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## Editorial Team:

Guest Editor	:	Prof. Piyush Joshi
Chief Editor	:	Dr Nikhil Zaveri
Managing Editor	:	Ms Waheeda Thomas
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# DRIVE

From Guest Editor...

In search of Roots...



**Prof. Piyush Joshi**

Indian culture has developed strategies of enriching the individuals from within. This laid emphasis on the methods of meditation, concentration and contemplation. Through them an individual could silence the mind and awaken the consciousness to such an extent that it enabled him/ her to and attain stillness and equanimity of mind which further strengthened him to face the crises that emerged. Under the influence of colonization and westernization of over education system some of our strategies became unimportant. To my mind, it is high time we revived some of them and empower our students both from within and without. This I think can be achieved through the proven method of “dhyān” which

later on became zen in China and Japan. One of the best methods of this system of teaching learning is awakening of the inner strength and combat the crisis without. This awakening can go a long way in maintaining mental health. However these methods aimed at simple ways of encountering problems and solving them in a flash.

I came across a book of zen stories entitled: Zen Flesh, Zen Bones compiled by Paul Reps. The preface introduces Zen as follows:

“... if you have zen in your life, you have no fear, no doubt, no unnecessary craving, no extreme emotion... to study zen is no easy task in any age or civilization.”

However I think one should browse through a few zen stories and gain wisdom and insight into life.

### 1. A cup of tea

Nan-in, a Japanese master during the Meiji era (1868-1912), received a university professor who came to inquire about Zen.

Nan-in served tea. He poured his visitor's cup full, and then kept on pouring.

The professor watched over flow until he no longer could restrain himself. 'it is overfull. No more will go in!'

'Like this cup', Nan-in said, 'You are full of your own opinions and speculations. How can I show you Zen unless you first empty your cup?'

### 2. The true path

Just before Ninakawa passed away the Zen master Ikkyu visited him. 'Shall I lead you on?' Ikkyu asked

Ninakawa replied: 'I came here alone and I go alone. What help you could you be to me?'

Ikkyu answered: 'If you think you can really come and go, that is your delusion. Let me show you the path on which there is no coming and no going.'

With his words, Ikkyu had revealed the path so clearly that Ninakawa smiled and passed away.

### About the Guest Editor:

*Prof. Piyush Joshi is currently a Professor of English and Head of Literature Department at H M Patel Institute of English Training and Research. He started his career from Garda Arts College, Navasari where he worked for five years. Then he served Narmada college of Bharuch for 7½ years. He rendered his service at Department of English, Sardar Patel University for 18 years . An avid reader, he has guided numerous Research Scholars on varied areas ranging to Literature and Language. Apart from teaching, he occupies high interest into Translation area. He has translated various Gujarati poems into English. As a prolific translator, his uniqueness is evident in his contribution not only to the genre of poems but short - stories as well. He has translated Latin American stories into Gujarati which is a rare achievement in itself. His exclusive interest in vocabulary is also remarkable. He has been actively associated with Gujarat Government's Lexicography project. He has also been contributing as a Chief Translator for Gujarati Poetics in Indian Poetics Encyclopedia run by Sahitya Akademi.*

## From the Chief Editor's Desk

### Preparing for Tomorrow: Creating Integral Excellence

Towards the path of success, it has been observed that world around us is very pessimistic. The study of past 200 years of success reveal that people bear lots of pain in their lives as well as in their relationship with others. This leads to pessimism and frustration. It spreads discouragement. When you step up to succeed, either you face discouragement around or fear of failure within. There is no spirit for initiative thus emerging world is so demanding that people who are multi-skilled, techno savvy, result oriented and having global perspective will only survive.

For the future world, in the process of evolution, those who fail to adapt themselves as per these demands will lose their trace. The greatest challenge is to cope with the emerging world. And for that one requires building up a personality by creating integral excellence. Now how one can create integral excellence? It requires a personality which is,

- Positive
- Challenging
- Learning

- Sharing
- Helpful
- Respectful

This can be developed through individual brilliance, shaping oneself through various experiences. The pace of the change is so tremendous that experience has to instill positive learning into self. One also has to have strong character building. It is one's own effort to integrate certain principles and habits deep within its nature. In his book, 'Seven habits of Highly Effective People', Stephen Covey says, "Character is an ingredient of success when it is recognized as foundational and catalytic"

At organizational level one has to recognize synergy lying in the team. It is recognizing one's own skill set compatible with others' so as to bring optimum results.

