



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.

The eighth issue of 2021 in particular presents before you some interesting columns from SEMCOM teachers, students and alumni. The faculty column "Accounting Aura" presents Summary of Covid-19 Monetarist Reportage Considerations. A column, "My Voice" presents a view-point on creativity in Marketing, Advertising and Business. The another issue presents a view point on developing Positive Attitude at workplace while working remotely. 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

How COVID Altered the Accounting Career for Good

As we reach the one year birthday of stay-at-home commands across the country, it's significant to reflect on how COVID-19 has altered the accounting and tax business as we knew it.



For the previous year, numerous of us have been waiting to return to “normal,” and to how our work was lead before COVID-19. The truth is: we will likely not ever return to the old “normal.” While it may sound shocking, it is actually a positive step forward for the business, and here's why.

Enlarged Acceptance of Technology:

- The higher presentation of know-how inside the due and bookkeeping corporate was by now a trend pre-pandemic, nevertheless COVID-19 mandatory this system to be suggestively closer.
- From the use of the cloud to virtual customer and staff engagements and more, accounting specialists and firms - whether well-versed in technology or not - were rapidly catapulted into full-remote performs. There's a significant difference here between “doing digital” - using technology available - to “being digital.” It's serious that the business isn't just applying the technology and folding it into existing practices, but that we are using technology to reconsider our processes.
- We need to capitalize in how to use technology as a way to convert our business to be more operative, well-organized and to scale better.
- Those that boomed during the pandemic were ones ahead of these technology trends, and those that flourish after will be the ones that endure to stay on top of inventions, and use technology as an incentive for conversion and alteration.

Flexibility is an Asset:

- One significant lesson we've learned in 2020, is that elasticity can be an advantage. From more stable work-from-home chances to shifting away from the classic nine-to-five, firms have found advantage in giving workers more flexibility with their schedules.





- Flexible work will carry on well after the pandemic. This is additional trend that started pre-pandemic and was importantly enhanced in the last year.
- Several organizations are vigorously working on an eternal flex-work policy by giving employees 2-3 day work-from-anywhere choices. This work style can also resolve one of the business's most pressing problems: retention.
- According to the AICPA, presiding skillful staff and holding eligible staff are two of the top consternations for firms. With distant work and continued flexibility for staff, we have the chance to reach beyond our courtyards to hire endowment across the country and the world.

Predicament breeds Innovation:

- It's not only the tax and bookkeeping business that has created throughout the pandemic - commerce across trades are using this emergency to strain uniqueness. Trades and entities that are hostile money-wise are seeking ways they could do it better. Because of this, our proficiency is desirable more than ever.
- COVID-19 has forced many professionals and firms further into suggested services, and this need will continue - contribution a great opportunity for the manufacturing. It has led to a tremendously problematic year for everybody across the world.
- Just as its significant not to lessen sufferings faced, it's also significant to diagnose how we have changed for the better.
- The accounting business can use lessons from the earlier year to stay to flourish this next year and well further than. This is our essential moment, to move our business from being important to essential.

