



CHARUTAR VIDYA MANDAL'S  
**SEMCOM**  
 What We Think, Others Don't  
 NA&C RE-ACCREDITED "A"

# Drive—E-Newsletter

Volume 13 Issue 6

June 2020

ISSN NO: 2277-2510

**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

## Content

**Accounting Aura 3**

**My Voice 5**

**Effectiveness of Online Teaching-5 Reasons 7**

**Some Mutual Fund investment facts to clear during COVID-19 10**

**Student Corner 12**

**Alumni Corner 14**

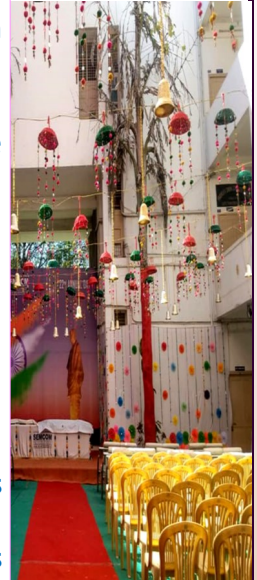
**VISION:** To contribute to the societal enrichment through quality education, innovation and value augmentation.

**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”.**

**Chief Editor :**  
Dr. Waheeda Thomas

**Editor :**  
Dr. Nishrin Pathan

**Co-Editor :**  
Ms. Foram Patel

**Technical Editor :**  
Ms. Palak Patel

**Assistant Technical Editor:**  
Ms. Reshma Pathak



**What We Think, Others Don't**

**From the Desk of Chief Editor**



Dear Readers, Greetings !!

There was time when we wished a lot for things to be normal and this 'new normal' has arrived with lot of safety and care for us. follow We hope you all are taking great care of yourselves. We must strive for new things ever, because what we see as 'normal' living is only hampering our potential and growth. Lets hope for the best..!

This issue in particular presents before you columns from SEMCOM teachers and students. The faculty column "Accounting Aura" presents the view-point on Equipment Management which helps establish measures for the management and control of all inventorial equipment under the care and custody of the regents. A column, "My Voice" discusses Marketing Management as the art and science of satisfying the need of customers' profitably. This issue also presents an article named 'Five Reasons' that elaborates how online learning can be more effective compared to face to face training course. One more article the answer to those who think whether one should keep investing monthly SIP or not while considering the effect of COVID-19. This issue is enriched with valuable contribution from the students and alumni of the institute.

We are sure you will like this issue and hope for your continuous contribution. Please send your comments, suggestions and contribution to: [drive@semcom.ac.in](mailto:drive@semcom.ac.in)

**Dr. Waheeda Thomas**





## Accounting Aura

Dr. Khyati Patel

### *Equipment Management*

Equipment Management establishes measures for the management and control of all inventorial equipment under the care and custody of the regents.

"Equipment" are all items meeting the following criteria, and must be tracked by the university's property and financial systems:

- Are non-expendable
- Stand alone
- Have a normal useful existence of one year or more
- Qualify as tangible personal assets with an acquisition cost of \$5000 or more (includes gifts and transfers of equipment at this value)
- Note that firearms, government property, certain "theft-sensitive" items, and vehicles registered with the DMV must be recorded and tracked, regardless of cost.



### **Advantages of keeping an Equipment Maintenance Record:**

For any equipment hire company, the fleet is the lifeblood of the business. Keeping equipment at finest working condition curtails the risk of having unscheduled downtime. If maintenance is desired, it's important to keep a comprehensive record - whether listed or impulsive - to assist you understand the significance of your equipment's upkeep works.

#### **1) Avert Expensive Repair Works from Happening:**

With regular use, the equipment is prone to wear and tear. Performing routine inspections allow one to see and repair small damages before they become a big problem. Documenting these inspections and small preservation help one keep track of all the maintenance work that the equipment has undertaken, ensuring that each appliance is in tip-top shape before putting them to work.

#### **2) Helps you Generate Specialized Maintenance Programs:**

Every equipment goes under diverse working conditions and they have different confines as well. With the help of routine check-ups, one will be able to establish and record the differences of every equipment with regards to maintenance works. In turn, this information will aid in creating maintenance programs specifically catering to every equipment on the fleet.

## Accounting Aura

Dr. Khyati Patel

### 3) Prevent Problems Regarding Warranty Claims:

Documenting every repair or upholding work done on equipment will facilitate the process warranty claims much easier. Keep a record of the kind of maintenance work done to the equipment as well as the exact time and date repairs were done as this information will help to establish the rights for the warranty claims.