One must have commitment to situations by self monitoring and self evaluating. At the same time one should collaborate to all to maximize the efforts. With the emerging world success is not an individual errand. Success comes when you collaborate outside and synergize within.

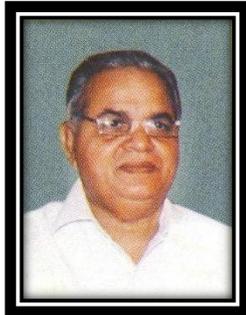
*Dr Nikhil Zaveri*  
**Director & Principal, SEMCOM**

## GURUBODH

### Attaining the Ultimate Peace

- **Shri G. Narayana**
- **Compiled by Joe Mary George**

Guruji say's that a person who is at peace, it is easy for him to be in good health and be in control of his emotions and tensions. He will be time effective and his power of thoughts will be enhanced.



On the other hand a person is at peace when his health is good, when his emotions and tensions are mastered, when he/she is time effective and when power of thought is bright.

Then where is peace? Is it at the Base or is it on the Top? Does it has a cause and effect relationship? The peace is both cause and effect and also the process.

So peace helps well-being. Well-being helps peace. In well-being is peace. In peace is well-being.

When we know how to attain peace we know how to be an over all effective person.

What is peace? Silence is peace. In silence you are at once in touch with your soul

through your mind. In silence your intuition becomes strong, intellect becomes brighter and soul will be in Harmony. For empowering your body, mind and soul, silence is the license. Silence is the gate for healthy body, harmonious mind and shining spirit. And silence leads to peace. Peace is known as "shaanti"

In India there is a practice of invoking peace at the beginning and at the end of every programme, session or class. It is called "shaanti path". (The "Peace Invocation") That goes like this.....

"Aum saha naa vavatu  
Saha nau bhunaktu  
Saha veeryam karavaa vahai  
Tejasvina adheetamastu  
Maa vidvisha vahai"  
"Aum shanty shanty shanty"

This praying together is Dynamic peace. Harmonious Action is peace. The invocation says:

Aum All Universal Magnificence  
Let us be protected together  
Let us be nurtured together  
Let us work energetically together  
Let us learn with brightness together  
Let us be without friction together.  
Aum. Peace. Peace. Peace.

Guruji say's being together is peace, working together is peace, learning together is

peace and being without friction is peace. Then the “Shanti”. The peace, is uttered three times.

Why three times?

First is addressed to the spirits. Let the divine spirit be in peace so that our learning is undisturbed. This is called “Adhi Daivika”.

Second is addressed to the physical elements. Let the five elements be in peace so that our learning is undisturbed. This is called “Adhi Bhoutika.”

Third is addressed to the self. Let ourselves, our souls be in peace so that our learning is undisturbed. This is called “Adhyatmika.”

There is another peace invocation.

“Shaanti” is solution but “sangharsh” conflict is the reality. What is the journey route from “sangharsh” to “Shaanti.”

“Sangharsh” involves tensions. There are tensions in this world. In work place, in offices, in families, in schools and everywhere there is tension.

There is an effective process, a prescription to deal with tension.

- **TENTION→INTENTION→EXTENTION→ATTENTION→NO TENTION**

Guruji say’s when there is tension, first make “Intension”. Intension is In-Tension. Internalise the tension and convert it into Intention-the “Sankalp”- the resolve to solve the tension. Then there is no use in keeping it

inside. Express it to outside through “Extension.” Share the situation and cause of tension with colleagues, seniors and family members. Through which we will get more ideas to reduce or eliminate the tension. Then Give “Attention”. Attention is “At-Tension”. Attend to the root cause of tension. Actually Non-attention is the cause of tension.

The “Sangarsh” & “Shanti”, The “Chaos” & “Order” , The “Storm” & “Norm” & The “War” & “Peace” are connected. When peace is disturbed and deteriorated the war occurs. At the end of war peace is re-established. Destruction leads to the construction.

In Mahabharatha at the end of war the Pandavaas approached the Great Bhisma & requested him to teach about the methods of re-establishing the peace and managing peace.

Bhisma then tells them about three “Dharmas”, the “Raja Dharma”. “Apad Diharma” & “Moksha Dharman” consisting of “leadership processes for critical situations” and the “processes for liberation.”