My Voice

Sunil V. Chaudhary

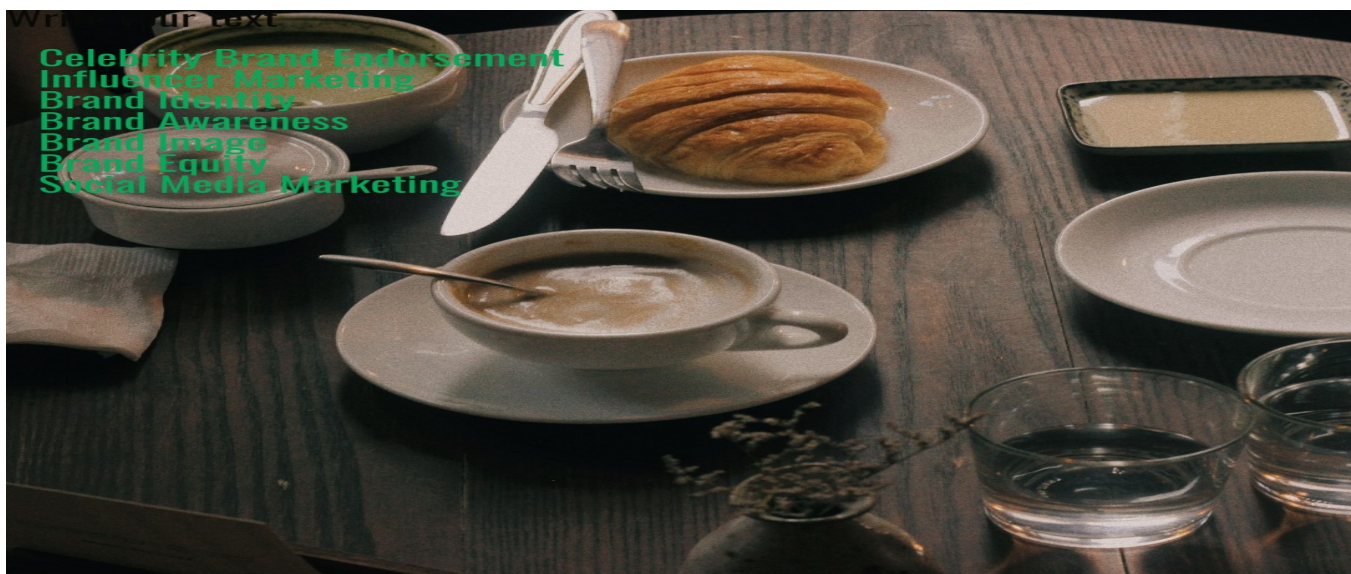
Celebrity Brand Endorsement and Influencer Marketing

Celebrities be it famous actors, actresses, sports personalities, and celebrities from various economic and social activities be it famous business leaders, entrepreneurs to mention a few hold influence power among their followers. Marketers and Business firms aiming for brand awareness, brand preference, and brand trial and purchase by the target consumers may use Celebrity Brand Endorsement Strategy. Celebrity Brand Endorsement Strategy may appear expensive, but the benefits are immense including increase in brand trial, sales, profits and enhancement of brand image and brand equity.



Celebrities have positive image, reputation, influence and there must be a proper match between Celebrities image, reputation and expertise with the brand image and brand identity, so as to benefit from the Celebrity Brand Endorsement in form of achieving sales, profits, market share, and consumer satisfaction targets to mention a few. In case of advertising and marketing of sneakers and sportswear brand(s), sports personality can be the right choice. In the case of advertising and marketing of apparels, cosmetics and perfume, film personalities including leading actors, actresses, sports personalities to mention a few can be the right choice.

Celebrity Brand Endorsement Advertising is done for a vast range of market offerings including fast moving consumer goods, consumer durables, services to mention a few. The Banking Services, tourist marketing, event marketing to mention a few does use Celebrity Endorsement Advertising Strategy. The pros of Celebrity Endorsement advertising strategy is instant brand recognition due to its association and endorsement by famous celebrity.



My Voice

The Influencer Marketing Strategy is becoming more prominent as influencers on the social media with the larger number of their followers, and expertise in their niche area can have an impact on brand recognition, brand trial and brand preference.

The unboxing of the new brands be it mobiles or other gadgets on vlog with detailed communication about the technical aspects, features, styling, quality of the brand(s) with pros and cons allows the consumers to evaluate the message about the brand(s), and make an intelligent consumption and buying decision.

Celebrity Brand endorsement has been in existence for long and celebrities had and have tremendous influence on consumer's buying behavior as evinced by the increasing quantum of celebrity brand endorsements. Influencer is the one who can influence other people's preferences, opinions beliefs and attitudes, with respect to market offerings, marketing entities, products, brands, services.

