

DRIVE

Monthly eNewsletter

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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:

Dr. Waheeda Thomas	Chief Editor
Dr. Nishrin Pathan	Managing Editor
Mr. Sunil Chaudhary	Executive Editor
Ms. Reshma Pathak	Technical Editor

FROM THE CHIEF EDITOR'S DESK:

In a highly competitive global economy, it is increasing becoming imperative for the human resource(s) to be multi skilled and multi-talented. Teaching and learning process besides Course Curriculum also includes learning by participating in various curricular and extra-curricular activities. Fine Arts Workshop, Theater Workshop, Fine Arts Competition, Essay Writing Competition and Cardio-Pulmonary Resuscitation Workshop were organized in the College. The current issue includes article on THE WOW FACTOR & PRODUCT SUCCESS emphasizing WOW factor is all about uniqueness, distinctiveness, unique sales proposition (USP) in the market offering(s) resulting into customer satisfaction. WOW FACTOR by creating unique, distinctive product with unique customer benefits facilitates non-price competition, creates favorable brand image, and enhances brand equity and brand loyalty. Another Article is on Cash Book highlighting the role of Cash Book. Not only for business organization but even for recording household transactions by a house wife, this cash book can be very useful. Cash book is a subsidiary book for business organization. Subsidiary books are nothing but alternative for journal entries for those transactions which are taking place again and again. When cash related transactions are taking place again and again, such cash book can be prepared by business organization. Another Article is on NoSQL Database emphasizing on A NoSQL Database supports a mechanism for storage and retrieval of data that is modeled using formats other than the tabular relations used by DBMS.

In today's globally competitive markets, business firm's market offering(s) need to be innovative with better features, quality and styling to face intensified global competition. Increasing focus on Research and Development, Innovation and Inclusive Growth is the need of the hour. In a highly competitive global economy, business, corporate, university, educational institutions, governance have the challenge of skill development, higher organizational productivity, leading to boosting exports, enhanced foreign direct investment and higher rate of economic growth and development.

By:

Dr. Waheeda Thomas
Principal
SEMCOM.

IQAC Corner:

Research Article:

Imparting Quality Education by Identification of Barriers to Educating Children with Disabilities Action Research

Introduction:

The purpose of this research is to identify and successfully remove barriers to learning, development, and participation faced by many children with disabilities. Our main focus has been to offer comprehensive information about different disabilities, as well as how parents, teachers and education planners can respond effectively to the needs these children. Children with disabilities are not a homogeneous group, where “one solution fits all.” It is therefore important that we try out different strategies of work.

We all know that every child is unique and different. They have different abilities; learn in different ways, and at different pace. Inclusive, learning-friendly, and barrier-free environments should therefore be created in every school and community so that all children will be able to develop their full academic, social, emotional, and physical potentials. It is important to remember that a child’s academic potential cannot be developed separately from her/his social, emotional and physical potential, as they are interdependent aspects of a child’s development.

Parents of children with disabilities will in many cases need support from child-care, education and health professionals. Parents should be encouraged to look at their children first and foremost as children, learning to discover and value their abilities, rather than focusing on the disabilities. They should be empowered to trust their instincts as parents, while they also may need to learn some basic techniques and skills in order to better communicate with their children and support them in their development. This action research represent some of the many issues that parents and teachers find challenging when raising and educating children with disabilities.

Defining “Disabilities”: Defining what disabilities is remains problematic as there are many different groups of disabilities and within these groups there are vast individual differences. Many people with impairments do not define themselves as having a disability. Some people with hearing impairment who use a sign language as their main form of communication, will not define themselves as having a disability, but as a member of a language minority, suffering the same form of discrimination as many other language minority groups. Others prefer the term “disabled” or “differently abled.”

Impairment: Any temporary or permanent loss or abnormality of a body structure or function, whether physiological or psychological. Impairment is a disturbance affecting functions that can be mental or sensory, internal, or external.

Disability: A restriction or inability to perform an activity in the manner or within the range considered normal for a human being, mostly resulting from impairment.

Handicap: This is the result of an impairment or disability that limits the fulfillment of one or several roles regarded as normal, depending on age, sex, social and cultural factors.

