



CHARUTAR VIDYA MANDAL'S
SEMCOM
 What We Think, Others Don't
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DRIVE is Monthly e-Newsletter Published by CVM's SEMCOM.

- ◆ This e-newsletter 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
- ◆ All papers received by us will be published after the approval of our Editorial Team and Plagiarism Check

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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.



*Vibrant
 &
 Vivacious
 SEMCOM*



“What We think, Others Don’t”.

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What We Think, Others Don't

From the Desk of Chief Editor

Dear Readers, Greetings !!

Hope you all are safe and happy !

In the evolution of human civilization, human efforts have always surpassed challenges and overcome calamities. This too will go, leaving lot many lessons for humans to ponder upon and grow. Let's come together and fight this pandemic to once again prove human race sustainable and triumphant. Stay safe at your home and read in this issue some thoughts penned by SEMCOM teachers and students.

This issue presents worth noting reflections on Human Capital as a measure of the skills development, learning, capacity and attributes of labor which control their productive capability and earning potential. Another article presents the view point on Innovation Management and Sustainable Development with Ecological Ethics centering upon creativity and innovation management which is the need of the hour. The issue continues the series on presentation skills-an extemporaneous PowerPoint Presentation-which is the most preferred style of presentation for various advantages. Integration of the latest technology is of great help when one chooses to be extempore in delivering presentation.

We are sure you will like this issue and hope for your continuous contribution. Best wishes for your well-being from SEMCOM.

Please send your comments, suggestions and contribution to: drive@semcom.ac.in

Dr. Waheeda Thomas



Accounting Aura

Human Capital

Dr. Khyati Patel



Meaning:

Human Capital is a measure of the skills, learning, capacity and attributes of labor which control their productive capability and earning potential.

Human Capital is the information, skills, competencies and other attributes personified in persons or groups of persons acquired during their life and used to turn out supplies, services or ideas in market conditions.

- Individual Human Capital – the skills and abilities of individual workforce
- Human Capital of the Economy – The collective human capital of an economy, which will be determined by National Educational Standards.

Factors Influencing Human Capital:

- Skills and credentials
- Edification Levels
- Work practice
- Social Skills – Communication
- Aptitude
- Emotional Brainpower
- Judgment
- Personality – hard working, pleasant in an office
- Way of Life and Personality Character
- Inventiveness - Ability to innovate new working practices/products.
- Recognition and Brand Image of an Individual. e.g. celebrities paid to support a product.
- Geography – Social Peer Stress of local environment can affect expectations and attitudes.

How to Enhance Human Capital:

- 1. Specialization and division of labor:** Specialism allows employees to concentrate on specific tasks and improved specialization of skills.
- 2. Education:** Basic education to develop literacy and numeracy has a vital inference for a basis of human capital.
- 3. Vocational Training:** Direct teaching for skills related to jobs, electrician, plumbing nursing. A skilled vocation requires particular vocational training.

Accounting Aura

4. Climate of Creativity: An education which enables children to think outside the box can boost human capital in a way that 'rote learning' and an impressive accumulation of facts may not.

5. Infrastructure: The infrastructure of an economy will influence human capital. Good transfer, communication, accessibility of mobile phones and the internet are very significant for the growth of human capital in developing economies.

6. Competitiveness: A financial system dominated by state monopolies is likely to contain individual creativity and entrepreneurs. An environment which encourages self-employment and the establishment of business enables greater use of potential human capital in an economy.

Significance of Human Capital:

- **Structural Redundancy:** Individuals whose human capital is unsuitable for up to date employers may struggle to gain employment. A key issue in modern economies is that rapid deindustrialization has left many labor-intensive workers, stressed to thrive in a very unlike labor market.
- **Quality of Employment:** In the modern economy, there is increasing departure between low-skilled, low-paid provisional jobs (gig economy). High-skilled and creative employees have enlarged opportunities for self-employment or good employment contracts.
- **Economic Development and Productivity:** Long-term economic growth depends ever more on improvements in human capital. Better educated, inventive and creative personnel can help swell labor productivity and monetary enlargement.
- **Human Capital Flight:** An age of globalization and greater association of workers has enabled skilled workers to move from low-income countries to higher income nations. This can have unfavorable effects for increasing economies that drop their best human capital.
- **Limited Raw Materials:** Economic growth in countries with limited natural wealth, e.g. Japan, Taiwan and South East Asia rely on high-skilled, novel labor force adding value to raw materials in the mechanized process.
- **Sustainability:** "What we abscond to future generations; whether we leave enough wealth, of all kinds, to supply them with the opportunities at least as huge as the ones we have had ourselves" (UN, 2012)

My Voice**Sunil Chaudhary*****Innovation Management and Sustainable Development with Ecological Ethics***

Business Environment, domestic, world and global is fast evolving. Business Environment has evolved in the past, is evolving at present and will continue to evolve posing different challenges seeking innovative solutions. Creativity and Innovation Management is the need of the hour.