With the advent and development of social media platforms like vlog, YouTube channels, influencers have influence on product consumption, product choice and on various aspects of consumers buying behavior elements including brand recognition, brand awareness, brand preference, brand image and brand equity.

The landscape of marketing communication including advertising is fast changing with the evolution and development of social media marketing communication channels and digital marketing communication platforms.

The advertiser must know their target audience, target consumers and there are host of social media platforms available to transmit the advertising message to the target audience and target consumers.

Social Media channels and platforms can also be effectively used to create product(s) and brand awareness(s), to develop brand identity, brand image and to achieve higher brand equity. As the world economy becomes digital, there is an increasing significant role of social media and digital marketing to convey the right advertising message to the right audience, right consumers resulting into the achievement of advertising and marketing goals and objectives of consumer satisfaction, product sales objectives, profit objectives and corporate social responsibility of business objectives.

Developing a Positive Attitude when working Remotely-II

| **Ms Foram Patel**

Keeping an inspirational perspective when telecommuting is more enthusiastically than you might suspect. While it is simpler to have an uplifting perspective when encircled by giggling cordial collaborators, it's substantially more troublesome when working in segregation.

For certain individuals, an uplifting outlook when working distantly come as normally as relaxing. For other people, it takes a great deal of time and a concentrated exertion.

An uplifting outlook when working distantly can be the distinction among succeeding and coming up short in your vocation. Here are remaining 6 different ways you can develop a Positive Attitude when working Remotely .

Part-II: 6 Ways to help you develop the positive attitude in you.

6. Deal with your responsibility

- ⇒ In the event that you are overpowered with your responsibility, there is minimal possibility you will perform ideally. This can adversely affect your usefulness which thus decreases any opportunity you have of keeping an inspirational perspective when working distantly.
- ⇒ Do what you can to change the circumstance. In the event that you have the chance to designate, you ought to. Particularly on the off chance that it permits different workers an opportunity to develop and grow their abilities.
- ⇒ To assist you with this, do whatever it takes not-daily agenda of errands that keep you from more noteworthy efficiency. This will save you time, which will permit you to get back on top of your responsibility. You radiate energy and inspiration when you realize you are at the highest point of your game.

7. Be thoughtful to yourself when working alone

- ⇒ We as a whole have a voice inside our heads – yet the thing is yours maxim? Are simply the words you say negative, disparaging, or unsupportive? Negative words can truly affect our emotional wellness – particularly when working distantly and you don't have encouraging feedback from associates.
- ⇒ Quit making statements like "I'm awfully disarranged", "I'm so uncouth", and "What a wreck, I won't ever have the option to figure this out." Instead, converse with yourself like you would in the event that you were offering your number one collaborator guidance. Rethink your internal discussion by taking hard passionate words out.



8. Control your language

- ⇒ Regardless of how remedial it feels to whine to colleagues and companions about your work, you're just aggravating it.
- ⇒ In the event that you are attempting to give yourself an inspirational perspective change, ensure you quit being important for the 'Gripe Club'. Tell the remainder of the club individuals that they are not, at this point welcome to have negative work discussions with you.
- ⇒ On the off chance that you find that you need to vent your dissatisfactions some place, do as such with somebody totally outside of your work circle. It will assist you with keeping an inspirational perspective when working distantly.



9. Grin and snicker more

- ⇒ Seems like senseless exhortation, however as a last resort, drive yourself to grin – you're probably going to begin feeling more playful. Studies have shown that driving a grin can truly build your state of mind in light of the fact that your body connects those muscle developments with sensations of satisfaction.
- ⇒ Humor is another approach to help an uplifting perspective when working distantly, in any event, when things are turning out badly. Discover humor where you can and giggle with your colleagues. This is unique in relation to snickering at them. Never joke at another person's cost, regardless of how much better it might cause you to feel.