Need of the Study:

The teacher and the education officer noticed during his general observation that the students with disabilities faced lot of problems in getting education properly. Children with disabilities have lower educational attainment than other children. Teachers hardly use any teaching material in effective teaching in students with disabilities teaching in classroom. This not only influenced the students achievement rather it makes the teaching learning process almost dull and monotonous. It is an established fact that the use of teaching material and resources makes the teaching effective and long lasting. Development Goals will be impossible without improving access to and quality of education for children with disabilities. Hence teacher decides to undertake an action research as a small project to improve upon the existing practices. Researcher tries to formulate research questions as hypothesis to reach some conclusions.

Research Methodology:

Objectives of the study:

1. To identify types of disability.
2. To identify the barriers to educating children with disabilities.
3. To suggest the remedies for the barriers that exists in education children with disabilities.
4. To suggest utilization of appropriate resources on disable student's education.

Hypotheses of the study:

Children with disabilities have lower educational attainment than other children.

Children face many types of disabilities due to disease and hereditary symptoms.

Education can reduce discrimination against children with disabilities and tackle poverty.

Children with disabilities faced the problem in education if curricula are rigid and do not respond to diversity of abilities, needs and circumstances amongst learners.

Children with disabilities faced the problem in education if teacher and school administration discriminate against children who are perceived to be different from the majority of their peers.

Children with disabilities faced the problem in education if Teaching approaches and teaching/learning material are not learning-friendly, nor responsive to the diversity of needs and abilities among learners.

Children with disabilities faced the problem in accordance to the individual differences in communication if a child has a different language than the majority of their peers, their teacher, and/ the learning material available in the school.

Children with disabilities faced the problem of insecurity, low self-esteem and lack of self-confidence, Abuse, gender, lack of social competence, temperament, and impairment.

Sample:

Samples were drawn from the special students organization Arushi and Astha who provides to education, knowledge about govt. policies and all facilities to students with disabilities.

Method of data collection:

Two point scale questionnaire was used for data collection. Questionnaire developed had 10 questions related to students with disabilities. Question item related to educational barriers, facility, policies of implementation with disabled students. Questionnaire was filled by the disabled students.

Analysis of Data:

Questionnaire filled by students with disability answered in yes or no. 1 marks given for the yes response and 0 marks given for the no response. After getting total score of each individual accrued by disabilities, we analysed the data from the population according to highest score and lowest score from the problem. We found that most of the disabled faced the problem in education by lack of facilities in the classroom, lack of awareness in teacher to use proper techniques to teach disabled students. They did not have awareness of Govt. policies for scholarship and rights. Students with disabilities faced the communication problem in the society scored highest.

Findings of the research:

According to 1st objective “To identify types of disability”, we found different types of disabilities in children such as Hearing Impairment, Visual Impairment, Physical Impairment, Intellectual Impairment and Specific learning impairment.

According to 2nd objective “To identify the barriers to educating children with disabilities”, We has been found various barriers in students with disability, these are:

Environmental (and Attitudinal) Barriers: Limited or no access to early intervention programmes : the disabling effect of impairment will be multiplied unless there is access to quality early intervention programmes (support systems). Teachers, school administrators and school inspectors discriminate against children who are perceived to be different from the majority of their peers. Legal and regulatory systems are discriminating, segregating and excluding.

Individual Barriers:

Communication – Children has a different first language than the majority of their peers, their teacher and the learning material available in the school (this includes children who have sign language as their first language as well as those who use Braille as written language).

Poor motivation: Children have little or no motivation for learning, due to many different factors, often related to the environmental and attitudinal barriers.

Insecurity, low self-esteem and lack of self-confidence: This is likely to be the result of a combination of environmental, attitudinal, and individual barriers.

Lack of social competence – Many children experience social difficulties, difficulties that may create barriers to learning, development and participation, and ultimately marginalization in, and exclusion from school.

Temperament – Children has moods and rages, is introvert and has difficulty communicating with her/his peers (as well as parents and teachers), finds it difficult to adapt to new and changing situations, is easily distracted, has a short attention span, and reacts very intensely on positive/negative experiences Cultural, Language and Religious Minorities – Many children belonging to a minority group will face enormous barriers to learning, development and participation. Without targeted support and an inclusive, learning-friendly environment, the barriers these children face may become permanent in nature.