### 4) It Increases the Security of Operators:

If a piece of plant or equipment is well maintained, the hazard of accidents occurring due to malfunctioning machinery is reduced. When incidents involving faulty machinery occur, there's a big possibility that the worker is the first one to be affected. Having equipment's maintenance, recorded documented will help to keep track of the machinery's health. This enables to schedule an inspection when needed, at the same time; it ensures that the equipments are safe to work with.

### 5) Helps to Track who is Accountable for a Piece of Equipment:

One machine might have numerous operators. Performing a routine examination and documenting the findings after every project will help to track down who is accountable for any damage inflicted on the machinery. Keeping these types of records will also support operators to take better care of the equipment.

### 6) It Increases the Re-Sale Value of the Equipment:

Keeping a detailed record of all the maintenance and repairs that a piece of equipment went through will help increase its resale price. Buyers thoroughly assess equipment before purchasing it, most especially in case the machines have already been used. Presenting prospective buyers a documentation of the equipment's maintenance record lets them know that the equipment they are planning to buy have been well taken care of.



## My Voice

Sunil V. Chaudhary

### *Customer Relationship Management: A Key Tool of Marketing Management*



Marketing Management is the art and science of satisfying the need of customers profitably. Marketing Management is the planning, implementation and control of sensing customer needs, manufacturing products to satisfy customer needs, pricing products, promoting products with the help of various marketing promotion tools including advertising and distributing products with the assistance of physical distribution consisting of transportation and warehousing and channels of distribution both direct and indirect channels of distribution, with the aim of achieving marketing goals and objectives in the target market. All the other functional areas of management be it production management, financial management, human resource management to mention a few incur expenditure. It is only marketing management which generates revenue by creating demand for various products and services.

In today's globally competitive markets, consumer is the king and marketer's need to ensure consumer satisfaction with their market offerings on consistent basis to survive, grow and prosper in globally competitive markets. Globalization fostered by WTO provisions implies competitive markets, less of tariff and non-tariff barriers to world trade, more of foreign direct investment, highly intensified competition with plethora of brands, products and services available in the market place and consumers have ample choice with respect to selection of certain brands, products and services for consumption.

Customer Relationship Management is the philosophy, with the objective of achieving consistent superior consumer satisfaction. Consumer Orientation, satisfying the needs of consumers profitably is the core of the modern marketing concept. Consumer Orientation with Societal Orientation is the core of the societal marketing concept with the objective of achieving long term consumer welfare. In the era of environment management, and challenges of environmental pollution, green marketing practices and ecological ethics with sustainable development practices are imperative.

## My Voice

Customer Relationship Management with the help of information technology tools better manages customer database including the customer likes, preferences, taste, and consumption pattern, preferred mode of payment and better understanding of consumer behavior. The marketing mix consisting of product mix, pricing mix, promotion mix and place mix can be tailored to the requirements of the target market.

Customer Relationship Management Practices including both cross selling and up-selling results into more sales and profit for the business firm. Cross Selling is the act of suggesting additional purchases, whereas up-selling is about suggesting purchases of premium higher priced products. Customer Relationship Management with customer retention strategies like frequency marketing programs, customer loyalty incentives and programs and brand communities to mention a few, results into superior consumer satisfaction and enhanced consumer experience with the market offerings. Customer Relationship Management aims at building long term win-win relationship with the customers with the focus on consumer satisfaction and business profits. Customer Relationship Management aims at benefiting from Customer Life Cycle Value by retaining profitable customers over a long term by ensuring consumer satisfaction with the market offerings, products and services.

In the globally competitive markets, customer relationship management practices and strategies are imperative for business growth, survival and success. A satisfied customer speaks favorably about the market offerings to few other customers, and gradually positive word of mouth publicity results into increased consumers, enhanced sales and business profits and superior brand image, brand equity and enhanced market share.



## *Effectiveness of Online Teaching-5 Reasons*

Ms Foram Patel

Internet learning has been on the ascent lately, and it's truly not difficult to perceive any reason why. From one perspective, e-Learning courses have gotten gigantically main-stream by the straightforward ethicalness of being a lot more helpful than customary up close and personal courses.

Understudies can fit them around their current duties and responsibilities, and can connect with mixed media substance and learning materials at whatever time is generally helpful to them. Far superior: they don't need to make a trip anyplace to consider, they can essentially sign in to the virtual grounds from the solace of their own home or office.