10. Get a decent night rest

- ⇒ It's difficult to keep an uplifting outlook when working distantly in case you're beginning each day like Grumpy Bear because of an absence of rest. A strong night's rest does the body great, decreases pressure, and improves work execution.
- ⇒ Nobody is too old to even consider having a sleep time, so set one for yourself that works with your timetable. At the point when that opportunity arrives around, turn off your television, close online media applications, quiet the entirety of your gadgets, and head to sleep! Treat yourself to a lavish 8hrs consistently – you merit it!



11. Make a daily practice

- ⇒ Schedules frequently get unfavorable criticism for being exhausting and unremarkable. Actually, schedules give our week structure as opposed to scrambling for time to complete everything.
- ⇒ A set morning schedule can be particularly valuable as it assists you with beginning each day quiet and centered, while a day's end routine permits you to be completely ready for the following morning's responsibility. Having schedules set up can add to your general association and inspiration.



12. Remind yourself it's simply a task

- ⇒ This can be the hardest one, however your work is only one piece of your life: it shouldn't be your beginning and end.
- ⇒ While it is essential to think often about your profession, when the 'everyday' of it begins to get overpowering, you need to have motivation to leave. You need a day to day existence that is discrete from work. In the event that you don't have that partition, it is significantly harder to pull yourself away toward the day's end.



Balance between fun and serious activities might be an expression, yet it's mainstream which is as it should be.

Taken a stab at everything, and you can't foster an uplifting outlook when working distantly? Perhaps it's the ideal opportunity for a new position.

Student Corner**(TYBCA—Semester V)****Aryan Viradiya****WHAT IS LIFE??**

What is life...can someone explain...is life is all about being happy with our loved ones or is life about full filling your dreams.. why do we even have dreams... Is your happiness all about buying iPhone or BMW or is happiness is eternal... being happy is life??

Or being rich is life...y rich people get richer...is it this easy to earn money.... Do earn money is directly proportional to hard work...or hard work gets us nothing..?? Can anyone tell what brings money...y is money so important at the end we all want money? Is money directly proportional to happiness? And if don't have money are we happy... Is life about earning money ?? What should I do to earn money from where should I bring courage coz all it takes is courage...

Life is a balance of happiness and sadness as it is said there is something good in bad and there is something bad in good.. this is life. Instead of writing my problems Let's do something...

Let's get better in how much time we have left, it's time for me to control my mind now..

What will I do to get better??

The first thing and rule I should follow are to stop making excuses for everything I want to do and I resist from doing due to my excuses which I give to myself...As we all know the world these days has competition, and survival in this world is the most difficult thing. And for some hope is the only way of survival. This is one way, life can be summed up in words, for some it might be to create or build something, for someone it might be gaining knowledge, for someone it might be to have fun.

None of these outlooks can be better or worse in terms of the each other. It shows us how an individual look at their lives and the life of others around them. Meaning and purpose of life is difficult to find. Experiences are a major part of life.

Truth is told it directs a person through his life till his demise. Each experience is an exercise for the people who drop by it. Some mean to gain from their encounters while others will in general overlook it. Encounters are what make it hard for somebody to track down the significance and reason for his life.



Alumni Corner**(BCA_2016-2019)****Prachi Jain****My College Life**

College Ended on a random Monday and now its all-mixed feeling.

Around a one and half year ago, I was casually walking around in a campus with my friends, and our phone just pinged with a headline of lockdown, we just waved each other and a casual goodbye. All we thought is after a week or months we will be right back here, attending lectures, fest, will go on a trip after this semester and many more plans will execute together.

But its just extending like for 2 weeks then 3 months, 6months and now its one and a half year.

Who have thought of these virtual classes, submitting assignment by creating pdfs, online exam and for first year student an online induction program?

Before this pandemic if someone suggest this we were like, no! how it could be possible?

But now in present its just the reality.

