

# DRIVE

## MonthlyeNewsletter

Published by:

CHARUTAR VIDYA MANDAL'S

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

## SEMCOM



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

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

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

**GOALS:**

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

**The overall mission is reinforced by the Punch Line**

**“What We think, Others DOn’t”.**

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## Editorial Board:

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Sports:

From time immemorial sports had had a special revered place and the pages of the world annals bear testimony to the feats accomplished in the arena of sports and exult the prominence that sports had. The history of the Romans chronicles the ritualistic nature of sports and the evolution of sports as a form of entertainment. In Greek and Egyptian civilizations sports had religious connotations and it were the Greeks who gave the now world renowned and prestigious Olympic Games. Many of the sports played today and their origins in Egyptians civilization and the Egyptians set the rules and regulations of these sports. Many popular sports like cricket, football, golf, etc. have Europe as their birth place and they are the result of the codification of traditional games. There is not a single memoir in the world that does not exhort the importance, value and significance of sports. With this we understand that sports played, play and will play a crucial role in the social and cultural lives of people across the globe. The eminence of sport rests with the fact that it has plethora of benefits to offer. Sport is not only about physical fitness, stamina and skills but also about all round personality development and grooming. It instills valuable life lessons that are indispensable for one's growth, development and success. Sport is very singular for it is the only concept that has a universal appeal making one and all, irrespective of caste, race, creed and religion, a world citizen. The universality of sports brings people together giving them a common goal, mission and vision.

A sound physical, mental, spiritual, emotional, psychological and social growth can be brought about by sports. Intense training and practice result in physical fitness; focus, concentration and perseverance in mental health; perception and discipline in spiritual wellness; defeat and triumph in emotional stability; coordination, cooperation and support in psychological wholeness and

fraternity and leadership in social advantage. With the attainment of such a sublime level, it becomes possible for one to scale new heights in all undertakings and in a novel awareness.

Sports teaches discipline, responsibility, acceptance, accountability, perseverance, confidence, equality and focus among many others. One member sports instill individuality and team sports, team spirit. The importance of team work is inexplicable for it is one of the most important organizational tools to combat intense competition, change, short shelf life and uncertainty. This gives new wisdom and outlook. Participants learn to accept differences in others, weaknesses in oneself thereby becoming accommodative. Thus by treading a new terrain in terms of human relationships, they learn to complement each other. This brings them together and schools them in unity in diversity. The end result is cohesiveness in society and eternal goodness and wholesome character in participants. Appreciation and acknowledgement do great wonders in the making of an individual and sports has the power to give these. Though sports is the survival of the fittest, it amplifies the ideology that it is coming together and human network that bring about miracles.

Sports and management are invariably interwoven. Sports teach many managerial skills that are needed in the modern day. Leadership, communication, analytical, decision-making, reasoning, negotiation, critical thinking, organizational, planning and strategic skills are inculcated in sportspersons. These skills learnt and developed in sports field would give them the cutting edge to work in the modern day workplace. These are the essential skills that employers look for in their employees. It would help them blend, grow and acclimatize with the organization. This seals their success and the rest would be history.

Sport does a great good to people in general. But what we need to know is that it also delivers goods on a golden platter for students. Students who are good at sports also excel academically. The discipline and focus learnt on playgrounds metamorphose into better efforts and grades in

classrooms. Converting challenges to opportunities, hurdles to achievements and drawbacks to strengths is an essential attribute inculcated by sports.

Sports help students involve in all school and college activities without any reserve to achieve perfection and excellence. It moulds them to be active players in the game of life and without inhibition lead a fruitful life in this competitive world. It gives free wings to imagination and creativity thereby helping them soar higher in all realms. In sports where victory and defeat are inevitable, students learn to treat them with equanimity and with this comes the realization that things are transient. This in turn goads them to go further and aim higher. Significant life lessons learnt from sports help one to a better player in the game of life and lead a balanced life. It is also learnt that radical views never work and one has to have a neutral stand for the fulfilment of desires and realization of goals. Sports drive home the fact that adhering to principles and values has no substitution by softening and adapting the approach to success and survival without sacrificing values. Sports advocate true life for it glorifies wholesome and sound character without malice and ill will. It has no room for hatred, bitterness and prejudice. Even Hitler's idea of Aryan supremacy could not subdue Jesse Owen's true sportsmanship. Great sports personalities have exemplified this principle and by their exemplary conduct have silently persuaded others to emulate them. By promoting goodwill sport has consistently proved that it is the pursuit of precision, distinction and all that is transcendental.