According to hypotheses 1st “Children with disabilities have lower educational attainment than other children”. This leads to lower economic status.

According to hypotheses 2nd “Children faced so many types of disability due to disease and hereditary symptoms”. We found that children faced Hearing Impairment, Visual Impairment, and Physical Impairment, motor and mobility impairment, Intellectual Impairment, Specific learning impairment by disease and hereditary symptoms.

According to hypotheses 3rd “Education can reduce discrimination against children with disabilities and tackle poverty.” Poverty developed lack of sources and inferiorities from others in disabled children. Insecurity, low self-esteem and lack of self-confidence are major barrier found to be due to poverty.

According to hypotheses 4th “Children with disabilities faced the problem in education” because teaching approaches and teaching/ learning material are not learning-friendly, nor responsive to the diversity of needs and abilities among learners Assessment and Evaluation system exclusively or primarily assess the academic level of children according to general standards, rather than individual progress ideally the academic, social, emotional and physical development should be assessed and evaluated, School and classroom environments not inclusive, learning-friendly, or even physically accessible. Social, economic condition is also a major barrier in learning.

According to hypotheses 5th “Children faced the problem in education’ if teacher and school administration discriminate against children who are perceived to be different from the majority of their peers. We have found that many children faced difficulties that may create barriers to learning, development and participation, and ultimately marginalization in, and exclusion from school.

According to hypotheses 6th “Children faced the problem in education” whether Assessment and evaluation system exclusively or primarily assess the academic level of children according to general standards, rather than individual progress - ideally the academic, social, emotional and physical development should be assessed and evaluated.

According to hypotheses 7th “Children with disabilities faced the problem in education communication” if a child has a different language than the majority of their peers, their teacher, and/or the learning material available in the school.

According to hypotheses 8th “Children faced the problem in education” Insecurity, low self-esteem and lack of self-confidence – (this is likely to be the result of a combination of environmental, attitudinal, and individual barriers – some of which are listed above): Abuse , gender, lack of social competence, temperament, impairment, health condition.

Suggestion to remove barrier of educating children disabilities to imparting quality education: (According to objective 3 & 4)

Create an environment in which all children feel equally valued.

Children should be allowed to communicate in their language, even when this is different than the language of instruction used in school.

Children should be allowed time to express their thoughts and opinions. Children with disabilities will need more time than other children to express themselves.

We should encourage both boys and girls to be involved in all curricular and extra-curricular activities. If a child suddenly changes behaviour or acts differently we should try to find out why.

Implementation of Research:

This research work was done on students with disabilities. We found so many disabilities but only some disabilities are discussed here. Students faced the problem with disabilities in the school and society as well as peer group. They need special attention for all-round development of the students with disabilities. After finding the barriers, we should try to remove at School level, College level, society level, and also state level and national level. Interactive learning material and different teaching material should be used for education.

Conclusion:

The greatest barriers to inclusion are caused by society not by medical impairments. Social stigma and negative parental attitudes may arise out of religious and cultural beliefs, Parental resistance to education for special groups, Low school budgets resulting in a lack of appropriate facilities, inaccessible school buildings, high pupil to teacher ratios, limited support for children with disabilities, Teachers have inadequate training in inclusive methodologies and cannot deal with the range of children with disabilities, Limited awareness of disability among teachers and school staff Normal barriers such as cost of uniforms, transport etc. There are a range of interventions which could improve the quality of teaching and learning for children with disabilities. The extent to which these can be implemented will be dependent on the overall education context in terms of school resources, teacher training, and curriculum development.

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SEMCOM IQAC Updates:

Orientation Programme

Orientation Programme for first year students was conducted from 3rd July 2018 to 16th July 2018. The entire program was divided into 3 part. Part A and B comprised of industrial visit to AMUL and Sardar Patel memorial followed by on campus session. On 16th July 2018 part C cultural evening was organized wherein 135 students from BBA BBAITM BCOM and BCA participated in 25 events. The event was efficiently guided by Principal Dr. Waheeda Thomas, and Vice president Student Council Dr. Rina dave.



