



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”.**



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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.

The first issue of the year 2021 in particular brings to you some interesting columns from External faculties, SEMCOM teachers, students and alumni along with the "SEMCOM Updates. The faculty column "Accounting Aura" presents the view-point on Essential Accounting Forms for Small Businesses. A column, "My Voice" presents a view-point on *Heroics*-an interesting one to read. The other faculty column brings ten amazing characteristics of Professionalism. The followed column presents a discussion Online Education as a reform or flawed model. 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](mailto:drive@semcom.ac.in)

**Dr. Waheeda Thomas**





## SEMCOM Updates

### Orientation Program (FYBBA-GEN & FYBBA-ITM)





## SEMCOM Updates

# Orientation Program (FYCOM & FYBCA)



## Accounting Aura

**Dr. Khyati Patel**

### *Essential Accounting Forms for Small Businesses*



- A small manufacturing's achievement often rests upon its level of association and the clearness with which proprietors and directors are able to view what's working and what isn't, where cash inflow and cash outflow is, as well as many other stages of proper association.
- Get your small business organized and well-organized with these necessary accounting forms.

#### **1) Employee Timesheets:**

- Train your workers to regularly keep track of daily, weekly and monthly amounts of time spent in office or on the clock.
- Following these hours is valuable to you as well as your workers, as it assures that they're getting their suitable pay rate, that their hours are accounted for, and that they can get their overtime pay if appropriate.
- Assimilate timesheets into your payroll registers to make the whole payment process more exact and able.

#### **2) Income Report:**

- Knowing and clearly understanding the productivity of your commercial is necessary to keep the doors open — revenue statements allow you to see this.
- Intensive care the ups and downs of your commerce's income and expenses over several eras of time gives you a larger picture imprint of how your business is execution and whether or not cuts or changes essential to be made in any section.

#### **3) Journal Sheet:**

- Bookkeeping is a needed part of running a business and is the procedure that allows you to record daily businesses.
- Important for tax returns and making sure nothing slips through the cracks, alter these forms with any outlay categories you choose that will best suit the style of your commerce.
- Review how your trade incurs income and expenditures via operating and non-operating activities alike.

#### **4) Bank Reconciliation Method:**

- The addition of this form to your financial tracking process will establish your bank reconciliation method so that when the time comes to file things away, they're already in order.
- These handy forms are perfect for entering checking evidence, as well as day, report balance, credits and removals.
- Keeping track of this indication in real time saves small trades the trouble of having to dig through past records and spend extreme amounts of time finding the info they need.



## Accounting Aura

### 5) Revenue & Charge:

- Your full business is made upon cash that flows out and cash which comes in.
- Keeping track of the moneys for this is not only important in a lawful sense but from a well business action conservation standpoint as well.

### 6) Balance Sheet:

- Snapshotting the position of your business at a specific point in time is tremendously suitable for analyzing progress as well as for storing in case you need to look back on historical performance as reference.
- While profit and loss reports achieve this task in the long run, balance sheets consent you to view where your company stands at an exact post in time.
- Brief the company's properties, responsibilities and equity at a particular point brings an overview of its standing then and now, letting you to compare present periods with previous ones and vice versa.

### 7) Delivery Invoice:

- Shipping or posting goods is a method which will always needs documentation of some form.
- A delivery docket can be a helpful tool for small trades, since it allows you to enumerate what's in a consignment and be able to keep track of the goods you have moving out, as well as any that comes back in as incomes or faults.
- In addition, it reliefs you to safeguard that the correct items are being properly provided to your customs.
- Each of these ingredients will have an effect on your accounting and fiscal info, so these booklets should be closely tied to your finances data tracking measures.

### Conclusion:

- Although all of these bookkeeping forms are appreciated for minor businesses who want to better organize their money and expedite procedures, it's still significant to back up this info in a protective way.
- Trades typically accumulate and store all of their bookkeeping proceedings and monetary information in one place, leaving that data open to a multitude of threats — from human fault to drive crash to computer program and more.
- There is a little point to gathering a wealth of evidence about your firm, its dealings, and its standing at numerous ages in time if this information can be lost in an instant due to a mass of possible errors, digital and social threats.
- Even in case you're dealing with your bookkeeping information in bookkeeping programming, backing up that information to block super durable loss of financial information ought to be a critical.



## My Voice

### *Heroics*

## Mr Sunil V. Chaudhary



The progress and development of human civilization from ancient times to modern times has its set of challenges and opportunities. The industrialists, entrepreneurs, inventors, scientists, statesman, political leaders, the service class and people have come across various challenges be it infrastructural challenges, economic downturn, challenge of launching new technology and new products to mention a few through their fortitude, long term vision aiming at welfare of the society, their missionary mode of working with zeal, enthusiasm, perseverance to achieve noble mission and objectives aiming at welfare of society through provision of essential goods and services, wealth creation, employment generation, providing decent employment opportunities with adequate compensation and good working conditions and thereby solving the twin major problems facing the developing economies of poverty and unemployment.

