



SEMCOM
S.G.M. ENGLISH MEDIUM COLLEGE OF
COMMERCE AND MANAGEMENT

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

Technical Editor :
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 bring new ideas and expressions from people around us and look forward to bring much more throughout the year.

This sixth issue of 2021 in particular presents before you some interesting columns from SEMCOM teachers, students and alumni. The faculty column "Accounting Aura" presents the Primacies for the Health Financing Response to Covid-19. A column, "My Voice" presents a viewpoint on Marketing Ethics. The another issue presents a view point on what do Negative and Positive attitude mean for the workplace. This issue is also enriched with valuable contribution from the students and alumni of the institute while expressing their emotions, 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

Thank you.

Dr. Waheeda Thomas



Accounting Aura

Dr. Khyati Patel

Primacies for the Health Financing Response to COVID-19

- By now, every nation in the world is affected by the COVID-19 pandemic.
- The need to act is crucial, but the response must be rational.
- It will be of little assistance if the urgency of the moment leads to disorder in how nations and the worldwide public respond.
- This needs distinctive what needs to be done – activities in service delivery, funding, and authority – from the objects to be achieved in terms of fitness safety and universal health coverage (UHC).
- The choice is not between health refuge and UHC. Spending in core health systems-functions is a key to both, complemented by public policy movements beyond the well-being scheme.
- At this moment, the preparation, organization and reconfiguration of service delivery to meet instant requirements are the urgency.
- Health financing measures can play a helpful role to enable a quick, ordered response to the contagion.
- More precisely, the health financing reaction must support the scaling-up and transfer of the suitable population-based and separate services in two important ways.



Objectives for Wellbeing Financing:

1) Safeguard Adequate Funding for Common Goods For Health:

- Population-based functions such as inclusive surveillance (including laboratories), data and information schemes, directive, and communication and information movements.
- Funding these “Common Goods for Health” (CGH) aids ensure that the public fitness roles needed to be prepared for, and to respond to the calamity, are in place.
- In many kingdoms, unluckily, investment in readiness was not adequately ordered in modern years or in the weeks since the outburst began.
- This problem can be restored to support systems to answer now to COVID-19, and to be better prepared for future challenges.

2) Eliminate Financial Barriers to Health Service:

- To enable the timely analysis and treatment of COVID-19 for all who need them.
- It is vital that people appreciate and are allowed to act upon the news of health authorities regarding when and where to pursue care.
- Anxieties about the affordability of health care for persons and families should not be a factor in care-seeking results, particularly during a pandemic.

Accounting Aura

Dr. Khyati Patel

Key Health Financing Actions to Support these Objectives:

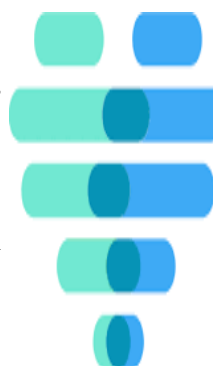
1) Rise public funding for the health system response, plus donor funds where these exist, to support both objectives. This will involve actions on accounting and public financial management (PFM) devices to expand and re-prioritize budgetary space for the COVID19 response, as well as on methods to coordinate, ensure complementarity, and align funds (domestic and do-



nor) for an inclusive, government-wide response, cutting across health and finance experts, national and sub-national levels of government, any other health service buying agencies (e.g. national/social health insurance agencies), and health care suppliers.

2) Regulate health financing strategies to eliminate financial barriers to care, making facilities free at the point of use. Co-payments (user fees) should be postponed as a supplement to service delivery plans designed to cope with the pandemic, with encouraging home care and tele-consultation where feasible.

- As with the rest of the health scheme, health financing preparations need to adapt to and provision the current context rapidly.
- Most of all, financing devices need to be easy, rationalized, and escorted by clear communication to the population regarding prerogatives and the anticipated patterns of care seeking.
- The actions outlined here afford a roadmap as services are reconfigured and scaled-up and will offer a strong basis for health financing preparations that are better prepared to support health safety and UHC in the forthcoming.



Health Finance



My Voice

Marketing Ethics

Ethics are paramount to the people, society and the organizations. Values, morals, ethics and the philosophy are the corner stone of success in any human endeavor including business. The business firm(s) needs to have clarity about the vision, mission and objectives of the business organization(s). What needs of the consumers they want to satisfy with their market offerings? Who are their target consumers?