FINE ARTS COMPETITION @ SEMCOM

Corporates would always need people who have creative ideas and imagination. For the budding entrepreneurs Charutar Vidya Mandal's SEMCOM organized Fine Arts Competition. Charutar Vidya Mandal's SEMCOM has organized Fine arts competition from 17th July to 20th July 2018. Around 320 students participated in the events like Collage - making, Rangoli, On the spot painting, Poster making, Clay modeling, Cartooning & Creative Creations. In order to acquaint students with the event, a one day workshop was conducted by Mr. Krishna Padiya, Ms. Avani Patel and Mr. Paras Bhojak faculties of CVM College of Fine Arts on 10th July, 2018, where they learnt technical aspects of all the events. On 21st July, 2018 SEMCOM held Fine Arts Exhibition. More than 400 Students of various Schools & Colleges and Guests visited and motivated the participants of Fine Arts Competition. Under the guidance of Principal Dr. Waheeda Thomas event was successfully carried out by Coordinator Dr. Komal Mistry, Ms. Reshma Pathak, Ms. Keya Patel, Ms. Ami Patel and Ms. Hemangi Patel.



Charutar Vidya Mandal managed SEMCOM College participated in Youth Parliament held on 14th July 2018, at Karnavati University, Ahmedabad. Twelve students from the various streams of the College, participated with zeal and zest. The topics taken up for the Youth Parliament were: (1) Digital Intolerance and (2) Control Policies in India and their effectiveness with reference to de addiction

from tobacco, alcohol and drugs. Students got the opportunity to develop the understanding of various issues affecting youth and the country.

SEMCOM a premier educational institution is known for its innovative pedagogy in teaching & learning and dynamism. The event was well coordinated by Prof. Sunil Chaudhary under the able guidance of the Principal of the College Dr. Waheeda Thomas. All and all, the programme was a great success and was well appreciated event.



SEMCOM organized Theatre workshop.

With an aim to develop dramatic skills along with entrepreneurial skills among students, CVM managed SEMCOM organized Theatre workshop on 14th July 2018. The students were trained by renowned theatre skills trainer of Anand, Mr. Pradip Patel and Mr. Vijay Bhoi. Nearly 100 students participated in this workshop. The student participants were trained for different aspects of theatre like correct expression, body language, laughter and screaming, teamwork and coordinating with team mates. Students were given practical hands on these skills by making them work in smaller teams. Under the able guidance of Principal Dr. Waheeda Thomas, Vice President of Student Council Dr. Rina Dave, Ms. Joe Mary George and Dr. Nishrin Pathan coordinated this workshop.

Integrating Skills through Theater Arts

Charutar Vidya Mandal's SEMCOM College organized theater workshop on 26th July, 2018. The workshop was conducted by Shri. Kanubhai Patel, a famous personality in the land of Vallabh Vidya Nagar and Gujarat. The workshop has helped the students to make proper use of gesture, speech,

song, music and dance for the various theater events like skit, one act play, mime and mimicry. He also described that singing, reading, literature, philosophy and imagination qualities are must. 110 students from BCOM, BCA, BBA and BBA ITM took part and got benefit from the workshop. Theater skills prepare the students of management for facing several challenges of corporate and business world. Moreover, the inputs of workshop will help the students in learning the basics of theater skills and improve their performance in the upcoming competition.

The event was held under the able guidance of Principal, SEMCOM College, Dr. Waheeda Thomas & well-coordinated by Dr. Nisrin Pathan & Ms. Joe Mary George.





CVM's SEMCOM a premier educational institution is known for its innovative pedagogy in teaching & learning and dynamism. SEMCOM organized Essay Writing Competition on 23th July 2018. In all 169 students participated and tested their writing skills. The topics taken up for the Essay writing competition were: 1) Environment Friendly Growth. (2) Social Media Marketing (3) Media trials are dangerous for the Society and (4) Drug Addiction amongst youth is a security threat to India. The idea behind holding of the competition was to channelize the creativity, reading and writing skills of the participants and develop role of the civic engagement as well as contribute in the public discourses.

The event was well coordinated by Mr. Sunil Chaudhary and Mr. Augustin Rayappa under the able guidance of the Principal Dr. Waheeda Thomas. It provided the opportunity for the students to generate ideas and demonstrate proficiency in written communication. The students enthusiastically engaged in the activity assisted them to understand how different genres and discipline shape and disseminate knowledge. All and all, the programme was a great success as the participants shared their views and was well appreciated event.