Thus the ultimate peace is in the processes and states of ensuring order, clearing the chaos and being in freedom.

**THUS REAL PEACE CAN BE ATTAINED  
ALONG WITH DYNAMIC ACTION,  
WHEN THE DESIRE OF SELF-INTEREST IS  
MITIGATED.**

- *Guruji*

## SEMCOM Updates

### Youth Festival Championship

'Youth Festival', word itself means celebration for youth. Where youth gathers, automatically it turns out into a festival. Through Youth Fest 2009 SEMCOM has once again added a glorious feather to its victorious cap.

The purpose to organize such events is to encourage young students to participate in the various co-curricular activities whereby they can enhance their inner strengths. As always this year also SEMCOM participated in 25 events ranging from theatre, music, dance, fine arts etc out of which SEMCOM procured prizes in 18 events. This time SEMCOM became the champion for the 7th time. SEMCOM has been setting unbeatable records since its inception. Till now college has been runners up for two times. But, remarkably, no college of Sardar Patel University has been able to score 74 points so far. Adding more charm to it, SEMCOM has been winning the championship for the last seven years and this year it is the second hat-trick. It has been said that champions break the records of others, but, SEMCOM break its own records. This year Youth Festival was coordinated by Mr. Bhupendra Patel and Ms Rina Dave.

### Symposium on "Investment Opportunities for Women"

Changing global scenario and frequent changes in HR requirements need the future workforce to be prepared as the job creators and not as the job seekers. As it has always been SEMCOM's endeavour to create entrepreneurs, the women cell of SEMCOM College organized a symposium on "Investment Opportunities for Women" on November 21, 2009 at its campus in Vallabh Vidyanagar.

The symposium was organized with the encouragement and support of Dr. Nikhil Zaveri, Principal and Director, SEMCOM. Dr. Kamini Shah extended warm welcome to the Resource Person Mr. R M Kapadia, Retired Director (Finance), Alembic Group of Companies. He shared his valuable inputs on portfolio management strategies, psychology of investors and various investment alternatives available to women. The symposium was attended by students from BBA, BBA-ITM, BCOM and Master of E-Business. Ms. Preethi Menon proposed vote of thanks.

The symposium was convened by Ms. Waheeda Sheikh and well coordinated by Ms. Shuvasri Das, Ms. Vaishali Trivedi and Ms. Komal Mistry.

## **SPORTS AT SEMCOM**

College had participated in the following inter college tournament in the month of November. The events are:

1. **BADMINTON GIRLS AND BOYS TOURNAMENT**
2. **KHO-KHO GIRLS AND BOYS TOURNAMENT**

### **1. BADMINTON GIRLS AND BOYS TOURNAMENT:**

Our college team participated in inter college Badminton tournament where our girls team were champion and won against V.P.Science college were as our boys team lost in quarter final against GCET college.

### **2. KHO-KHO GIRLS AND BOYS TOURNAMENT:**

Our college team participated in inter college kho-kho tournament where they gave their best performance as well as boys team stood 4th in the tournament where they also gave their best performance in the tournament.

College has organized the following events in the month of November. The events are:

1. Dodge ball girls tournament
2. Leg Volley ball boys tournament

### **1. DODGE BALL GIRLS TOURNAMENT:**

Our college sports committee organized mane inter class tournament to uplift the moral of the students towards sports. In this tournament SYITM emerged as champion won against SYBCA. In this tournament more than around 150 girls were actively participated.

### **2. LEG VOLLEY BALL BOYS TOURNAMENT:**

In the history of SEMCOM this tournament was organized for the first time where more than 15 teams were participated. In this tournament TYBCOM-A were the champions won against SYITM.

## SWARNIM GUJARAT CELEBRATION

### SEMCOM trains students to fight terror

Vallabh Vidhyanagar-based SEMCOM College commemorated the 26/11 attack on Mumbai by organizing a four-day basic training camp for 120 students in association with Civil Defense Services of Gujarat government. The institute managed by Charutar Vidya Mandal (CVM) is also planning to introduce Civil Defence as a certification program with advanced modules from next academic year.

Students were explained basic mitigation skills at the time of terror attacks, earthquakes, accidents, fire and other such mishaps during the training camp that started on Saturday and ended on Tuesday.

