART IV) SPORTS REPORT

Now, I take this opportunity to present the Sports Report also.

SEMCOM has made outstanding achievements in sports during the academic year.

During the year 2008-09, Our college had participated in all the sports events organized by Sardar Patel University and Total 142 students have represented various SEMCOM teams, out of which 10 students also represented Sardar Patel University at national level.

The sterling performances include wining of the 2 Championship trophy of Hand Ball (Girls) and Lawn Tennis (Boys) and 4 Runners up Trophies in Volley Ball (Girls and Boys), Lawn Tennis and Basket Ball (Girls).

The college also won first position at Anand District Open Swimming tournament (Boys) and runners up positions for boys & girls both at YMCA Volleyball Tournament.

12th annual Sports Day was organized on 10th December, 2008 at ADIT Ground. In various athletic events 743 participants have performed to their best physical capacities. At the end Maulik Gajera (T.Y.B.COM.) and Nidhi Jha (T.Y.B.COM.) were selected as best athletes.

With a view to generate overall physical awareness among the students, the sports committee had organized various In-house sports events like Football, Chess, Dodgeball, Snooker, and Table Tennis.

I congratulate all the winners & I also appreciate the efforts of sports committee.

SOCIAL OUTREACH AT SEMCOM:

The college also takes initiative to fulfill its responsibility towards the society. Involvement of students in such activities make them aware of their social responsibility. In order to foster social sensitivity among students, we have formed social outreach cell.

I would mention selected activities of this cell.

Blood Donation Camp

The students of SEMCOM have always been on their toes to donate blood as and when

needed. This year during the blood donation camp, the students had donated 172 bottles of blood.

Flood Relief Fund for Bihar

This year has been full of hassles for citizens of our country. Looking at the floods in Bihar, the college decided to raise a relief fund for all the flood victims. The students generously donated to this noble cause and generated good amount of relief fund

Blanket Distribution

The college began the New Year with the distribution of blankets to leprosy patients in Jalaram Manav Seva Trust, Anand.

Patrick Fund

The students of the college showed heartfelt sympathy towards alumni of SEMCOM. Patrick was a student of 7th batch of MEB who met with a serious accident and was in coma. Students generously donated Rs. 42,000/- for his further treatment. Here, one thing which I would like to share with everyone is one BBIC (Best Business Idea Competition) winner team donated entire sum of their prize money i.e. Rs. 25,000 for Patrick.

Thallemia Test

Thallemia is one such biological concern which if not diagnosed in time, may lead to fatal

consequences. Thus the college organized a compulsory thallemia test for all the final year students in association with Red Cross under the patronage of CVM.

Medical Examination Camp

The college takes full responsibility of student's health and hygiene conditions. To check the health conditions of students, a compulsory medical examination camp was organized in the college, where more than 1100 students took the opportunity to identify their health problems. This medical examination camp was sponsored by CVM.

Contributors:

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

Your contribution in the form of research papers, articles, review papers, case studies are invited for publication. All papers received by us will be published after the approval of our Editorial Team.

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