Charutar Vidya Mandal managed SEMCOM College in association with Rotary Club Anand, organized a workshop on 27 July 2018 about Cardio-Pulmonary Resuscitation. CPR is a life-saving technique used in medical emergencies such as heart attack or cardiac arrest. Student Volunteers of NSS wing of the College with First Year BBA and BCA students with the strength of hundred participants attended the Workshop. CVM Chairman Er. Shree Bhikhubhai B. Patel inaugurated the Program. Well Known Cardiologist Dr. Hemant Antani and his team of doctors educated the participants about How to Give Cardio-Pulmonary Resuscitation with workshop followed by practical demonstration, training followed by practice and feedback. The Workshop was well coordinated by Dr. Jaymin Trivedi, Ms. Jenita Patel, Mr. Sunil Chaudhary under the guidance of Student Council Vice President Dr. Rina Dave and leadership of Principal Dr. Waheeda Thomas. The Workshop was very well appreciated by the students.



MY VOICE:

THE WOW FACTOR & PRODUCT SUCCESS

In the global economy of today, with intensified competition, information revolution, population growth, increase in per capita income, improvement in standard of living, consumers have abundant choice options to select market offering(s). The entry of new competitors, diversification of product line by existing business firms, the higher rate of product imitation with product improvement, has created a market scenario where brands are losing their uniqueness and are getting treated as commodities with less brand preference and less of brand loyalty. The challenge for the marketer is to retain favorable brand image, enhance brand equity, earn brand preference and brand loyalty of the consumer(s) for their brand(s). Product differentiation which can be both business advantage and consumer advantage is the need of the hour. The starting point of the marketing is the identification of the consumer needs and the end point of marketing is customer satisfaction and customer delighted at profit. STP stands for market segmentation, market targeting and market positioning is the strategic decision to be taken by the marketers on the basis of business environment scanning and SWOT Analysis. Marketing Mix a set of marketing tools composed of four P's of Marketing, Product, Price, Place and Promotion must be based on consumer research and enable the business organization to achieve their business and marketing goals of increased sales, enhanced market share, higher levels of customer satisfaction and better brand equity to mention a few.

WOW factor is all about uniqueness, distinctiveness, unique sales proposition (USP) in the market offering(s) resulting into customer satisfaction and customer delightment. WOW factor can be an innovation in the product or service which are unique and enhance customer satisfaction. In a market flooded with me too brands with similar features, quality, styling, functionality of the market offering(s)/brands, a unique product, a distinctive brand, an invention, which can better satisfy the needs and wants of the customers, offer additional benefits, will stand out from the competition, will create new demand, new market. WOW FACTOR is all about creating and delivering unique set of product benefits to the target market, which are innovative, difficult to imitate, are business benefits, are customer benefits, and will provide both customer satisfaction and customer happiness.

WOW FACTOR by creating unique, distinctive product with unique customer benefits facilitates non-price competition, creates favorable brand image, and enhances brand equity and brand loyalty. WOW FACTOR has been the variable behind the success of many brands and businesses. In the global market, where most brands are similar in terms of product attributes like features of the product, quality of the product, styling of the product, warranty, after sales service etc. businesses and marketers need a WOW factor, a unique sales proposition, which can differentiate their market offering(s) from the competition, enhance customer satisfaction, lead to brand preference and brand loyalty.

WOW FACTOR is exceeding the expectations of customers and has surprise element of going beyond customer expectations, offering unique product or service experience, and is part of customer relationship management. WOW factor aims at creating loyal customers, for the product or service. WOW factors can be simple things like feedback call to customers, greeting the customers during special occasions like birthday or marriage anniversary.

The benefits of WOW factor for businesses and marketers are:

Generating more sales and profits.

Creates distinctive image of the market offering(s) and brands.

Creates consumer brand preference and consumer brand loyalty.

Helps in non-price competition.

Leads to better customer relationship management by exceeding the expectations of customers with products or services,

In today's highly commoditized markets, unique brands with excellent customer service, product benefits, consistently exceeding the expectations of the customers with respect to market offering(s), products and services will shine out from the competition and have better chances of business, marketing and product success leading to enhanced customer value, business value, and enhanced value for the stakeholders in the business including stock holders.