“KL Chaudhary, principal of Civil Defense School, Ahmedabad himself supervised the training camp and had also brought with him 10 commandos to the institute where a mock drill was conducted on Monday,” SEMCOM director Nikhil Zaveri told that the team from Civil Defence School explained students steps like forming instant medical teams, reporting to authorities, collecting information about terrorists, and rescuing people during terrorist attacks.

Dr. Nikhil Zaveri is keen that universities and educational institutes should have civil defence as a part of regular curriculum across disciplines. He added that SEMCOM will offer an

integrated certificate programme that provides training to students on handling disasters by inviting experts from such defence schools. CVM chairman CL Patel, too is keen on introducing such programs in all the colleges and institutes managed by the trust in Vallabh Vidhyanagar.

- ***Swarnim Gujarat Celebration Team***

## RESEARCH ARTICLE

### *Stochastic Frontier Analysis*

- **Dr Sunny Thomas, Lecturer, SEMCOM**

- **Ms Waheeda Sheikh, Lecturer, SEMCOM**

#### Introduction

The authors have used stochastic frontier techniques to examine the productivity of commercial banks. This method has two sets of variables the input variables and the outputs. The earlier article speaks at length on the techniques of stochastic frontier. This study utilizes the stochastic frontier production function model<sup>1</sup> for panel data to measure technical efficiency (TE). The frontier production function,  $f(.)$  is defined as the maximum feasible output that can be produced by a bank with a given level of inputs and ICT. The actual production function of a bank can be written as:

$$Q_{it} = f(X_{it}; \beta) \exp(-u_{it}); 0 \leq u_{it} < \infty; \\ i = 1, 2, \dots, n; \quad t = 1, 2, \dots, T; \quad (1)$$

Where  $Q_{it}$  represents the actual output for the sample of the bank  $i$  in period  $t$ ,

$X_{it}$  is the inputs and

$\beta$  is parameter that describes the transformation process,

$u_{it}$  is the one sided (non negative) residual term. If the operation of a bank is inefficient (efficient), its actual output is less than (equal to) the potential output. Therefore, one can treat the ratio of the actual output  $Q_{it}$  and potential output  $f(.)$  as a measure of TE of a bank in period  $t$ . The residual term  $u_{it}$  is zero when the bank produces the potential output (full TE) and is greater than zero when production is below the frontier (less than full TE). In general, the residual term  $u_{it}$  (= TE effect) and a bank's TE are inversely related. In order to capture the effects of omitted variables/measurement errors, a random noise  $v_{it}$  (i.i.d normal with mean 0 and variance  $\sigma^2v$ ) can also be included in Equation 1 as:

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<sup>1</sup> The model is based on the stochastic production function independently proposed by Aigner, Lovell and Schmidt (1977) and Meeusen and van den Broeck (1977). The frontier production function can be defined as the maximum feasible output that can be produced by a bank with a given level of inputs and technology. Battese and Colli (1992) propose a Stochastic Frontier production function for unbalanced panel data which has firm effects which are assumed to be distributed as truncated normal random variables, which are also permitted to vary systematically with time.

$$Q_{it} = f(\cdot) \exp(v_{it} - u_{it}) \quad (2)$$

Battese and Colli (1992) propose a Stochastic Frontier production function for unbalanced panel data which has firm effects which are assumed to be distributed as truncated normal random variables, which are also permitted to vary systematically with time. Stochastic Frontier Approach developed in panel data context is employed to examine the objectives of the study. The actual production function of a bank is expressed as

$$Q_{it} = f(X_{it}; \beta) + v_{it} - u_{it} \quad (3)$$

The potential production function of a bank can be written as

$$Q_{it}^* = f(X_{it}; \beta) \quad (4)$$

Where

$Q_{it}$  is actual output for the  $i$ -th bank in the  $t$ -th period,

$Q_{it}^*$  is the output for the  $i$ -th bank for the  $t$ -th period,

$X_{it}$  are input for the  $i$ -th bank for the  $t$ -th period,

$\beta$  are parameters that describes transformation process,  $v_{it}$  are random error components in the model which are assumed to be independent and identically distributed (iid)  $N(0, \sigma^2_v)$  distribution and independent of the  $u_{it}$ .  $u_{it}$  are non negative variables associated with inefficiency in the banks and assumed to be truncation<sup>\*</sup> of the  $N(\mu_{it}, \sigma^2_u)$  distribution.