There's a second motivation behind why web based learning has gotten so well known: it's less expensive. Cost can regularly be a restrictive factor in why singular understudies don't take a crack at courses they're keen on. This is additionally an issue for enterprises who wish to urge their workers to experience further preparing however don't have a very remarkable financial plan for gatherings and instructional classes. Online courses are effectively available on a lot littler financial plans.

Notwithstanding the comfort and the cost, an enormous number of understudies are going to internet learning courses since they have improved as an approach to learn. Those understudies who are not kidding about improving their understanding, learning new aptitudes and increasing significant capabilities are quick to take on the sort obviously that will be the best.

### Web based Learning

Here are five reasons why online learning can be more effective than enrolling in a face to face training course. Here are five reasons why web based learning, or what we call online learning can be more viable than trying out a vis-à-vis instructional class.

#### No.1: Students learn more than they do in traditional courses

IBM have discovered that members learn multiple times progressively material and resources in online based learning courses utilizing sight and sound substance than in customary up close and personal courses. Since online courses give understudies full authority over their own learning, understudies can work at their own speed. For the most part understudies work quicker than they would do in any case and take in more data. They can move quicker through territories of the course they feel good with, yet slower through those that they need somewhat more time on.



### **No.2: Retention rates are higher with online learning**

Numerous disconnected courses battle to hold understudies all through the length of the course. The Research Institute of America have discovered this isn't the situation with eLearning. Or perhaps, online courses have expanded understudying standards for dependability from anything from 25% to 60%. It's been proposed that all the more captivating media content, more authority over how they take in the material and less probability of classes conflicting with different responsibilities all add to this ascent.

### **No.3: Online learning requires less of a time investment**

Numerous understudies are put off taking a crack at an up close and personal course because of the time venture it will require. This by and large includes an opportunity to get to and fro to classes, in addition to the time spent sitting tight for mentors and different understudies. A Brandon Hall report on eLearning inside companies found that this style of adapting regularly requires 40-60% less representative time than learning in a conventional homeroom setting.

It's additionally a key to take note of that eLearning alternatives by and large permit understudies to part the time they are putting resources into the course in whichever path works for them. They don't should have the option to commit huge pieces of time to the course: it'll work similarly too on the off chance that they can put aside 30 minutes from their mid-day break every day.

### **No.4: More successive appraisals can decrease interruptions**

An incredible aspect concerning on the web courses is that evaluation can turn out to be a greater amount of a progressing procedure. This is uplifting news for understudies as scattering sight and sound substance and learning materials with customary short tests can improve understudy commitment. Indeed, research from Harvard indicated that utilizing these short, normal tests divided understudy interruption, significantly increased note-taking and understudies' general maintenance of the substance improved.





It's additionally important that the most regularly understudies are surveyed, the better their coaches can monitor their advancement. Expanded understudy following methods mentors can step in prior when help is required.

#### **No.5: E-Learning is the greener option**

Web based learning is absolutely the more compelling alternative for understudies, but at the same time it's better for the earth. The Open University in Britain have discovered that online courses liken to a normal of 90% less vitality and 85% less CO<sub>2</sub> outflows per understudy than conventional in person courses.

This surely makes internet learning and sight and sound substance a progressively viable technique for training generally. Advancing and taking part in this sort of learning can support the two people and organizations to do their bit for nature and adhere to their very own ecological objectives.

Keen on discovering progressively about the best method to learn dialects? E-Learning courses use top notch mixed media substance to expand understudy understanding and give a great essentially vivid experience.



## *Some Mutual Fund investment facts to clear during COVID-19*

### Ms Jenita Patel

Due to COVID 19 lockdown, many daily life routines including financial health has come under a recess situation. People are finding difficult to decide whether they should continue their monthly SIPs should redeem all of them and keep the cash aside for an emergency. Due to high volatility in the markets and a somewhat similar or worse situation like the year 2008, investors are worry and want to make quick decisions regarding the investments they have made so far. The reason is not any doubt an obscure picture of the longer term immediately. As life is unpredictable, so no one knows what is in store for the future, but when we talk about money we can at least guide you to protect your investments and how Mutual Fund investors should not worry in the current market milieu. Just follow the lowdown and read out some facts to keep your SIPs accordingly.



it  
or  
cy.