The modern business corporations aim to achieve twin objectives, the economic objective of achieving sales objectives, profit objectives, customer satisfaction objectives, market share objectives, business innovation objectives, human resource development objectives to mention a few.

The modern business corporations are aware of the fact that business is an integral part of society and has responsibilities towards society and various stakeholders like investors, employees, consumers, suppliers, creditors, government and competitors. The concept of Corporate Social Responsibility and Corporate Governance requires corporate management to protect the interests and rights of both shareholders and stakeholders like employees, consumers, suppliers, creditors, community, society and government.

The Corporate Social Responsibility of Business requires business managers and corporate management to protect and promote the rights of shareholders through capital appreciation, accurate, adequate and timely financial disclosure through corporate financial statements, employees' rights must be protected and promoted through adequate compensation and good working environment, consumers rights and interests must be protected and promoted through provision of good quality products and services at reasonable prices, suppliers of raw materials must get timely payment of their supplies and creditors must get timely payment of interest and repayment of capital.

## My Voice

The business must make prompt payment of taxes to the government and must contribute to various societal causes be it affordable education initiatives, skill development initiatives for under privileged and marginal sections of the population, tree plantation, blood donation, water management and promoting environment friendly production and consumption practices.

Social Marketing, Micro Finance, Social Entrepreneurship, Marketing by Non Profit Organizations, Corporate Social Responsibility initiatives are changing the economic and social landscape of the domestic and global economy.

There is greater awareness about the Social responsibility of Business and the role of Social Entrepreneurs and Social Enterprises in solving the economic and social challenges facing the society and community be it challenges of poverty, unemployment, illiteracy, malnutrition, challenges of industrialization and sustainable economic development through skill development among the target population, setting up business enterprises and industries in rural areas and backward districts thereby promoting balanced regional development and enabling people to reap the benefits of industrialization and sustainable economic development through decent work, gainful employment opportunities, better economic prospects and better standard of living.



Social Entrepreneurs with their Social Enterprises are making impressive progresses in the areas of Solar Energy, affordable and environment friendly energy solutions for the needy, water management and provision of clean drinking water, economical health care solutions of good quality, affordable housing solutions, development and provision of sanitation facilities to the needy to mention a few. Governance and Corporate's as part of their Corporate Social Responsibility Initiative are playing a significant role in promoting inclusive and sustainable economic development benefiting the community.



## *TEN Characteristics of Professionalism*

**Ms Foram Patel**

There is nothing extremely like being managed expertly. If you need to develop a legacy or enduringly affect your customers, suppliers, industry companions or another internal or outside accomplice in your business, you ought to just focus in on your verifiable ability. With the augmentation of autonomous organizations, selective gatherings and the loosening up of business customs, a specialist edge is at present really clear in the more exclusive classes of corporate business.



Being capable is connected to having strong capacities and ability in your picked field. There is a certain unmistakable suspicion that you would have the experience and capacity to pass on your thing or organization. However, this without anyone else isn't adequate to secure the esteem of your customers.

Cleaned ability is in like manner about the attributes and practices you show, and the way wherein you act during your business issues. Veritable specialists have different critical characteristics that can apply to for all intents and purposes any sort of business.

**Appearance:** A specialist is faultless by all accounts. Make sure to meet or even outperform the necessities of your association's clothing guideline, and give unprecedented thought to your appearance when meeting with conceivable outcomes or clients, and follow the way wherein they dress.

**Demeanor:** Your attitude should reflect conviction anyway not pomposity. Be charming and articulate whether you're helping out customers, managers or associates. Since you are the expert in a field, doesn't get you the alternative to manage your customers like absent numbskulls. On the contrary completion of the reach, since you are a warm and welcoming individual doesn't mean you can call your new customer "dear".

**Enduring quality:** As a specialist, you will be depended on to sort out some way to put everything in order. Responding to people quickly and completing on ensures in an ideal manner is furthermore critical, as this displays enduring quality. It's connected to meeting suppositions, which requires effective social capacities. Never anticipate. Clarify everything, especially when things change, to guarantee you are reliably on a similar frequency as your customer, and to abstain from horrendous shocks.

**Ability:** Experts attempt to become experts in their field, what isolates them from the rest of the pack. This can mean procedure with your tutoring by taking courses, going to classes and achieving any associated capable tasks.