If the operation of a bank is efficient the actual output is equal to potential output.

Thus,

$$TE_{it} = Q_{it} - Q_{it}^* = u_{it}$$

Where

$TE_{it}$  is Technical Efficiency

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\* This original specification has been used in a vast number of empirical applications over the past two decades. The specification has also been altered and extended in a number of ways. These extensions include the specification of more general distributional assumptions of  $u_{it}$ , such as the truncated normal or two parameter gamma distributions.

uit is inefficiency

The error term representing technical inefficiency is specified as:

$$uit = \exp(-\eta(t-T)) \quad (5)$$

Under this specification, inefficiencies in periods prior to T depend on the parameter  $\eta$ . As t tends to T, uit approaches  $u_T$  inefficiencies prior to period T is the product of the terminal year's inefficiency and  $\exp(-\eta(t-T)) = \exp(\eta(T-t))$  and it is always greater than one and increases with the distance of period t from the last period T. the positive value of  $\eta$  indicates that inefficiencies fall overtime, whereas negative value of  $\eta$  indicates that inefficiencies increase overtime.

The above model can be estimated by the maximum likelihood estimates (MLE)#. Restricting  $\mu=0$  in the model, it reduces the model to the traditional half normal distribution. If  $\mu$  is not restricted then  $\mu$  follows truncated normal distribution. If  $\eta=0$  then technical efficiency is time variant that is banks never improve their efficiency. The value of  $\gamma = \sigma_u^2 / (\sigma_u^2 + \sigma_v^2)$  (where  $\sigma^2 = \sigma_u^2 + \sigma_v^2$ ) will lie between 0 and 1. If uit equals 0 (which indicates full technical efficiency) then  $\gamma$  equals 0 and deviations from the frontier are due to error term vit. If  $\gamma$  equals one all deviations from the frontier are due to technical efficiency.

Besides the above rationale, the following Cobb-Douglas specification of the functional form given in equation (1) is employed to specify the parameters of the model to estimate the efficiency since it is widely used one in efficiency studies. The functional form in the present study is –

In

$$Q_{it} = \beta_0 + \beta_1 \ln C_{it} + \beta_2 \ln D_{it} + \beta_3 \ln B_{it} + \beta_4 \ln E_{it} + v_{it} - \eta_{it} u_{it} \quad (6)$$

Where

$Q_{it}$  is output of bank i at time t

$C_{it}$  is Capital of bank i at time t

$D_{it}$  is Deposits of bank i at time t

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# Maximum likelihood estimation is a method of parameter estimation in which a parameter is estimated to be that value for which the data are most likely. For a fixed set of data and underlying probability model, maximum likelihood picks the values of the model parameters that make the data “more likely” than any other values of the parameter would make them. In case of the normal distribution this gives a unique solution.

Bit stands for Borrowings of bank i at time t and

Eit is Employees of bank i at time t

The parameters of the stochastic frontier model defined in equation (6), is estimated by using the FRONTIER 4.1 computer program under 'production function' option developed by Coelli (1996).

Empirical results and explanation:

As for the investigation the summary statistics of the variable selected for the purpose of analysis is presented in table 3. All the monetary values have been converted in to 1999-2000 prices using deflator.

Table 3 - Summary Statistics

(N= 162)

(Rs in Crores)

Variables	Minimum	Maximum	Mean	Std Deviation
A. Inputs				
Capital	13.9	4162.3	499.4	704.1
Deposits	909.1	308939.1	37084.7	51347.6
Borrowings	17.2	28810.5	1758.6	3434.7
Employees	6454	214845	28284	37742
B. Outputs				
Advances	3321.3	211581.3	21928.7	28411.0
Investments	66.3	147861.7	14892.0	22838.7
Net interest incomes	62.8	12644.1	1350.6	1858.3
Non interest incomes	138.9	7120.0	723.1	1074.7

Mean values of the input variables indicate that Employees are the main input factor for the banks followed by the deposits. In output variables it is observed that banks are more interested in safety based investments rather than risk based advances. Net interest income contributes more than the non interest income towards the total income of the banks. The mean value of the net interest income is greater than the mean value of non interest income. The standard indicates the wide fluctuation in the data set. This is because of the difference in the size of the banks.

