



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

Drive—E-Newsletter

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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”.

Chief Editor :
Dr. Waheeda Thomas

Editor :
Ms. Foram Patel

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Ms. Palak Patel



What We Think, Others Don't

From the Desk of Chief Editor

Dear Readers,

Greetings from SEMCOM!!

Let's continue to develop in us the elements of human spirit like intellect, emotions, passions, and creativity that have always helped us to evolve. We are happy to announce that we successfully completed 12 Issues in 2020 and look forward to bring much more in the upcoming year—2021.

This issue in particular presents before you some interesting columns from SEMCOM teachers, students and alumni along with the "SEMCOM Updates. The faculty column "Accounting Aura" presents the view-point on Accounting for Sustainability. A column, "My Voice" discusses and presents a view-point on Brand Equity which is an integral part of product differentiation strategy. The Another Faculty column brings in the view-point on some Counseling Skills and Techniques.

This issue is also enriched with valuable contribution from the students and alumni of the institute while expressing their experiences and observations.

We are sure you will like this issue and hope to receive your continuous contribution. Please send your comments, suggestions and contribution to: drive@semcom.ac.in

Dr. Waheeda Thomas



SEMCOM Updates

PLACEMENT

Congratulations



Rahul Chattrapati
BBA ITM
Technical Recruiter
Collabera Staffing
Solutions



Anushree Jhala
BBA ITM
Technical Recruiter
Collabera Staffing
Solutions



Candrick E DSouza
M.Com (E-Commerce)
Technical Recruiter
Collabera Staffing
Solutions

For Successful Placement at



Accounting Aura

Accounting for Sustainability

Companies, managers and accountants have traditionally been interested in a single genuine bottom line - revenue - but commercial leaders are no longer satisfied merely with monetary presentation - sustainable transparency and development on environmental, societal and governance concerns are now just as essential.

Dr. Khyati Patel



Sustainability requirements to be measured reported and evaluated – regions of expertise that fall certainly under an accountant’s remit. However, ESG reporting is harder than simply measuring how much money a business has made or lost, and is no longer just for the morally involved, having become ordinary in mainstream investment preparation. Richard Spencer, ICAEW’s Head of Sustainability states: “As trades arise to focus more on their influence on people and the environment, chartered accountants can anticipate to be involved in a wider range of actions which require added training, such as set in a company’s effects and dependencies on nature or society into its conventional decision-making, trying the rigor of the data essential to do that and providing vision on it.”

According to the Governance and Accountability Institute, ESG reporting has improved by more than 4 times since 2011 among S&P 500 firms, and as global interest raises there have been calls for more uniform metrics. ESG reporting offers more responsibility, enhances acceptability, raises productivity and expands governance, and as climate change marks all markets and presents risks that stockholders can no longer ignore, depositors are demanding answers about ESG ground rules in the investment procedure.

Having committed to the UN Sustainable Development Goals and the Paris Climate Agreement, firms operating in Europe need to fulfill a motivated agenda by 2030 and accountants have a serious role to play. The development of non-financial reporting has been fast and patchy, but with greater transparency driven by governing and market forces, establishments will progressively be held accountable for their ESG-related performance.

In June 2017 the EU Accounting Directive for Non-financial Evidence was approved, requiring “large corporations to reveal certain information on the way they function and achieve social and environmental challenges”. A little over two years later on July 12, 2019 the US House Monetary Services Committee banned similar reporting in the US, highlighting the huge gulf within ESG reporting morals.

Accounting Aura

Responding to demands for a more consistent method, there are several guiding principles available for businesses, including one from the London Stock Exchange Group. Moreover, the TCFD Application Guide printed by the Sustainability Accounting Standards Board and the Climate Disclosure Standards Board targets to help accountants convert ESG issues from principle to practice. Though, additional training is needed, and the ICAEW is already including precise components into their Program.