By:

Mr. Sunil V. Chaudhary

Assistant Professor

SEMCOM

Accounting Aura:

Cash book is a subsidiary book for business organization. Subsidiary books are nothing but alternative for journal entries for those transactions which are taking place again and again . When cash related transactions are taking place again and again, such cash book can be prepared by business organization. Not only for business organization but even for recording household transactions by a house wife, this cash book can be very useful.

In a cash book there will be two sides. On left side (debit side), all cash receipts will be recorded while on right hand side (credit side) , all cash payments will be recorded. Date ,particulars, ledger folio number and amounts will be columns on both sides. By preparing this cash book, opening balance and closing balance of cash on hand can be known very easily. To record transactions of bank (cheque related) one more column for bank can be added on both side which is known two columnar cash book. In addition to it column of discount may also be added on both sides which is known as three columnar cash book.

Suppose there has been balance of cash on hand at the beginning of month, it will be recorded on debit side as an opening balance. During the month, whenever any amount will be received, it will be recorded on debit side with its date and particulars. On any payment it will be recorded on credit side. Finally at the end of the month, closing balance should be ascertained. Such obtained closing balance must match with physical actual cash on hand. With doing this any mistake either in recording transactions or any wrong handling of cash can be verified.

Under three columnar cash book, there is a possibility that both cash and bank transactions may take place simultaneously in a single transaction. Under such situation where a transaction affects both cash and bank balance, recording will be carried out on both sides of cash book. For example if amount has been deposited in bank account or cash has been withdrawn from bank account, the impact of this transaction will be recorded on both sides of cash book. Such transaction is known as contra transaction. For recording such transaction, the letter –c, is to be indicated in ledger folio number on both sides of cash book as there will be no separate ledger of cash and bank if three columnar cash book has been prepared.

In cash book, mercantile system will not be followed. In other words, period of receipt or payment will not be taken into account. In cash book the revenue or capital nature of receipt or payment of cash will also of not important. All receipts whether of revenue nature or capital nature will not be taken into account. In the same way, receipt or payment whether of current year or of previous year or for the next year is also of no consideration under cash book. All receipts and payments whether of revenue nature or of capital nature and also for any duration will be recorded in cash book. The only

thing which is to be taken into account is that if cash is received, debit it and if cash has been paid, credit it.

This cash book has been thus useful for house wife to record their household expenses and also for students to handle their pocket money with more perfection.

By:

Mr. Pratik Shah

Assistant Professor

SEMCOM

BITS & BYTES

NoSQL Database

A NoSQL Database supports a mechanism for storage and retrieval of data that is modeled using formats other than the tabular relations used by DBMS. Most of common data structure used by NoSQL databases include key-value, wide column, graph, and document. As NoSQL databases are good at processing very large volumes of data and quickly distributing that data across computing clusters it is used in big data and real-time web applications. Fe most popular NoSQL Database are: MongoDB., Cassandra, Redis, HBase, Neo4j, Oracle NoSQL, Amazon DynamoDB, and Couchbase.

NoSQL Database Types

Key-value pairs: It is one of the simplest NoSQL databases. It uses Associative Array/Dictionary to store collection of data. Every piece of data is stored as a pair of (key, value), e.g., Riak and Voldemort. Some of these databases may allow associating data type with value that may add functionality.

Document databases: It is a pair of (key, document) where document is represented with complex data structure made up of many different key-value pairs, or key-array pairs, or even nested documents. It encapsulates and encodes data in some standard formats such as XML and JSON. It also supports API or query language that retrieves documents based on their contents in addition to key lookup performed by a key-value store.

Wide-column stores: Such stores are optimized for queries over large datasets, and store columns of data together, instead of rows, e.g., Cassandra and HBase.

Graph stores: They are used to store graph/network based information, such as social connections, e.g., AllegroGraph, Neo4J and HyperGraphDB. The data store is organized as a collection of data nodes and the connection between nodes represents relationship between data. They are well suited to store data such as social relations, public transport links, road maps, and network topologies.

Advantages of NoSQL Databases

- Simple design depending on problem area.
- Simple "horizontal" scaling to clusters of machines
- Supports large volume of data.
- More control over availability.
- Faster operations

Disadvantages of NoSQL Database

- Less consistency
- Use low level query language
- Lack of ability to perform ad-hoc joins across tables

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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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