Table 4 gives the maximum likelihood estimate results of equation 4. Column 2 of the Table presents the result of advances. The t value of Borrowing and Employees is statistically significant, deposits are significant at 5 per cent and capital input is significant at 10 per cent. The parameters of  $\sigma^2$ ,  $\gamma$ ,  $\mu$  and  $\eta$  are positive and statistically significant for the advances. The significant  $\mu$  term indicates that u follows a truncated normal distribution. Positive and significant values of  $\sigma^2$  and  $\gamma$  terms indicates that the observed level of advances significantly differ from frontier due to factors within the control of banks.

The estimated value of  $\gamma$  indicates the 74 per cent of the difference between actual and potential output is due to technically inefficient performance of the banks.

Column 3 of table 5.4 shows results of investment. Same as advance the two inputs i.e., borrowings and employees are significant for the investments. But the t value of  $\gamma$  is not significant. Similarly the coefficient of  $\mu$  is negative and t value is not significant. Column 4 presents the result of net interest income where capital, employees, borrowing,  $\sigma^2$  and  $\eta$  are significant at 1 per cent. In Column 5 the non interest income results show that deposits, borrowings, employees,  $\sigma^2$  and  $\eta$  parameters are statistically significant.

Table 4 – Maximum Likelihood Estimates of Stochastic Frontier Production Function for Public Sector banks in India

Variables	Advances	Investments	Net interest income	Non interest income
1	2	3	4	5
Constant	1.5722 (1.8226)**	0.5400 (0.5436)	-1.5362 (3.1923)*	-2.39107 (3.7690)*

Ln C	-0.04501 (1.5572)***	0.0011 (0.03611)	-0.073266 (2.1320)*	- 0.03778 (1.38309)***
Ln D	0.4372 (1.9131)**	-0.00639 (0.084926)	0.01945 (0.5598)	0.101984 (2.50781)*
Ln B	0.2292 (6.90426)*	0.16728 (2.62882)*	0.24697 (5.8214)*	0.10057 (2.5241)*
Ln E	0.69897 (7.3385)*	0.81278 (6.3795)*	0.71853 (10.7114)*	0.7223 (9.7536)*
$\sigma^2$	0.05229 (5.7754)*	0.06970 (2.7735)*	0.0718314 (4.6385)*	.061408 (5.3092)*
$\gamma$	0.7407 (15.8481)*	0.22441 (1.1703)	0.142418 (0.8938)	.00772 (0.7258)
$\mu$	0.3936 (5.8469)*	-0.25014 (0.30703)	0.04778 (0.17674)	-0.04355 (0.4034)
$\eta$	0.12280 (7.34870)*	0.6656 (3.2221)*	0.28932 (2.25619)*	0.85634 (6.0665)*

Note: Figures in the parenthesis indicate the t-values.

\* indicate significant at 1 per cent, \*\*indicate significant at 5 per cent \*\*\*indicate significant at 10 per cent.

The employees are the dominant factor in determining all the output. Thus employees play an important role in determining the efficiency of banks. An increase in efficiency of employees will affect the performance of the banks. The coefficient of  $\sigma^2$  is positive and significant in all the cases. This indicate that the observed level of output significantly differ from frontier due to the factor which can

be controlled by the banks. Similarly  $\eta$  is positive and significant at 1 per cent for all the output means that banks specific effects associated with technical efficiency are time varying in all. In other words, a positive  $\eta$  shows that inefficiencies fall over time.

## Social Networking Sites:

### *A Boon or Bewitching Bomb???*

- **Milan Pandya, Lecturer, SEMCOM**

Cyberspaces, a supplementary virtual exploration to our own personal world has been a subject of constant debate in recent years. Its inevitable influence has been under the incessant scrutiny in critics' eyes. For it could be assumed that a Global citizen who keeps himself aloof or marginalized from the Cyber-centered world is like a clod who prefers bullock cart to car. With the advent of this 'Internatic' phenomenon, we're blessed with infinite inventions like Emails, Blogs, websites and of course the myriad Social Networking Sites who come under the umbrella term 'The Virtual World'. The crescendo of its germination goes hand in hand with the progress of Internet. Some of the famous Social Networking Sites who've inscribed their names in the history book with a virtual ink are Orkut, Facebook, Hi5, Bebo, Friendster, Bigadda, MySpace, CyWorld... and the list goes beyond mathematical reckoning. Still, many ignited brains would come with a moot question that 'What is a Social Networking Site?'