You may or may not like college life, but it changes you completely. Because out of school, for the first time in your life, you're the master of your decisions. Your place of liberation where from deciding which coffee to drink to which elective to pick, a lot of decisions are just yours.

For just a while its your career, your dreams, your pizza...all is yours and I think it's beautiful.

And before you know it, there's a routine with assignments and randomly your phone pinged with a message, hey let's go and eat momos, and you and your friend sitting at your favorite corner and talking for hours. You may or may not learn that what is your professor is teaching, but you learn a lot about life.

And now its just a dream. Because you don't know when the institutions are going to open.



Alumni Corner**(BCA_2016-2019)****Prachi Jain****My College Life**

While you were still trying to grab of whatever was being thrown your way “blink eyes” and it suddenly feels like someone placed your life on 2X and now college is ending? Seriously, its seems like a day before you have just attended orientation. And in the middle of world collapsing just logging off from an online exam, without any goodbye and hope to see you soon wale formal affirmations. Its’s over??

Leaving me with just mixed feeling??

And the realization hits that you may never get another chance at attempting a successful mass bunk, going out to drink coffee after college, fumbling so bad in viva, convincing watchman that you forgot your ID, but this is last time, deciding where to going out because today we have a free lecture, calculating attendance before filling the exam form, making failed trip plans to Ladakh or Goa.

We as a human are always excited about what is going to come next only to crib about what passed away and it becomes an endless loop which pretty much sums our lives.

From constantly cribbing about that why this college is not yet over to when college is going to open. This time, its finally ending. And I don’t know how to feel about it.

But, as unfair as it sounds, you cannot control everything and, in a situation, so hopeless, graduating is a privilege indeed. So maybe instead of longing for certainly, take a feel of mixed feelings. There’re millions of us in the same boat.

So, I don’t know let’s dress up in formals and make your graduation caps and send mushy video message and make each other cry because these days and talk will make you feel sad.

But, if you still don’t know what to do with all the feelings stirring inside you, just imagine its 2040, just another random Monday, you are sitting in the hall, and your kid asks:

Your kid -you haven’t shown us your farewell photos,

You -we don’t have farewell. Your Kid -but everyone gets their farewell.

You- everyone not get their farewell. And you smile.





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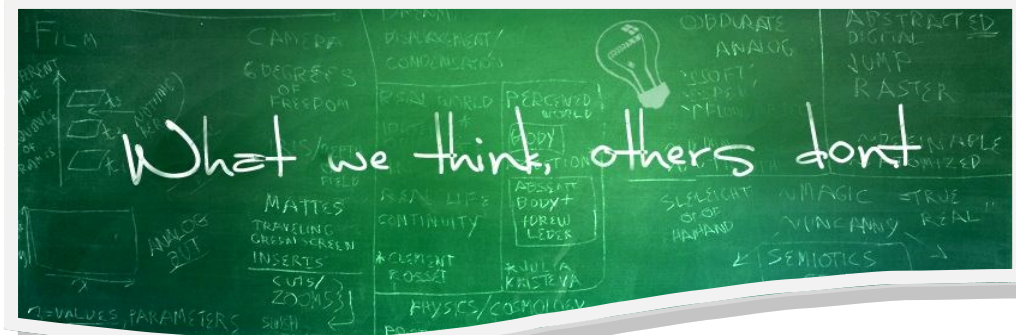
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4. A Survey Invitation – and Results info graph
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6. Industry News
8. Comments on Letter from the CEO, President, Founder, of a company.
10. Growth and Developmental Issues
11. Seasonal Advice
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13. Event Description
14. Checklists, Anything with Numbers and Statistical
15. Interview extracts of prominent personalities
16. Advanced Resources for business/ education
17. Product Reviews
18. Industry / Sector Predictions / Upcoming Trends
19. Quotations and your wisdom
20. Tips on environment protection/ Ecology conservation
21. Excerpts from Your Social Media
22. Anything on Sports World
23. Technological Advancements

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