Dealing with Complexity:

Accountants have the transportable knowledge and can adapt their current skillset to help commerce satisfy investor concerns and deal with ESG issues in the following ways:

- 1) **Costing** : Environmental expenses must be understood and allotted properly so that they can be managed and values set at an appropriate level.
- 2) **Investment Appraisal of Projects**: All other applicable costs must be considered in project proposals
- 3) **Risk Management**: Stockholders want to see that establishments are considering all relevant risks. Accountants can help identify risks and develop strategies to address them
- 4) **Overall Strategy**: ESG must become part of the general firm policy.

Companies need to be held accountable for their impact on the environs and societies need to work proactively to pre-empt sustainability matters before they arise. There has been important progress made in ESG reporting, but more needs to be done, as corporate returns and incomes remain at risk.



My Voice

Mr Sunil V. Chaudhary

Brand Equity

A brand is a name, term, sign, or symbol which is used to differentiate market offerings from the rival products and services. Branding is an integral part of product differentiation strategy. Branding basically helps in facing pricing competition and gaining consumer brand preference, brand insistence and brand loyalty. There are different branding strategies with their merits and demerits. Brand Equity can be measured from financial perspective and marketing perspective. Brand Equity from consumer's perspective measures consumer's perception, beliefs, and attitudes towards the brand. The higher the brand equity from consumer's perspective, the better will be consumer's brand preference and brand loyalty. The task of the marketer is to create higher brand equity by developing certain attributes in market offerings in terms of superior quality, elegant styling, unique product features, durability, better installation and after sales services in case of durable products with focus on product and service reliability, product and service innovation and achieving higher rate of consumer satisfaction.

The formulation and implementation of business ethics and corporate social responsibility practices contribute to enhancing brand equity resulting into consumer brand preference and brand loyalty. Business Ethics including environmental ethics and sustainable development goals with focus on environment friendly products and technology is the need of the hour. Brand Equity basically facilitates consumer's buying decision process by enhancing making of an informed and carefully evaluated market offering(s) choice from multitude of market offerings, brands, products, and services. Brand Equity helps in facing intensified competition ushered in by globalization with availability of wide variety of products and services on both physical markets and digital markets.

The development Electronic-Commerce including Mobile-Commerce at a fast pace across the global landscape is fast changing business dynamics and is leading to increasing digitalization of domestic and global markets.



My Voice

Consumers have a choice to purchase from a wide variety of market offerings, brands, products and services sitting at comfort of home and without wasting time and energy by visiting physical markets, standing in que, facing traffic and pollution problems in overcrowded streets and markets. E-commerce is a new way of doing business with consumer benefits like product selection from wide variety of merchandize, competitive prices, digital



BRAND EQUITY
BRAND PREFERENCE
BRAND LOYALTY
CONSUMER
SATISFACTION

payment, and easy access to wide variety of goods and services in the comfort of home. Brand resides in the heart of the consumers and brings many associations in the mind of the consumers be it polite, courteous, and professional behavior of employees, the superior quality of market offerings, brands, products and services, the additional and complimentary product benefits offered free of cost or at low cost. Brand does bring certain associations and attributes in the mind of the consumer in terms of product freshness, product and service quality, durability of product, product innovativeness, product safety and the entire experience of buying and using the products, services, brands, and various market offerings. The positive consumer attitude, belief towards brand gets reflected in higher brand equity resulting into higher brand preference and brand loyalty enabling achievement of marketing goals and objectives like sales objectives, profit objectives, consumer satisfaction objectives, market share objectives, product, and service innovation objectives, return on investment objectives to mention a few.

Brand Equity as a marketing tool enables the corporates and business firms face competition including pricing competition and retaining business and market leadership or maintaining loyal consumer base of profitable consumers. A periodic measurement of brand equity and knowing consumers belief and attitude towards the brand(s) can provide feedback for brand refinement, brand extension decisions, new product development decisions and product mix decisions including product line decisions. Product line pruning, product line modernization, product line length and breadth including product line profitability are strategic decisions and contribute to brand equity.

Counseling Skills and Techniques

Ms Foram

Introduction

As per the American Counseling Association External connection (ACA), proficient guiding, what we call 'Professional Counseling' is the way toward building associations with people that engage them to achieve psychological well-being, schooling, and professional objectives. It is a synergistic connection between the guide and their customer.