Extinguishing elaborative answer in a collective fashion is that it is a collection of web-based services with various technological

affordances supporting a wide range of interests and practices wherein people from different parts of the world share and discuss anything that comes under the Sun with special or common interests, shared values; visions, activities, ideas, ideals, financial exchanges, friendship, kinship, dislikes, conflicts or trade regardless of cast, religion, nationality, language or race gets the liberty to construct a profile within a bounded system allowing its users with whom they share a connection as well as can traverse the list of connections made by others within the system. The nature and nomenclature of these connections may vary from site to site wherein some cater to diverse audience while others attract people based on common language or shared racial, sexual, religious or nationalistic identities. Sites also vary in the extent, to which they incorporate new information and communication tools such as Blogging, photo-video sharing etc.

There has been umpteen numbers of debate and discussion going on about the pros and cons of these sites across the globe. There is a little doubt that they are here to stay and with that what makes it unique is the element of engagement enslaved in it. There is a distant visible factor working behind the popularity of these sites which has direct and uncut connection to the instinct and psyche of a human mind. Historically, biologically, scientifically, anthropologically and through

Charles Darwin's 'The Theory of Evolution' it is proven that 'Man is a Social animal' and hence likes to be interacting with known and unknown people to him to exhibit his feelings, emotions and what not. But, in the 21st century, through advanced recorded researches it has been proven that 'Man is a Communicative animal' thus redefining all the previous definitions, now man defines itself through its interactions. Moreover, from the psychological point of view this virtual world justifies your 'id' keeping your super ego miles away. In this Virtual world you are what you are. It's more real in the sense that it allows you to be yourself without any hypocrite, pretentious and deceptive camouflage. For example, you are interested in homosexual relationship but in the real world your hands and mouth are chained and zipped respectively, but through this medium one can be a member of a gay community and emote his emotions publicly. Now that is something impossible and considered tabooed in the real world. Going further taking Nietzsche's proclamation 'God is dead' into consideration now we've this 'Inter-centric cultural transactions' as The God whose power is scurrying in our veins what Foucault calls it 'The episteme of knowledge'. Factually this is the chief cause of these Social networking Sites getting massive acceptability. For example, one can expand his business through the global exposure he gets. These sites help one to

communicate with efficiency and ease; moreover, it serves as a personal website. One can make new friends which enhances his social boundaries etc. Though on the downside, Like the old cliché saying 'Every coin has two sides', all these facilities naturally come with many cautious causalities and consequences but again its not a mammoth matter to worry upon unless you take all the precautions while accessing to it. On the gloomy side the problem of cyber stalking is indeed rooted stubbornly to it. One can never be sure of someone's profile being fake or real. Infact many times it has so happened that people have come across their fake profiles containing their private details in it. So there is every possibility of yours falling into this 'Net-trap'. Just browse your mind and remember a boy named Aamir's gory and eye-opener incident one year back wherein he was killed brutally by misusing a girl-named fake profile. For an enchanting experiment, just put your contact details once in your profile and people would harass you no less than a National culprit. Other flourishing flames to this field are profiles getting hacked and identities being stolen but keeping aside all these conspicuous components prevalent in it, is a compulsive obsessive disorder marked especially in teenagers and youth due to the excessive involvement and attachment to it. Just like the mental disorder called 'Mobile anxiety' wherein you tend to check your mobile phone every

now and then to see whether you've received any message or not, a fondness to these sites is so vicious that you always live in the 'imaginative world'. It truly turns out to be time and money consuming due to the nonsense chatting which undoubtedly varies from individual to individual. Certainly there are certain ways out there to prevent yourselves from being 'Neto-holic', just as with drinking, be a moderate drinker of this 'Cyber-Wine'. Some golden precautions to avoid further agitations are like never put your private information like your address, contact details, Pictures, videos etc.

Again using another cliché and chewed saying 'Prevention is better than cure', there is plain-spoken indication of being fully aware of the pros and cons of this virtual world. There is enough wit in not being afraid to utter spade a spade. It's only you and you who can save yourself from drowning into this swamp. It's again you only who could distinguish the curse in disguise. To end I would borrow Aesop's wisdom that,

"Better be wise by the misfortunes of others than by your own".