**Ethics:** Experts, for instance, trained professionals, legitimate instructors and public clerks should stick to an extreme code of ethics. Whether or not your association or industry doesn't have a created code, you should show moral lead reliably.



## *TEN Characteristics of Professionalism*

**Ms Foram Patel**



**Keeping up Your Poise:** A specialist should keep up his equilibrium regardless, while defying an irksome situation. Right when you are tried or addressed you ought to have the alternative to communicate your case in a tranquil and coordinated manner and keep it real, perfect and direct? This is where people with a high Emotional Intelligence (EQ) get the most respect. There isn't at all like freaking out or broadcasting individual mental load in a stressed situation to wreck your decency, legitimacy and reputation.

**Phone Etiquette:** Your phone dignity is in like manner a huge portion of master lead. This suggests perceiving yourself by your total name, association and title when you place a call. Be sure not to overpower the conversation and listen anxiously to the following social event.

**Created Correspondence:** During made or email correspondence, keep your letters brief and candid. Your tone should be circumspect and formal without being "dull." Remember that your put down correspondence is a paper trail and record of your trades with your clients, so manage what you state and how you state it. Use your spell checker! Additionally, review email conduct 101 - never for any reason write in capital letters in an email, paying little heed to how bewildered you are. This lone effect this has is on your person.

**Legitimate Skills:** A specialist can quickly and adequately discover what is required. Your work an area should be awesome and facilitated, and your portfolio should contain exactly what is needed for your plan or presentation.

**Obligation:** Experts are liable for their exercises reliably. If you submit a blunder, own prepared and endeavor to fix it if possible. Do whatever it takes not to endeavor to charge an accomplice. If your association submitted the blunder, expect risk and work to decide the issue. Once in a while a tradeoff is fundamental; you suffer it, acquire from it and continue forward. Use a miserable opportunity to gain respect from the way wherein you handle a stumble or an oversight than if you had not submitted the mistake in any way shape or form!

Your customers are not your mates. They are not your family. Then again your punch packs. These are the very people that turn out the income to your business, which pays your pay, which puts food on your table. It's an optimal chance to bring appreciation and cleaned expertise back into the business condition, paying little mind to how little or gigantic you are.





## *Online Education: A reform or flawed model?*

**Dr. Poonam Amrutia**

**Academic Associate | IRMA**

While launching the Indian budget on February 1, 2020 the Finance Minister had highlighted the importance of online learning in new educational policy. Wherein, she pointed out the role it could play in reforming India's education system and expanding horizons for higher education system. Apart from encouraging Indian institutions to develop their own online programs, it also recommended awarding credit for online programs offered by foreign institutions. Within a short period of time, the COVID 19 situation enforced mankind to suspend conventional physical education and shift to online medium in order to carry on the process of education.<sup>1</sup>

The outbreak of COVID-19 pandemic has led to major disruptions in daily life routine, including closure of educational institutions. According to a report, approximately 825 million learners were affected due to school closures<sup>2</sup>. Looking at the current scenario, it is sensible to assume that COVID-19 impact will stay for an unpredicted fairly long time. Hence, education should not suffer due to such ambiguous situation and therefore, online learning is the only option available. For the digitalization in education sector, UNESCO suggested a sensible option to continue education through distance learning programmes by means of online platforms. It works as a catalyst for the educational institutions to grow and opt for platforms with technologies, which have not been used before. In this emergency remote teaching model, wherein teachers are attempting to hastily digitise their lecture materials and put them online while also delivering classes in a synchronous manner. While this approach has permitted at least some arrangement between faculty and students, it is far from optimal. Many higher education institutes have opted for creative solutions in a hybrid format such as Microsoft Team, Zoom, Google Meet etc.<sup>3</sup> No doubt, the challenges of online education are manifold. What is needed is a blended learning model, which integrates a huge range of digital activities that collectively deliver effective learning. The National Institute of Information Technology (NIIT Limited) being pioneer in online educational institute started this system in 1996.<sup>4</sup>

There are some pros and cons of online learning platforms. Let's be categorical about this: Replicating a classroom through communication tools such as Microsoft Team and Zoom is not digital education by any stretch of imagination.