Increasing investment in education of science and technology, promoting research and development culture in each and every branch of learning or varied discipline be it pure science or social science is imperative. Closer coordination between Industry and Academia can also promote research and development. Learners need to be educated about creativity, innovation and out of the box solutions for the various challenges facing the people.

Change Management is an essential part of business, be it change in role set, change in skill-set required, change in technology or change in organizational culture. Human resources need to undergo training and development program and need to be imparted requisite skill-set, positive mindset, counseling, motivation to enable them to be effective in the changed business environment be it local, domestic or global.

SWOT Analysis of Business Environment is imperative. Business Organizations and Human Resources need to know their strengths and Weaknesses. Strength of business organization can be its marketing resource, research and development facilities, qualified, experienced, capable, versatile and motivated human resources, sound financial position and capital structure, adoption of latest technology and method of production to mention a few. Weaknesses of business enterprise can be usage of outdated technology and method of production, inadequate marketing facilities, lack of training and development programs for human resources, outdated and obsolete skill set, poor financial position, lack of proper financial management, inadequate focus on research and development and innovation management to mention a few.

Business Environment poses opportunities and threats to the business. Business challenges may become the source of innovation management exemplified by the business innovations be it innovations in robotics, digital technology, digital marketing, e-commerce, m-commerce, rural marketing, service marketing, inclusive banking, digital banking or e-banking to mention a few.

My Voice

Each Challenge is the source of business opportunity in terms of better satisfying the need of people, be it solar technology in form of solar power, solar automobiles, tidal energy, wind energy, virtual technology, artificial intelligence, virtual class rooms, virtual business meetings, virtual business interviews and evaluation and usage of virtual technology in all the facets of teaching learning process be it teaching, learning and evaluation to mention a few. Sustainable Development, Ecological Ethics and Green Marketing or marketing of the environment friendly products is the need of the hour. Business adaptation to changes in the business environment sums up the survival, growth and development of business. Innovate or Perish a business slogan becomes a reality in ever evolving global business environment.

Innovation Management be it in medical discipline, rural marketing, agriculture marketing, governmental interventions and innovations to benefit the needy be it in inclusive banking, institutional credit, health management, supply of free or subsidize cooking gas to under privileged and needy, affordable housing, innovative management for energy solutions and water management has become reality in many parts of the globe. Innovation Management benefits the business firm by creating a reputation of technological advancement and better solutions to the needs of people by offering quality products and services also called market offerings. Innovation Management and Business Success are two parts of the same coin.



Extemporaneous Presentation using PowerPoint (PPT)

Ms Foram Patel



PowerPoint Presentation, today, is the most preferred style of presentation for various advantages. It is of great help when one chooses to be extempore in delivering presentation and has good command over the topic of the presentation. It gives you an advantage of the latest technology.

Things to be Taken Care of while Preparing a PPT

- Do not put too much content on your slides. Avoid putting paragraphs. Keep five to six words in a line and five to six lines per slide.
- Avoid putting words in all capital letters. Empty space on the slide will enhance readability.
- Avoid fancy fonts, as they are difficult to read. Choose a font style and size such that the audience can read from easily from a distance.
- Use high contrast while preparing your slide, for example, with dark background light color letters should be used and vice versa. This makes presentation easier to read when projected on a screen.
- Put the content in the forms of points and use appropriate graphics and/or images. A well-prepared chart or diagram can often convey much more to the audience than a simple bulleted text. However, make labels for charts and graphs understandable.
- Make use of images, WordArt and clipart to enhance the presentation. Younger audiences may enjoy flashy images while senior participants want more substance, less flash.
- Choose an appealing theme for your presentation. Plenty of themes are available on internet as well in Microsoft Office 2007-2009-2010. A theme should be a good coordination of fonts, colors and graphic effects.
- Using video and audio can help convey the message more effectively. This is very helpful in explaining important points.
- Utilize animations and transitions wisely. Limit the animation to the key points.
- Include a few main points. Talk more about them in your discussion. Limit your sides and only include necessary information. Too many slides and too much information will distract your audience's attention. Minimize the number of slides to deliver effective presentation and keep the audience attentive and interested.
- Proof read the presentation. Do check the spelling and grammar errors as well as verify the content for factual errors.
- Reach in time at the venue and ensure that the equipment are connected and running properly.
- If the computer/s of the organizers is/are to be used take necessary measurements to save yourself from the software mismatches, lack of disk space and disk failures.

- Turn off the screen saver to keep the audience focused on the presentation.
- Keep the question-answer session at the end of the presentation to deliver the presentation uninterrupted.
- Never read the presentation. Even the audience can do that. The text should only be cue to the audience. Presentation is all about elaborating the points.
- Plan your content keeping in mind the time given to you. It is better to Speak less than more to sustain audience's interest.

Advantages of Extemporaneous Presentation using PP

- It increases rapport with the audience.
- It provides an opportunity to be spontaneous.
- Examples can be modified or added keeping in mind the mood of the audience.
- It would be easier to shorten the speech if there is any such need.