## **Book Worms Club:**

### **Book Review on “Transformation to Transcendence: Breakthrough Ideas for Leadership in the New Millennium”**

**Reviewed by Mr. Sarvesh Trivedi  
Compiled by Mr. Sunil Chaudhary**

The book “Transformation to Transcendence: Breakthrough Ideas for Leadership in the New Millennium” is the remarkable presentation by the author Shri Swami Jitatanada to enhance the persons excellence and intellect. The book is the integration of thoughts on the optimal solution to the mankind, soul, spiritual aspects, elements of nature and God. It provides the self realization, plan and management techniques for the further progress of the man and the process in which he is dwelling. The thoughts and the message in this volume are reflection of practical wisdom drawn from the author’s deep study of the ancient scriptures and rich corporate and personal experience.

Guruji Shri G. Narayana (65) is Chairman Emeritus of Excel Industries Ltd, Chairman and Director of several companies and a Mentor, Contributor, Educator and Trainer in Management. He has adopted a missionary life of contributing and assisting

several people to experience their own inner light and potential and for peace and harmony amongst different people groups.

The wisdom parted by the author in this volume on the various ideas are as below :

1. For every situation, without even a trace of doubt, there is an optimal solution.
2. All are winners and there are no losers.
3. Clear chaos and creates clarity.
4. Right time is now, right place is here, right situation is this and right person is me.
5. Learning and Teaching is a process of Offering and Receiving.
6. The three qualities of a Teacher are Knowledge, Experience, and Effective Communication.
7. The three qualities of a Learner are Worshipping, Serving, and Gentle Enquiring.
8. Stability is strength and Flexibility is ability to sustain and survive.
9. I for Insight – eye, U for Unity- you, V for Victory –we, W is for win- double you.
10. Let quality and excellence be the part of the person as accuracy, cross-check, place for each one and each one in place, asking for the requirement to self, others and situations.
11. Guans which a human nature constitutes are sattva, rajas and tamas to deal with we need sama- persuasion, dama- reward,

danda- punishment and bheda-discrimination.

12. It is compulsory for the leaders referring to the basics every time before making any attempts.
13. He further talks about the appropriate Internal Management that is physical, mind, thought and inner spaces.
14. Vision has to be for winning the future purity beauty and to be all for it as mother, father, teacher and grandfather.
15. While what decisions are made is important, how decisions are made is the key to build better and better organization as well as people.
16. Decision is the fulcrum for achievement in the process of Discussion, Decision, Drive, Determination and Destination. It is the link between leadership, team and people. It is the key builder to build better and better organization and people.
17. Star organization process is for the progress and in this process's key elements involves many aspects team- evaluation, discussion and participation. Leadership – participation, decision and initiation, function-initiation, drive and implementation and completion.
18. The process of perception and also path towards perfection, it is a responsibility and opportunity for each one of us to contribute for transformation of self,

people, teams, companies, communities and society towards improved, correct, right and perfect perception of accuracies, facts, realities and truth.

19. Every father, mother, teacher, grandfather, leader, path maker, manager, mentor, nurturer, senior and elder is the sun for the lotus of son, learner, deputy, child and member of team and company.
20. In the end he tells about four sights that positive person is happy, negative person is unhappy, helping person is divine and hurting person is devilish. Therefore one has to remain happy and be divine by following the techniques of transformation.

## My Voice:

### Roses, Roses all the way

When the first rays of sun kisses the earth we greet each other by saying good morning.

Each day is a new day with its charm. We all feel energetic and enthusiastic in the morning. We all want to give a great start to the day. Some start their day with the prayer of almighty god, for some day starts very late. However, there is one thing, which we all desperately wants and that is love, peace and happiness. There are certain things, which you cannot buy or create and which are god gifted. Surely, love, happiness and peace are god gifted

but you can be near to god and happiness when you are near to nature. Gardening is a one of the best way to relax and enjoy the warmth and love of Mother Nature. When you look at those beautiful red roses and other beautiful flowers, you feel happy and satisfied. So cultivate the habit of gardening and start your morning by prayer and watering the plants. The happiness, which you will get, is not available in any shop of any market of the world. The time you are near to nature you are near to almighty and you will feel life is roses, roses all the way.

*Sunil V Chaudhary*  
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## 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.

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