**By:**

**Dr. Nikhil Zaveri  
Director & Principal,  
Chairman, IQAC  
SEMCOM.**

### **IQAC Corner:**

#### **Sustainable Development for Quality in Education:**

##### **Shri. G. Narayan**

Quality is doing things right in all areas of life and harming no one in the process. Through helping and serving one can leave footprints for the world to see and follow. Indian legends and mythologies have examples of great teachers and students. Knowledge passes from generation to generation and learning is for the future. Teachers are institutions themselves. Sustainable development has eight aspects. Development should have solid foundation that is built with good purpose, vision and mission. The vision is to conceive the impossible and the mission is to serve humanity. Values are combinations of light and engine and there are four values that enrich education and life. The first value is time which is doing things on time as time cannot be earned like money. Time and timing increase efficiency and make one efficient. Efficiency brings result. Time is the God of the physical world as love is the God of the spiritual world. The second value is love and it should permeate education to make it efficient and effective. Mothers and teachers are praised for their all-encompassing love and hence they educate, whereas a father demands and a grandfather empowers. Truth is the third value and responsibility is the fourth. Love and responsibility always go together and hence greater than truth. In an institution education is more important than its infrastructure for an excellent education is not what is prescribed in syllabus. Rather education is the integrated value of knowledge (past), information (present), idea (future) and solution (eternal). Excellent education is not contained in resources for only optimal resources are needed; resources which are elegant and not in excess. Teachers with updated knowledge are masters and it is the students who make the teachers masters and students empower teachers. Teachers are flowing rivers of knowledge, experience and communication skills. Excellence of teachers sustains institutions. When

teachers are successful in imparting knowledge, they become gurus. Teachers learn to become gurus whereby the learners become leaders and this is the foremost attribute that determines the goodness of an institution. The adage 'I create myself' helps one take responsibility and responsibility can be taught by taking responsibility. Responsibility can be defined as responding with ability. Students become dedicated and contributors through responsible knowledge because responsible knowledge is liberating. Sustainable process is a continuous renewal. Sustainability can be defined as the ability to renew. Three mistakes are to be avoided by institutions. The first mistake is the thought that past practices are sufficient for the present and the future. The second is the thought that the present trends will continue because one should always be prepared for changes and the third future is dangerous. One should have no fear of future because the future is afraid of leaders. The future is full of opportunities and so one should confront fear and failure. Every minute is full of opportunities and risks and one should take advantage of opportunities to overcome risks. There are two different levels or aspects of an institution – the first is the apparent level where the relationship between an institution and a student is give and take; offer and receive. The second level is the hidden level which is a balance between abilities and needs and institutions should continuously improve abilities and reduce needs.

**Book: Quality Footprints: Sustainable Development of Higher Education Institutions**

**Published by: SEMCOM**

**Publication year: 2014**

### **SEMCOM IQAC Updates:**

#### **Ratri before Navratri:**

Ratri before Navratri was organized on 23rd September 2014 and the arrangements were overseen by Vice President, Dr. Subhash Joshi, and Students' Council. Mr. Ashok Kumar Yadav, IPS, Superintendent of Police (Anand District), and Principal S. M. Patel, Honorary Secretary, CharutarVidya Mandal were the Guests of Honour. The Inaugural Aarti was by Dr. C. L. Patel, Chairman, CharutarVidya Mandal. It was organized on Manglik Party Plot. The programme was organized under the leadership and supervision of Dr. Nikhil Zaveri, Principal and Director, SEMCOM.