Proficient advising can appear as:

- Singular directing is the most well-known sort of advising that centers on the development and psychological wellness of a person.
- Couples or marriage mentoring centers around helping couples in beating struggle and pursuing a more grounded relationship.
- Family directing includes the distinctive familial elements and how they influence the family structure.
- Gathering directing is the utilization of gathering association to encourage development.
- At the point when you become an instructor, you are probably going to participate in a large number of these kinds of advising all through your remedial work.



The Process of Counseling

The customary directing cycle External connection incorporates the accompanying segments.

Opening: The initial cycle is maybe, one of the main pieces of the connection with your customer. It is your opportunity to become more acquainted with your customer and for them to become more acquainted with you. It is likewise where you will establish the pace for the remainder of the helpful relationship.

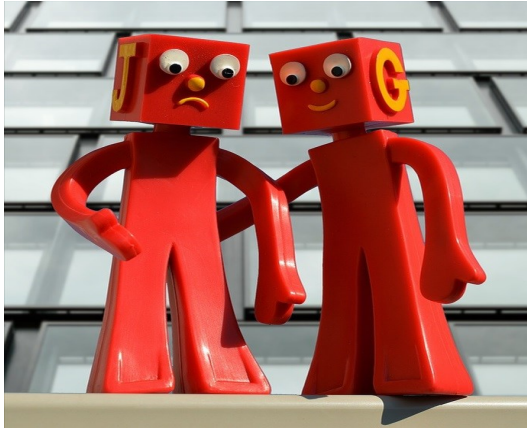
Investigating Client Understanding: The investigation cycle is the place where you will start to comprehend your customer. You will investigate their past and assess their present concerns. Here, you will together set up objectives and set desires.

Understanding: Important in building up a solid relationship with your customer, you can exhibit understanding by utilizing verbal and nonverbal signs, just as reflections and summarizes.

Mediation: The intercession cycle is tied in with picking the fitting directing strategies that will energize development inside your customer.

Enable to Create Own Solutions: Empowering your customer isn't tied in with giving them all the appropriate responses. It is tied in with engaging them, with your guiding abilities, to locate their own answers.

Directing Skills: As an understudy, your graduate degree in directing is tied in with creating and developing the advising aptitudes that will best assistance your customers. These are the absolute most significant guiding strategies you are probably going to use in your advising meetings. Tuning in/ Observing: Listening is one of the most important directing abilities in the restorative relationship. It very well may be utilized three:



Ms Foram Patel

Undivided attention: Active listening happens when you are tuning in with the entirety of your faculties. As indicated by the Perinatal Mental Health Project External connection, undivided attention includes tuning in with your body, heart, ears, eyes, and mouth.

Verbal tuning in: This is a type of demonstrating you are tuning in through the words that you use. These verbal signs are utilized to show consideration and to support more investigation from the customer External connection. This can be as straightforward as 'yes', or 'go on'. It can likewise be

through summarizing or rehashing an expression of feeling that the customer has recently said.

Shut & Open: A shut inquiry is the act of posing to an inquiry that can be replied as a 'yes' or 'no'. Shut inquiries should commonly be maintained a strategic distance from in the advising relationship, as they don't empower further investigation. An open inquiry is important to accumulate data. An open inquiry is one that can't be replied with a basic 'yes' or 'no' and it requires reflection or investigation on the customer's end. Each open inquiry should be deliberate and restorative.

Emotions reflections: Reflections are utilized in the advising cycle to precisely portray the customer's state External connection from their verbal or nonverbal signals. Reflections permit customers to hear the sentiments they have quite recently communicated. At times you need to search for the clear inclination in a customer's articulation. It can likewise be useful to take a gander at a customer's non-verbal inclination signs.

Rehashing/Rephrasing: Restating and rewording can construct a more grounded customer advisor relationship. Rewording a customer's assertion permits you to more readily comprehend what a customer has quite recently said and to pick up additional lucidity, on the off chance that you have missed the point.