Disadvantages of using Extemporaneous Presentation using PPT

- Unfamiliarity with the content may result in an unimpressive presentation.
- Lack of rehearsal may create a problem.
- Inability to be spontaneous results in boring presentation.
- Failure in linking points appropriately will lead to confusion.

Managing the Question-Answer Session

The last stage of presentation is known as the question-answer session. This is more interactive in nature and is equally important. This is an opportunity

- to verify if the message conveyed is received in its true sense or not
- to reinforce your ideas
- to clarify the doubts, if any

Strategies to Make Question-Answer Session Effective

- Encourage the audience to ask questions.
- Keep some chits ready for the audience to write their questions. Give them in advance so that they can write the question while listening to you. Moreover, this would help those who are Scared of asking questions.
- Read/repeat the question before you answer it to help everyone know the question.
- Use phrases like, 'That is a good question', 'I am happy that you asked this question', etc.
- Do not be defensive while answering the question.
- If you do not know the answer, do not lie. Tell them that you will research and get back to them with the answer.



DIGITAL INDIA: BRIDGING THE URBAN RURAL



The Indian economy is predominantly rural with over two-thirds of its population residing in rural areas. Rural India contributes a substantial part to our national income. With a population of 833 million people residing in over 6.4 lakh villages, it is projected that, by 2050, more than half of India's population will still be rural, despite rapid urbanization. Thus, the enlargement and expansion of the rural economy is imperative for inclusive development and overall growth of the country.

To reap India's demographic dividend, its existing rural society must be transformed into digitally empowered one. Digitization and technology can facilitate access and availability of more services and products to meet the rising aspirations of the under-served and unreached rural India. This is being strongly driven through the government's Digital India Initiative. The vision of Digital India is to empower citizens with information, services and create opportunities through digital advancements.

Digital India has three core components. These include:

- Creation of digital infrastructure.
- Delivering services digitally to aid effective governance.
- Digital literacy to promote awareness and eliminate geographical separation.

It intends to provide thrust through nine pillars of growth areas which are as follows:

- Broadband Highways to provide village's with internet infrastructure through National Optic Fiber Network (NOFK).
- Universal Access to Mobile Connectivity & Financial Inclusion via JAM i.e. Jandhan, Aadhar and Mobile to deliver social benefits via DBT.
- Public Internet Access Program aims to make government services available electronically to all Gram Panchayats through (CSC).
- e-Kranti & e-Governance a robust framework aimed at simplifying government business processes and public grievance redressal through IT.



Student Corner

Mitali Rana (SYBCOM –Semester IV)

DIGITAL INDIA: BRIDGING THE URBAN RURAL

Continue...

- Information for All encompasses online hosting of data and proactive engagement with citizen through social media and web portals such as MyGov.in. e-Hospital and e-Shusrut portal provides ORS for Network Hospitals.
- Net Zero Imports by 2020: Local electronics manufacturing to minimize the equipment costs.
- IT for Jobs main objectives is to train people in villages for IT sector jobs, setting up of BPO's in order to foster ICT enabled growth.
- Early Harvest Program includes implementation of public Wi-Fi hotspots, SWAYAM Portal to provide quality education through 32DTH Channels & web, Weather alerts via SMS for farmers.
- Several other initiatives such as Soil Health Card App and e-NAM portal for selling farm produce have provided new avenues to the agrarian community. With the motto Har Ghar e-Shakshar the 'Pradhan Mantri Gramin Digital Saksharta Abhiyan' have empowered millions to easily adapt these digital initiatives.

The Digital India scheme undoubtedly is one of the grandest projects till time as it embraces all the government machinery and departments in its fold; its aim is to create a truly participatory democracy but it has its own sets of challenges such as Cyber security, language compatibility, poor connectivity, digital illiteracy etc. I suggest that this challenge may be addressed by participation of Private entity through platforms such as Self4Society & CSR, effective policy implementation and monitoring and public participation equally. In conclusion Digital India marks the evolution in many aspects of lives and complete shift in our rural societies.





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Your contribution in the form of following are invited for publication. All write-ups received will be published after the approval of Editorial Team and Plagiarism Check.

1. Case Studies or Success Stories
2. FAQs (Subject, Process, student relation) / Instructions or How-To do
3. A Column (Expert's content)
4. A Survey Invitation – and Results infograph
5. Blog reviews
6. Industry News
8. Comments on Letter from the CEO, President, Founder, of a company.
10. Growth and Developmental Issues
11. Seasonal Advice
12. Announce Upcoming Events
13. Event Description
14. Checklists, Anything with Numbers and Statistical
15. Interview extracts of prominent personalities
16. Advanced Resources for business/ education
17. Product Reviews
18. Industry / Sector Predictions / Upcoming Trends
19. Quotations and your wisdom
20. Tips on environment protection/ Ecology conservation
21. Excerpts from Your Social Media
22. Anything on Sports World
23. Technological Advancements

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