How market offerings will benefit the target market(s)? How well the promoters, entrepreneurs and the business firm(s) understand the need, wants and demand of the target consumers and the changes there in? How well the promoters, entrepreneurs and the business firm(s) understand the competition, changes in the external business environment and the emerging opportunities and challenges for the business firm(s)? Marketing Ethics is a necessity and a vital factor leading to the marketing and business success. Marketing Ethics involves proper understanding of the needs, wants and demands of the target market and offering the products and services also called market offerings which satisfies not only the immediate needs of the consumers but is also in the long term interest of the consumers. Marketing Mix a set of marketing tools to achieve the marketing objectives of sales, consumer satisfaction, profitability, market share and marketing innovation to mention a few consist of 4Ps product mix, price mix, promotion mix and place mix.

Marketing Ethics involves offering good quality products and services to the consumers at reasonable price, thereby improving the standard of living of the people and contributing to the societal welfare. Consumer satisfaction, consumer welfare and business sales and profitability are interrelated. A satisfied consumer tells an average three other consumers about superior product or service consumption experience also called word of mouth publicity. In the present era of information technology, the positive product or service review by the consumers on World Wide Web results into word of web publicity and is instrumental in increasing the product or service sales, profits and market share. Marketing Ethics definitely helps in enhancing brand image and brand equity.

Sunil V. Chaudhary



My Voice

Marketing Ethics
Corporate Social Responsibility of Business
Business Ethics
Consumer Satisfaction and Consumer Welfare
Brand Equity



Misleading advertisements with exaggerations about the benefits of the market offerings many times results in consumer dissatisfaction and discontent, as the market offerings fail to deliver the promised product or service benefits. Personal Selling Ethics involves identifying the needs of the consumers and suggesting the market offering(s) which can satisfy the needs of the consumers with consumer satisfaction and long term consumer welfare being the main goal and objective.

Ethical marketing refers to the process by which companies market their goods and services by focusing not only on how their products benefit customers, but also how they benefit socially responsible or environmental causes. Ethical Marketing is a philosophy with societal welfare perspective, socially responsible marketing perspective and also has an element of corporate social responsibility initiatives.

Physical Distribution, Channels of distribution, Supply Chain Management must be designed and managed in such a way that right product is delivered to the right customer at the right time in right quality with minimum cost and maximum customer satisfaction. Channels of distribution either direct channel or indirect channel(s) have impact on consumers buying behavior experience. A proper selection of channels of distribution with consumer satisfaction perspective will definitely improve sales, profits, market share and brand equity to mention a few.

What do Negative and Positive Attitude Mean for the Workplace | Ms Foram Patel

We've all felt that recognizable drag in energy level when we realize we're going into a gathering with a doubter who scrutinizes each thought on the table. We're likewise acquainted with how our mind-sets can be lifted when the workplace team promoter stops by happily and a plate of doughnuts on a bustling Friday.

While these may seem like easy decisions on the size of negative-to-positive energies in a work environment, where it counts, demeanor fundamentally affects a work environment, including usefulness levels and resolve.



The Difference between a Negative Attitude and a Bad Mood:

Note that everybody has great days and terrible days. Losing a customer, flubbing a show or in any event, having a disappointing drive can place a by and large kind and balanced individual feeling awful.

A terrible disposition, nonetheless, is commonly a perspective, and it can possibly saturate a working environment and drag everybody down with it. In case you're an associate, you might have the option to avoid this character type or prepare yourself for important communications; as a director, you may have to pick between diverting conduct or releasing an awful disposition staff member, instead of risk distancing different workers.

What Negativity Means for a Workplace: A negative demeanor doesn't simply set others feeling terrible – it likewise has a substantial, quantifiable effect on how an office capacities. Here are a portion of the impacts of an unchecked negative disposition:

- **Lackluster execution**
- **Unwillingness to work cooperatively**
- **Dismal standpoint**
- **Unwillingness to attempt new things**
- **Reduced energy levels**
- **Depressive sentiments**
- **Reduced nature of work item**
- **Poor client commitment**
- **Difficulty beating deterrents**

Cynicism can raise scorn and establish a climate where there's no impetus to attempt, partners don't confide in each other and individuals endeavor to traverse the day as opposed to flourish, succeed and step up.