Attestation: Affirmation is a type of support that is utilized to certify practices or life decisions. Certification is significant for engaging customer's External connection. A couple of normal confirmations incorporate asserting advancement that a customer has made toward an objective or urging a customer to do what is essential to them.

Compassion & Validity: Empathy is simply the capacity to place from another person's perspective. It is substantially more than compassion in that you can show your comprehension of your customers feeling encompassing an encounter. Begin real is making compatibility among yourself and your words. Each specialist is extraordinary and will give an alternate helpful cycle. It is imperative to stay authentic in all advising methods and verbal and nonverbal signs.

Unqualified Positive Regard & Advocate Self-Disclosure: Demonstrating unlimited positive respect External connection is tolerating your customer for what their identity is. It is a method for communicating warmth and regard. This is a precarious directing ability to move. An overall guideline to follow is to just share individual data that is gainful to the helpful cycle. It may likewise be utilized to assist the instructor with relating their customer.

Ms Foram Patel



Guiding Theories

Advising hypotheses External connection are utilized as a rule for understanding human instinct and to figure out which directing aptitudes you will use in your guiding meetings.

Psychoanalytic Theory: This hypothesis was initially evolved by Sigmund Freud. It bolsters that oblivious powers drive human activities. A psychoanalytic treatment meeting incorporates abilities, for example, dream examination, free affiliation, opposition investigation, and transaction investigation. A significant part of the character is thought to have created in adolescence and similitudes are distinguished and investigated in the remedial relationship.

Intellectual Behavioral Therapy (CBT): CBT is a more limited term approach External connects to the helpful cycle. This active methodology loans its training to the hypothesis that human issues originate from flawed examples of reasoning. The directing cycle essentially includes the test of programmed thinking and regularly negative idea designs. It urges the customer to discover rationale from their perspective. The instructor assumes a significant part in testing these musings.

The Family Systems Model: Family Systems see every human difficulty and clashes as a familial unit. The hypothesis, initially created by Murray Bowen, is centered on the possibility that family is the essential wellspring of feelings and character. A family framework can be available in numerous structures, including primary, vital, and intergenerational. Regular strategies utilized in the remedial cycle incorporate the making of a genogram, family projection exercises, passionate triangles, and the separation of self. This mentoring hypothesis is frequently utilized in marriage and family mentoring meetings.

Advising is tied in with making solid associations with your customers that will enable them to get psychological well-being and to satisfy their objectives. Using purposeful advising procedures and a comprehension of human instinct created through directing hypotheses, you can control your customer in arriving at ideal emotional wellness.

Student Corner**(TYBCA—Semester V)****Ghruti Bhatt***The Cyclical Nature of Life*

As days are passing by its becoming difficult for mankind to be stable and be focused on a particular Thing! What are the reasons to this? Should we blame the lifestyle? Should we blame the burden on one's shoulder to manage everything? There are many reasons to these problems.

“Everything in life is cyclical and just as good things must come to an end sometime-so too must the Tough times.”

Let's take a small example to see how it's getting tough for us to be stable and focused. Communication is made easier and faster after the new technology has been introduced. With the help of internet within seconds we get the response for our messages. This has made us dependent on the technology. Coming onto the point of stability we see that in the earlier days people struggled with communication and used to wait for the responses by this we can prove that remembering this responses is a difficult task but humans had a sharper mind and made them particular and stay interested with their work .These also taught them to be patient enough.

One more reason this has been happening is that people have started becoming stressful day by day. Be it work, family, friends or relationships, stress has become an integral part of their lives. It's like they will feel uncomfortable without its existence daily. However they forget that stress is one hundred percent self-created. Much of it will go away if only one would start becoming aware of their thought process. This may include a simple meditation technique as well. It would bring awareness in their thoughts and increase their focus on what they are doing rather than being lost in the thoughts of past or worry about future. This is what is required in these current times of uncertainties and global chaos. Much of the time people have spent during this pandemic lockdown is at their own homes. Something they could never have been able to do if the normal routine would just have kept on going. Due to this, for the first time in their lives probably, they could introspect and realize the need to find mental peace and joy.