First and foremost question which comes in mind is, should one keep investing monthly SIP or not? So, the answer is don't panic. If you have certain long term goals and you want to keep some heavy amount of money for the future. Then, keep investing without worrying as this is the time when you can buy more and more units at lower NAVs (Net Asset Value) with the help of your SIPs. Forget about your current portfolio of mutual fund SIPs and keep investing accordingly. Sahil Arora- Director and Group Head, Investments, Paisabazaar.com, says that "Investors must continue with their SIPs. A bearish market like this, in fact, is a great opportunity to invest, as you can buy more units at lower NAVs through your SIPs. Along with the SIPs, investors who can also invest lumpsum in equity mutual funds in a staggered manner. This will help you create a bigger corpus and reach your financial goals quicker".

Can the pandemic impact mutual funds too?

Yes, all these can heavily impact the fund industry. While the pandemic has been showing its impact, things is additionally a kind of monetary emergency, as about 80 per cent of all economic activities have come to a standstill amid the coronavirus-induced lockdown.

Besides, it resulted in various companies and labour-dependent factories shutting down their operations and labours going back to their hometowns. Against this backdrop, it will take a while to rebuild customer confidence. One does not know when people will start going to work or to buy refrigerators, televisions, cars etc or when exports and imports will restore. So, the lockdown and the entire pandemic will affect everything.

Companies have various expenses, like employee cost or interest cost on the borrowed money, etc., which will continue to rise. Now, if a company keeps incurring expenses but its income is not generated, then its earnings will definitely get impacted. Quite recently, we've witnessed a majority of debt fund investors simultaneously coitus interrupts their investments. This was because investors started doubting the underlying companies' profitability and therefore, their ability to repay their obligation to these funds. Now owing to all these factors, many companies may face rating downgrades and negative valuation impacts. So, this is a financial emergency.

And no one can predict when the economy will restore and how many adjustments will be required towards restoration. The markets don't like uncertainty and thus, they're going to get impacted but what would be the precise impact that we will only guess.



**Student Corner (SYBBA-Gen–Semester III) Prasad Rohit***Dynamic Attitude of World*

*“Having positive attitude is always a choice”*

The world is currently going through a pandemic namely COVID-19. This has compelled its citizens to sit and work from home. At the same time people have developed numerous strategies and have given their best efforts to find an alternative. Above all what currently has evolved is the dynamic attitude and togetherness of each other.



To combat this situation the complete world has come together but shattering all complexities a positive attitude is very integral for all. And today that positivity is radiating and touching each and every heart on this planet earth.

Each individual has tried his/her level best to cope-up with the situation. For an instance, the initiative of working from home is implemented by each and every company. On the other hand, tourism sector has come to a complete pause to ensure the safety of others. At the same time education sector has also implemented changes according to the condition.

On the contrary doctors, police, medical shops and government officials have been on their toes from the moment they have heard regarding the pandemic. They have made marvelous endeavors to control the situation at a large which is clearly visible when one compares India with other countries. The pandemic has also increased the repo of these officials.

The best thing ever that could happen in this situation is that every citizen of India has become aware of his surroundings. Also, they have become careful in each and every manner. They have become serious and have started taking their safety in their own hands.



Amidst all these, the economy of each and every country has plummeted and businesses have suffered a great setback. However, everyone is making efforts for comeback. Everyone is very positive in their attitude and hence people are able to survive the situation.

The diversity and dynamism of India is helping to get through the pandemic. People have so rapidly adapted to the situation which is visible when they started wearing masks, keeping surroundings clean, sanitizing their hands now and then and maintaining a social distance.

To get through this situation the hospital & research and development staff has made infinite endeavors which have helped to combat the situation. Their constant efforts of all officials have helped fighting against the viral outbreak.

In a nutshell, the COVID-19 outbreak has changed everyone's way of living and has drastically deteriorated the economy however; it has shattered all barriers and brought everyone together.



## Alumni Corner

**Pratik Raj (BCOM\_2007-2008)**

### *Things I wish I learnt Earlier*

A question which I am often asked is, ‘when was it that you decided that you wanted to be a filmmaker?’ You see, my answer to that hasn’t really changed over the years. It was in the boarding school when I watched ‘The Lord of the Rings’ by Peter Jackson for the first time. Well at least not consciously but, it was then I realize the power of audio-visual storytelling. My affair with the audiovisual arts continued well into my college years at Semcom, by participating in Photography and Ad Making events. And also by ensuring that I watched the latest flicks in the cinemas close by.