#### **Preliminary Examination:**

Preliminary Examination was from 4th October 2014 to 14th October 2014 and the coordinators were Dr. Swati Parab and Ms. Palak Patel

## Fintelligence

### Crowd-Funding:

The concept of crowd-funding seems to have caught on. India is abuzz with innovation and entrepreneurs seeking funds to float new ideas. Typically, entrepreneurs raise money for their fledgling start-ups from angel investors, venture capitalists and even banks. But getting cash from these sources is a tedious affair, and many small start-ups are not equipped to handle the paperwork. Crowd-funding is, thus, a great alternative to raising funds with minimum risk involved. It involves small and medium-sized companies raising funding from investors using the Internet (usually social networking sites or specialist crowd-funding websites). The idea is to effectively communicate the concept to like-minded individuals to seek funds. While the concept itself is quite wide and allows for fund raising in many different contexts, it is particularly useful for small entrepreneurs and start-ups.

Crowd-funding typically involves young entrepreneurs and small groups of people raising funds for their ventures through various online platforms involving individuals as well as organizations. While it is still in nascent stage in India, compared to large markets like the US, China and the UK, the trend is catching up fast especially in the wake of emergence of social media as a key platform for such activities.

Signs Speaks and Student Desk, two of the projects of 1st ever Crowd Funding Initiator (CFI) in Gujarat, successfully raised funding from the crowd. Student Desk, a book exchange portal by Bhuj-based Karan Pujara raised Rs 1.44 lakh through crowd while, Sign Speaks, a interpreting app to communicate with differently abled individuals, brainchild of KinjalChaudhari, raised over Rs 1.56

lakh through the crowd. CFI is India's first ever residential crowd funding boot camp supported by Gujarat Technological University (GTU). An indigenous crowd funding platform was organized in the month of September, 2014 and over 250 contributors from across the country have funded in the projects.

International Organization of Securities Commission (IOSCO), a body of market regulators across the world including SEBI, recently called for greater regulatory checks on 'crowd-funding' investment products to avoid any potential systemic risks in future.

SEBI came out with a paper with draft regulations on crowd-funding on June 17, 2014. The paper aims at a framework for crowd-funding, a process of raising capital using web-based portals including social media, now catching on in India.

As per the draft norms, crowd-funding for financial returns will need a demat account. There are 238.71 million internet users in India and only 21.92 million demat accounts. So, the proposed norms exclude 90% of internet users.

It has proposed that crowdfunding only take place through SEBI-recognized platforms. Entities which qualify include stock exchanges, depositories, technology incubators and associations of private equity or angel investors.

The proposed regulations exclude donations or grants in which no financial return is expected.

For others, the regulator has proposed three ways of looking at crowdfunding, based on equity, debt and funds. Equity-based raising would allow up to Rs. 10 crore through shares on this platform. Those raising capital through the debt route will issue securities, as well as maintain a Debenture Redemption Reserve of a fourth of the amount



raised. SEBI has also suggested the creation of a separate category of alternative investment funds, with a corpus of up to Rs. 25 crore. Unlike other AIFs which have a minimum size of Rs. 1 crore, crowdfunding AIFs (Alternate Investment Funds) would have a minimum size of Rs. 25 lakh.

It would also require crowdfunding platforms to conduct due-diligence on companies raising capital. SEBI has also proposed the creation of a screening committee to filter ideas and business plans.

It suggests restricting access to such platforms to accredited investors. These can either be qualified institutional buyers, established companies or high net worth individuals.

Retail investors who wish to participate will need to pass a test or act under the guidance of an investment adviser or portfolio manager. They will also need to have an annual income of Rs. 10 lakh and be restricted to an investment cap of Rs. 60,000 an issue.