Putting this habit into practice, it will definitely bring up a huge change in their life, also including an improvement in concentration, focus and sincerity. Staying away from social media, limiting time to use electronic devices, spending quality time with family and close friends, meditating, exercising, eating healthy, sleeping well and so on are the only ways to bring up a focused mindset, healthy body and hence a better overall life.



Alumni Corner

(BCA_2019-2020)

Annugya

Looking back at the College Days-SEMCOM

“.... there ain't no journey what don't change you some.”

I am sure this applies to your college years, it applies to SEMCOM, and it also applies to me as I look back to my 3 years at SEMCOM.

Attending College for the first time has been a trying but great experience for me. The way in which I have grown up, mature, and found out who really, I am, is something that I couldn't accomplish without going to college. The feelings of being home sick, the loneliness of not knowing anyone, the pressure of playing in the college, living with someone you have never met before, are just some of the struggles of being at college for the first time.

I had read somewhere that an individual's intellectual and social stimulation begins from THE COLLEGE. Today when I think of this statement, after more than six months of passing out from SEMCOM, I think its cent per cent true. It's extremely important that Those delicate and golden years of your life, you spend in an apt environment amongst the guidance of the right Guru's.

Time flies' like an arrow. The days I spent at MCC were exactly like this proverb. My classmates and me have put a great deal of painstaking efforts into studies and all our energy into unforgettable events and activities. Unlike its relaxing surroundings, academic life at this College has been filled with learning challenging.

At the dawn of my college days, I started to count when it will end. But numbers were forgotten as emotions took place of impatience. And by the 2nd and 3rd year it was flooded with assignments, quizzes, and exams and various events like youth festival, volcano, Green Business...etc. which always kept us motivated and full of energy. However, with the guidance from enthusiastic teachers all the efforts made by me were rewarded at last.

Achievements-applauds, opportunities-thoughts, this is what I gained from SEMCOM, it taught me tolerance at its best, perseverance to the fullest and defeminisation with courage, it gave me a platform that I will cherish always. Someday I won and some days I learned. From walking -in as a fresher with no direction and walking out at the end of the 3rd year with probably a best transformation a person can get, I call it a 360-degree development. And for this I am indebted to the college for enlightening ME and MYSELF.





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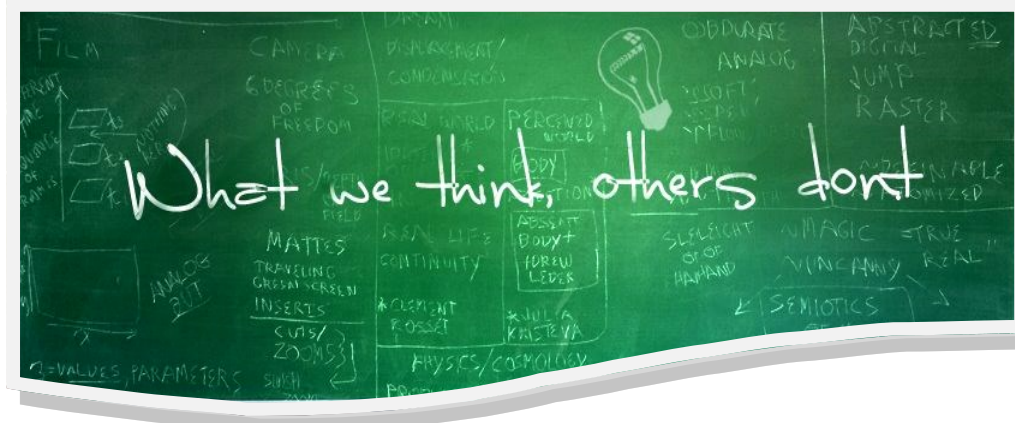
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16. Advanced Resources for business/ education
17. Product Reviews
18. Industry / Sector Predictions / Upcoming Trends
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20. Tips on environment protection/ Ecology conservation
21. Excerpts from Your Social Media
22. Anything on Sports World
23. Technological Advancements

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