What Positivity Means for a Workplace

When there are uplifting perspectives in a work environment, there's an inclination that anything can be refined. Partners support one another and work pair, and a large group of other positive results emerge, for example,

- **Increased efficiency**
- **Greater likelihood of cooperation and collaboration**
- **Improved spirit**
- **Ability to defeat misfortune**
- **Willingness to think imaginatively and attempt new things**
- **Willingness to share data and thoughts**
- **Lower turnover**
- **Increased feeling of brotherhood**
- **Improved client care**

Inspiration can be infectious, where everybody feels like they're in the same boat, the exertion is group, and everybody's thoughts are esteemed and invited.

The most effective method to Decrease Negativity

Indeed, even a couple of antagonistic individuals can cut down an entire working environment mentality. Take a stab at directing these doubters by getting to the core of what draws out the helpless disposition. Maybe it's transitory, for example, a daily existence battle or private matter; on the other hand, it very well might be a character quality, hard-wired to be a vocal argumentative third party.

In the previous case, the staff member may require compassion and redirection to refocus; in the last model, if a worker doesn't feel their disposition is "off-base," there's no motivating force to change. For this situation, begin following explicit practices, take remedial measures, and if conditions don't improve, push ahead with your organization approaches for sanctioning disciplinary measures for rebellious execution.

Tip: Some superior workers are basically bad "individuals" individuals. If so, and you can reassign a pessimistic individual to a position where he can be useful, yet restricted in staff connections, you may make a mutual benefit for everybody.

Instructions to Cultivate Positivity: You can go far in developing a demeanor of inspiration in your work environment by being conscious, comprehensive and steady of staff members.

- **Don't permit tattle or cliquish conduct to flourish**
- **Express appreciation for a job done the right way**
- **Share credit**
- **Celebrate victories**

You can likewise expand the chances of having a positive labor force by employing individuals with inspirational perspectives. Question future competitors about how they handle dissatisfaction and mishaps and whether they appreciate group working conditions.



Student Corner (SYBCA–Semester IV)**Aditya Dube****A simple explanation of Blockchain**

Blockchain technology is a shared immutable record of data. In blockchain the data is stored in blocks which are linked together. Blockchain allows storing the records across multiple computers known as “nodes”. These nodes verify the data and approve so that it can be stored in the blockchain. This makes blockchain decentralized in nature meaning that the data is not controlled or stored by a single entity or person. In traditional methods the data is stored in centralized servers where it is highly vulnerable to attacks, blockchain on the other hand being decentralized makes it nearly impossible for any kind of attack to happen.



As the data is being stored in blocks, each block can only hold a certain amount of information, so new blocks are continuously added, forming a chain.

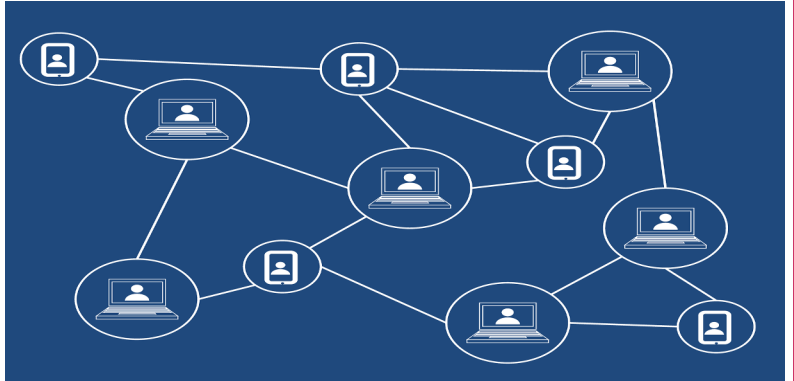
Each block has its own identification known as cryptographic hash. These cryptographic hashes not only allow the data to be secured but also help to protect the block’s position along the blockchain by identifying the block that came before it. Every new block created contains the cryptographic hash of the previous block thus making it impossible for anyone to alter the block’s data or its place in the blockchain, thus, making it secure. Once data is added to the blockchain and encrypted with a hash, it’s permanent and unchangeable.

Each node has the full timeline of the data along the blockchain going back to the first block ever. So, if one computer(node) is hacked or tampered with and someone tries to manipulate the data it will not affect the whole blockchain as the same data is stored in other nodes as well. Hence, the altered data will be easily distinguished and corrected as it does not match the majority.