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**BY:**

**Dr. Kamini Shah**

**Assistant Professor**

**SEMCOM**



## e-ATTACKS:

### Sasser (2004)

Sasser, a complex computer virus, was created by a 17 year old German high school student named Sven Jaschan, which began exploiting a vulnerability in the non-updated Microsoft Windows XP/2000 on 30th April 2004. This virus spread through network instead of emails using the exploit known as Remote Procedure Call exploit which was also used by Blaster virus. Once a computer was infected, it would look for other vulnerable systems to infect by downloading itself to those computers. The search for a potential victim was done using random IPs. The infected computer's OS was modified such that the computer could not be shut down without cutting the power and it experienced repeated crashes and became instable requiring formatting the machine. After infecting, it would display a notice indicating the system was shutting down. This virus was destructive enough to shut down the satellite communications of some French news agencies and also resulted in the cancellation of several Delta airline flights and many more company's networks worldwide. The estimated damage was around \$500 million.

### Fizzer (2003)

Fizzer a multiple vector worm released in 2003 was the first virus created for mere financial gain. It spread through e-mail. Though not a fast worm, it was stealthier as it had the capability to kill certain anti-virus programs and thus preventing itself from detection. When Fizzer was executed, it could copy itself and create various files which would auto run on startup. It also made sure that multiples copies of the same virus did not execute on the same machine after infection. After attacking an e-mail, it would send out spam e-mails to the person's contacts. It did not just capture the contact list, but it would send out porn and pharmacy spam mails to those addresses. Due to the gravity of the possible damage, Microsoft offered \$250,000 in

exchange for any information that could give a lead to arrest the creator. It could not create much damage as it required human intervention of opening the email's attachment.

By:

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**Assistant Professor**

**SEMCOM**

## ManageAnt:

### Tools Used to Target Kids:

Marketers use some strategies to target children:

#### (a) Building Brand Name Loyalty

In her book 'No Logo', Naomi Klein says that the mid-1980's saw the birth of a new kind of corporation - Nike, Calvin Klein, Tommy Hilfiger, to name a few - which changed their primary corporate focus from producing products to create an image for their brand name.

Marketers plant the seeds of brand recognition in very young children, with the hope that the seeds will grow into life time relationships. According to the centre for a New American Dream, babies as young as six months of age can form mental images of corporate logos and mascots. Brand loyalties can be established as early as age two, and by the time children head off to school, most can recognize hundreds of brand logos.

#### (b) Buzz or Street Marketing

Many companies are using "buzz marketing" a new twist on the tried-and-true "word of mouth" method. The idea is to find the coolest kids in a community and have them use or wear your product in order to create a buzz around it. Buzz or "Street Marketing" can help a company to successfully connect with the savvy and elusive teen market by using trendsetters to give their products "cool" status.

#### (c) Commercialization in Education

A school used to be a place where children were protected from the advertising and consumer messages that permeated their world but not anymore. Corporations realize the power of the school environment for promoting their names and products. A school setting delivers a captive youth audience and implies the endorsement of teachers and educational system. Marketers are eagerly exploiting this medium in a number of ways, including:

- Supplying schools with technology in exchange for high company visibility.
- Exclusive deals with fast food or soft drink companies to offer their products in a school.
- Advertising posted in class rooms, school buses, on computer etc. in exchange for funds.
- Sponsoring school events.

#### (d) The Internet

- The internet is an extremely desirable medium for marketers to target children:
- It is part of youth culture. This generation of young people is growing up with the internet as a daily and routine part of their lives.
- Parents generally do not understand the extent to which children are being marketed to online.
- Kids are often online alone, without parental supervision.
- Sophisticated technologies make it easy to collect information from young people for marketing research and to target individual children with personalized advertising.
- By creating, engaging, interactive environments based on product and brand names companies can build brand loyalties at an early age.
- Kids represent important demographics to marketers because they have their own purchasing power, exercise greater influence over family purchase decisions and they are the adult consumers of the future.

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**By:**

**Dr. Ankur Amin**

**Assistant Professor**

**SEMCOM.**

### CommuniCare:

#### Communication among departments in an organization:

Every organization has many departments and each department contributes to the smooth functioning of the business. Major departments in most of the organizations are: Finance, Marketing, Sales, Human Resource, Purchase, Production and Information Technology. Every department has internal as well as external communication. At the same time oral and written both type of communication takes place. Let us see, how each department communicates internally and externally for their various management functions.