### **Positive impact of COVID-19 on Education:**

- Shift towards blended Learning
- Upsurge in usage of online learning management platforms
- Enhance in the usage of soft copy papers and other learning materials
- Improvement in collaborative work
- Introduction of new working method
- Enhancement of digital literacy
- Worldwide exposure
- Better resource planning and Time management

## *Online Education: A reform or flawed model?*

### **Negative impact of COVID-19 on Education:**

- Educational activity hampered worldwide
- Students from remote rural areas were unable to learn through online platforms
- Loss of Physical classroom learning
- Impact on mental health of the students
- Increased cost of network connection and related electronic devices
- Impact on international student mobility
- Money constraints due to unemployment scenario
- Quality of education might be reduced
- Lack of knowledge about new technology usage among senior teaching staff

Education systems scrambled to meet the students' needs and families with little available resources on how school closures may impact learning. The severe short-term disruption is felt by many families around the world as schooling from home is not only a massive shock to parents' productivity, but also to children's practical learning. Online teaching is an untested and unprecedented scale in a developing country like India. Especially, the assessments of the students through online learning system would be a lot of trial and error and uncertainty for everyone. More importantly, this disruptions stay for an uncertain period of time.<sup>5</sup> In nutshell, what we are seeing now in the name of digital education can be summed up as "bored students and exhausted teachers".

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**Student Corner****(TYBBA-ITM–Semester VI)****Manyata Dave*****How Covid19 affected my Life!***

Due to Covid19 not only mine but lives of all have been affected. It was about few months back when I had this realization that, During Lockdown period I used to wake up at 11 am, though eyes were still swollen, and carrying laziness, despite the 9 hours of sleep. I used to take a cup of tea and some breakfast, opened my laptop and attend online classes.

Due to late start, lunchtime became so early and that completely changed my daily routine. I had only few things to do. This had become a common routine, and that made me realize that Lockdown had made me lazy.

Lockdown had made me a person I never wanted to become. I became lazy, inactive, and a very dull kind of a person. For a month I thought it would get over soon but as soon as the time increased, it started with anxiety and frustration. Though there was a good time to spend with family but not only me each member of the family was frustrated.

Then I realized that I need to do something productive and had to change my daily routine. I started thinking of the things that I can learn and it would help me in future. So I did something which was out of my comfort zone. I started to learn cooking and baking. It at least helped me change my routine.

My mummy used to wake me up early and help me learn how to cook. I did to two to three online courses. And tried to keep myself active in every possible way.

The only way to keep myself motivated was keeping myself busy the whole day. So, I woke up early and there was a change in my morning



Alumni Corner

(BCOM\_2016-2017)

**Devarsh P Joshi**

**धर्मो रक्षति रक्षितः** "those who protect the law are protected by the law."

Don't get carried away by what you see...

**All that glitters are not gold. "OUR MIND CAN FOOL US.THERE IS A BIG DIFFERENCE BETWEEN PERCEPTION AND REALITY. THEREFORE, BE CAREFUL OF WHAT YOU SEE. DON'T BELIVE IN WHAT IS PRESENTED TOYOU."**

In a nutshell, perceptions can lead to costly mistakes, either through action or inaction. The greater the gap between perceptions and reality, the higher the cost of the related mistake. The said fact of the matter that we don't even recognize that we're making a mistake.

Always start enquiring about reality; the reality would be something opposite of what is in front of your eyes. It is therefore important to develop the quality of enquiry. This way we will never be fooled by others in our day to day life.

Don't trust anyone blindly. Before placing trust on anyone, always think along all dimensions. Additionally, society is filled with different kinds of people. And to understand these people only by what they wear, how they speak, how they behave doesn't give a full picture of who they are. Think beyond what you see.

In some predicament, if we are not able to make a decision. Always take judgment by full engagement; try to listen to your conscience which gives a new path. Having Negative company is wrong. It is one type of contagious disease and spread pessimistic. For instance, surrounded yourself with those people who are able to see facts and issues. **"Honesty and Transparency win in the Harshest of Times"**.







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# SEMCOM

**What we think, others dont**

- FILM**
  - EVENT TIME
  - DURATION OF FILM
  - GRAPH: A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z
- CAMERA**
  - 6 DEGREES OF FREEDOM
  - ANS/DEPTH FIELD
- LENS**
  - DISPLACEMENT/CONVERGENCE
- OBSCURE ANALOG**
  - SOFT, UNREAL, FLOW
- ABSTRACTED DIGITAL JUMP RASTER**
- REAL WORLD**
  - IDENTITY
  - BODY
  - ACTION
- PERCEIVED WORLD**
- REAL LIFE CONTINUITY**
- REALITY BODY + FUTURE LEADER**
- JULIA KRISTEVA**
- PHYSICS/COMPOSING**
- MATTER**
  - TRAVELING GREEN SCREEN
  - INSERTS
  - CUTS/ZOOMS
- ANALOG BIT**
- DIGITAL**
- SPLITLIGHT OF HANFORD**
- MAGIC = TRUE**
- VINEYARD REAL**
- SEMIOTICS**
- N=VALUES, PARAMETERS**
- SWITCH**



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