A Brief History

The most famous case of the distributed blockchain is Bitcoin. In 2008 developer (s) working under the pseudonym Satoshi Nakamoto released a white paper establishing the model for the bitcoin blockchain. In 2009 Satoshi



Nakamoto implemented the first blockchain as a public ledger for transactions made using bitcoin. Bitcoin was created to be a form of digital currency that can be sent peer-to-peer without the need for a central authority to operate the ledger. Bitcoin was not the first digital currency but it was the first one to solve many problems to be the most successful. The biggest problem solved by bitcoin was the solution to double spending problem.

“We propose a solution to the double-spending problem using a peer-to-peer network. The network timestamps transactions by hashing them into an ongoing chain of hash-based proof-of-work, forming a record that cannot be changed without redoing the proof-of-work.” (Source: <https://bitcoin.org/bitcoin.pdf>)

Then in 2015 Ethereum was created, often known as the 2nd generation of blockchain. It was designed as an open-source decentralized software platform used for its own cryptocurrency, ether. It enables SmartContracts and Distributed Applications to be built and run without any downtime, fraud, control, or interference from a third party. (Source: <https://ethereum.org>)

As of today, new crypto currencies are being developed every day aiming to solve a real-world problem.



Alumni Corner**(BCOM_2019-2020)****Nilam Khanna****The Ebullience of Dawn**

The title of article elaborates the first feeling of every single movement, here I am showing 'dawn' as in success in life, 'Ebullience' it means cheerfulness, enthusiasm. A satisfaction of what we have. It is not necessary that every dawn you get will be full of happiness but there is hope that you have an ability to start again so that you can see the brightness of success.

Yes, I believe that it is a difficult task to think in a positive manner in difficult situation but 'TRYING' is the answer to every problem. Let's understand this by taking a small example: Have you ever seen a child crawling then the child begins to walk, how often small children fall but they never get tired. This is what we have to learn we do hard work to achieve something in life, and then the happiness of success will show you 'Ebullience of dawn'.

The Quote by Ruby Dhal "It is okay to start again. It is okay to change your mind about the things that you were so sure about, because you've seen life in countless ways that now reflect your change back to you.

Because you are not a same person you were weeks, months or years ago. It is okay to watch things you wanted fall out of your grasp and watch other things fall into it. It is okay to take a break.



It is okay to take a breather. It is okay to give up and start all over again. Believe me. It is okay.” this quote says that it okay to be normal in life because people with a lot of stress causes to many problems, once you get up, roll up your mind with a good thinking you will get a dawn with full of success and happiness, also I wanted to share some real experience of people who struggle a lot in life, Albert Einstein is one of them he was failed in Mathematics subject, J.K Rowling before there was a wizard there was welfare.



Rowling was a broke, depressed, divorced single mother simultaneously writing a novel while studying. Now one of the richest women in the world, A.P.J. Abdul Kalam one of the most practical person in life. These are the perfect examples to get success in life.

While taking a decision you have several thoughts in your mind. Every decision has merits and demerits, you have to bear it however the results that you are going to receive will be unbelievable. Once you start believing in yourself the feeling of success that you are going to get will be different. Eventually I would suggest to stop undervalue yourself.





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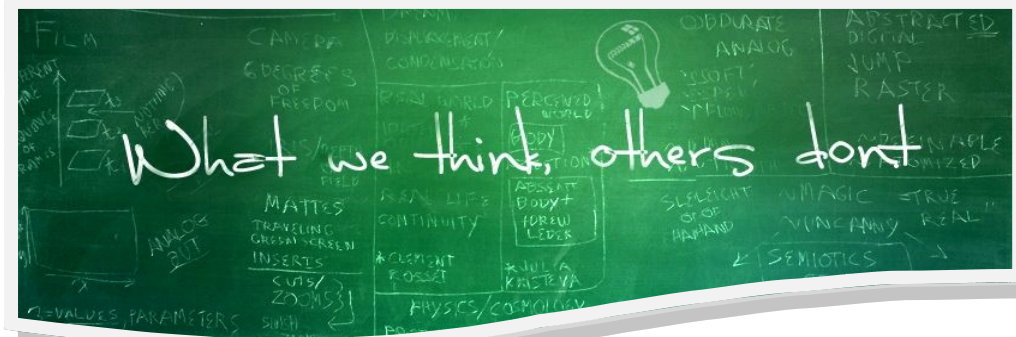
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22. Anything on Sports World
23. Technological Advancements

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