Finance Department has to do more with written communication. It follows book keeping procedures by keeping records of the purchases and sales made by a business. It also records capital spending. Finance Managers require ongoing financial information to enable them to make better management decisions. The Account section of the finance department is responsible for calculating the wages and salaries of employees. They also organize the collection of income tax and national insurance for the Inland Revenue.

The Finance Department is also responsible for the technical details of how to raise finance for their business e.g. through loans, and the repayment of interest on that finance. In addition it also supervises the payment of dividends to shareholders. And of course, Preparing Final Accounts like Profit and Loss Account and Balance Sheets are of utmost important functions for which Finance Department communicates.

The Production Department is responsible for converting inputs into outputs through the stages of production processes. The Production Manager is responsible for making sure that raw materials are provided and made into finished goods effectively. He must do extensive communication to make sure that work is carried out smoothly. He does lot of oral communication while supervising procedures for making work more efficient and

more enjoyable. For effective production and planning written policies are laid down.

The department sets the standards and targets at each stage of the production process. The quantity and quality of products coming off a production line is recorded.

The Purchasing Department provides written list of the materials, components and equipment required. The Stores Department is responsible for stocking all the necessary tools, raw materials and equipment required to service the manufacturing process. They also need to keep written records of what comes in and what goes out.

The design and technical support department also participate in nonverbal communication as the design, logo etc. communicate a lot about the company, product etc. The works department is concerned with the manufacture of products. This will include the maintenance of the production line and other necessary repairs. In doing so they have to go for lot of oral communication for inquiring about working mechanism of the machines.

The Human Resource Department has a crucial role of recruiting, training, and the dismissal of employees in an organization. For recruitment and selection process comprises lot of oral and written communication. Starting with advertisement in newspaper, inviting applications, designing forms, and written tests, conducting personal and telephonic interview etc. require lot of communication.

Training programs are held by the HRD to improve the employee's skills, as well as to motivate them.

It may be any of the three types of training: Induction training, on-the-job training and off-the-job training. But one thing is sure that training is all about communication and communication. HR Department is also responsible for Manpower Planning. The department needs to think about the number and skills of the workforce required by the business in the future. At the time of exit also, an HR Department needs to communicate. Conducting exit interview or a farewell gathering HR manager must know how to communicate effectively.

Marketing Department is fully involved in communication through its all sections. Sales Department is responsible for the sales and distribution of the products to different regions. This is done through various communication techniques like educating about product, persuading and convincing, negotiating etc. Research Department is responsible for market research and testing new products to make sure that they are suitable to be sold. Cross referencing with internationally available similar research by referring journals, white papers, reports etc. Promotion Department decides on the type of promotion method for the products, arranges advertisements and the advertising media used. Media Relation, Public Relations and publicity are done through various available methods of communication. Distribution Department transports the products to the market where liaising with different distribution channels demand lot of communication.

**By:**

**Ms. NishrinPathan**

**Assistant Professor**

**SEMCOM.**

## MY VOICE:

### The Art and Commerce of Cinema with Marketing:

Art as a hobby and as an occupation has different perspectives. Art as a hobby does not need to have commercial perspective, but art as an occupation has commercial perspective. Artist in the form of an author, poet, painter, dancer, actor, script-writer, director, blogger earn their livelihood by commercializing their art. Art needs to be properly marketed to earn livelihood from it.

In marketing literature, market has been defined as the aggregate demand of customers for product or service also called market offering. Marketing has been defined as the art and science of segmenting markets, targeting markets with market offering(s) and positioning the market offering with the objective of creating, maintaining and growing customers so as to earn profit by satisfying the needs and wants of customers. Market in capitalist economy symbolizes the freewill of customers to make their economic decisions including buying decisions. Customer is the king in the capitalist economy with free play of forces of demand and supply and competitive market.

The three important economic decisions of any economy, in case of capitalist economy, are taken from markets perspective.