Thus, I was unconsciously drawn closer to the world of movie-making. I wasn’t sure about becoming a filmmaker until I beautifully failed my CPT exam. And it became clear to me that there is this energy out there which keeps pulling you towards the purpose that you are meant to execute. And I joined Whistling Woods International Institute for Filmmaking at Mumbai.

Which brings me to, Passion. When I started out, I had a completely wrong understanding of passion is, as most of us do. Having set up unrealistic goals within a confined time frame, led to disappointments and anger - Which made me question my decisions. And thus began a journey. A journey that got worse before it even gave me a little spark of hope. A journey that not only helped me discover who I am but also redefined where I needed to be. A journey that helped me unlearn in order to learn new realities of life.

Let me ask you one question, “Who are you?” - Define yourself without mentioning anything about your Socio-Political, Financial, Academic, or Professional achievements ... it’s a tough question. Most of us can’t get beyond answering our names. And that is because even before we are born; our religion, our nationality, our mother tongue, our traditions, our culture are all decided. And sometimes even our name. We are cultivated into ‘what to think’ rather than ‘how to think’. And we end up spending our entire life defending this value system and conditional learning. Take all this away, what are we left with?

And so then according to the worldly standards, we end up failing. We become rebels, trying even harder to seek validation from our parents, peers, and partners. All this happens just because we are not taught to love and forgive ourselves. Unconsciously we start viewing the world as master-servant dynamics. The master anticipates on the servants’ presence for his special status. And so does the servant on the master’s kind behavior. Now imagine as a kid if we were given an understanding of forgiving ourselves, then rejection at any level in life would be normal. And only then, there is an opportunity for growth. Opportunity, for reaching a conclusion derived from our own thinking, which we call realization. And realization further takes the process of learning, growing, and evolving. Which eventually leads us to the Truth.





So here's something about the truth. Let me give you an analogy like in the Marvel: Avengers movies; it talks about the universe driven by six infinity stones, and so is our life also divided into six, Truths; Spiritual, Emotional, Mental, Physical, Social and Financial. All of which co-exist and are interdependent. Truth is always singular, never plural. Because there are no versions of the truth, unlike lies. Truth, that any relationship whether romantic or platonic is nothing but parental dynamic role-plays. Truth, that there are no traps deadlier than the ones you set for yourself. Truth, that punctuality is not about

coming on time but respecting your own commitment. Truth, over the centuries, in various aspects of life, the form has changed but the function remains. Truth, people don't buy logic, they buy emotions. Truth, Your need for acceptance will make you invisible to the world. Truth, a man can manipulate the law of the land to escape justice, but can never bargain with Mother Nature. Truth, that you will endlessly hunt for the lost treasure, and eventually find it, you will find yourself. Truth, none of us believe in physical punishment, but discipline is must at any cost. Truth, the World prefers sophisticated stories over an ordinary story. It prefers nobility to brutality, loyalty to betrayal, immortal promises to silent sacrifices. People remember success and not the struggles.

I, Pratik Raj, promise you however the world chooses to remember you for whatever you are, before today, if it does at all; it shall only remember you, for a fraction of the truth. And that is perfectly fine, because pain is personal, growth is personal. What works for me, may or may not work for you. With this I concur, that being a filmmaker to me is not just a profession or a career, but it's a way of life. Well, that's my time. My date with destiny awaits.

And if you want to know my answer to "who are you?" you can find it on my Instagram bio @iampratikraj. Peace.





CHARUTAR VIDYA MANDAL'S  
**SEMCOM**  
What We Think, Others Don't  
NAAC RE-ACCREDITED "A"

**Tel. No. :**  
+91 2692 -235624

**Fax. No. :**  
+91 2692 235624

**Web:**

**www.semcom.ac.in**

**E-Mail:**  
drive@semcom.ac.in  
principal@semcom.ac.in

**Contact:**

**S. G. M. English  
Medium College of  
Commerce and  
Management  
(SEMCOM),  
Opposite Shastri  
Ground,  
Vallabh Vidyanagar  
- 388 120. Gujarat  
India**

  
**SEMCOM**

## What We Think, Others Don't

**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

**You are requested to send your article to [drive@semcom.ac.in](mailto:drive@semcom.ac.in)**

### Disclaimer:

Opinions expressed in this e-newsletter do not reflect the policies or views of this organization, but of the individual contributors. The authors are solely responsible for the details and statements in their articles. All disputes are subject to Anand Jurisdiction only.



CHARUTAR VIDYA MANDAL'S  
**SEMCOM**  
What We Think, Others Don't  
NAAC RE-ACCREDITED "A"