1. What to produce? Decision is based on demand, want of customer, their desire and willingness to buy the market offering and their ability to pay for the market offering.
2. How to produce? Decision is based on optimum utilization of resources with the objective of reducing cost of production.
3. For whom to produce? Decision is based on effective demand, market offering(s) are produced for people who can afford to pay for it.

The role of government in capitalist economy is to ensure competitive market and provide for the basic necessities which may be ignored by

entrepreneurs due to commercial perspective. The development of agriculture, power, transport, communication, education, healthcare, industry in nutshell socio-economic infrastructure and protecting the rights of under-privileged classes of society is the responsibility and duty of government.

Cinema is part of entertainment industry. Movie publicity has three phases, pre-production phase, production phase and post-production phase. In pre-production phase the objective is to create favorable impression about movie in media, in production phase, clips, images are taken which can be used for future publicity of movie, in post-production phase, the objective is to market the movie, with press release, press kits, participation in film festivals and using marketing promotion tools to ensure commercial success of movie. A movie has to be made in such a way that it gets appreciation from critics and masses. A movie must have social message(s) and highlight the social issue(s). The hook is the theme of the movie which can be used in promoting the movie.

Movie production and distribution is not only for making profit, but it is also to get good name in movie circle, (entertainment industry), earning name and fame as a brilliant director, actor, script-writer, lyricist, music composer, art director etc. and getting respectable place not only in the domestic entertainment industry but also in the global entertainment industry. In nutshell good movie will earn critical appreciation and appeal to masses with social message(s).

**By:**

**Mr.Sunil V. Chaudhary**

**Assistant Professor**

**SEMCOM**

**ACCOUNTING AURA**

I will continue to discuss the topic on carbon accounting in this article.

### Upcoming regulations

Industries such as steel and textiles could soon face a carbon entry barrier, one way or the other, while exporting goods to markets where the country has enacted regulations stipulating guidelines for the domestic industry. The domestic industry, to maintain its competitiveness would ensure that less efficient (and therefore more carbon intensive) products entering into the economy pay for the difference in carbon levels by 'carbon tax' or equivalent.

Though these regulations may take some time to be widely implemented, it makes business sense for companies in select sectors to be prepared with a clear understanding of where they stand with respect to competition from developed countries and other developing countries such as China, Brazil or Vietnam.

Developing countries such as India, Brazil, China and South Africa (BASIC) are facing increasing pressure from the developed world to monitor and report their GHG emissions. This is due to the fact that the growth in GHG emissions worldwide in foreseeable future will come from these economies, thanks to their contribution to world economy and increasingly so. In order to make sure that the developed countries continue to finance emission reduction projects, energy efficiency and other technology development, the BASIC countries may have to undertake monitoring, reporting and verification of their national GHG inventories. When such a mechanism becomes a part of internationally negotiated agreement, carbon accounting and reporting would become statutory requirement like the annual financial reporting and auditing.

#### Investor requirements

Having realized the crucial importance of good disclosure and corporate governance practices, investors across the globe are demanding companies to disclose their climate change

strategies, perceived risks and opportunities created by climate change, contribution to climate change and efforts taken to minimize corporate carbon footprint. To reduce the transaction costs of responding to individual investors in unique format and vice-versa, Carbon Disclosure Project (CDP) has been created as a not-for-profit non-governmental organization. Active since 2006, in 2010 CDP sent out information request to more than 3500 organizations across sectors and scales around the globe. In India, the information is sought from top 200 companies by market capitalization. The responses from companies in relation to their climate change strategies, perceived risks and opportunities and carbon footprint of their operations will be analyzed, compiled in a report and sent to more than 530 investors across globe. Investors also become aware if the organization chooses not to respond to such an information request or decline to participate. The list of investors who get seek such information from corporations through CDP includes Goldman Sachs, Bank of America, JP Morgan Asset Management among others.

Such investor-facing communication should be taken seriously taken by companies and pursued pro-actively even if organization does not receive information request.

Some further discussion on this topic will continue in the next article.

**BY:**

**Mr. Pratik Shah**

**Assitant Professor**

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