



SEMSpire

E-Newsletter



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

Aegis : Charutar Vidya Mandal (Estd. : 1945)

[Estd. : 1997]

SEMSpire is Monthly e-Newsletter Published by CVMU's FCML-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/articles 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.

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- Faculty
- Student
- Alumni
- Entrepreneur





THE CHARUTAR VIDYA MANDAL UNIVERSITY

Aegis: Charutar Vidya Mandal (Estd.1945)
Vallabh Vidyanagar, Anand, Guajrat



WE STRIVE TO CREATE LEGACY THAT WILL EDUCATE, EMPOWER AND ENRICH FROM WITHIN.

VISION

We aspire to be a melting pot for educational excellence, fostering creativity, innovation and leadership.

MISSION

The CVM University, an equal opportunity institution, pursues excellence in Education and Research in a conducive environment which is culturally rich with a legacy of eminence in building character and strength of mind while standing for sustainability.

RANKING



8 FACULTIES . 19 COLLEGES

FACULTY OF ENGINEERING & TECHNOLOGY

- A D Patel Institute Of Technology
- G H Patel College Of Engineering & Technology
- Madhuben & Bhanubhai Patel Institute Of Technology

FACULTY OF PHARMACY

- Indukaka Ipcowala College Of Pharmacy

FACULTY OF COMMERCE, MANAGEMENT & LAW

- R N Patel Ipcowala School Of Law And Justice
- C Z Patel College Of Business And Management
- S.G.M. English Medium College Of Commerce And Management

FACULTY OF ARCHITECTURE & PLANNING

- Shantaben Manubhai Patel School Of Studies & Research In Architecture And Interior Design

FACULTY OF SCIENCE/HOME SCIENCE

- Ashok & Rita Patel Institute Of Integrated Study & Research In Biotechnology And Allied Sciences
- C. L. Patel Institute Of Studies And Research In Renewable Energy
- Institute Of Science & Technology For Advanced Studies & Research
- Natubhai V Patel College Of Pure And Applied Sciences

FACULTY OF AYURVEDA

- G. J. Patel Institute Of Ayurvedic Studies And Research

FACULTY OF ARTS / FINE ARTS / PERFORMING ARTS

- Centre For Studies And Research On Life And Works Of Sardar Vallabhbhai Patel
- Cvm College Of Fine Arts
- Institute Of Language Studies And Applied Social Sciences
- CVM Instiute of Human Resource Development

FACULTY OF EDUCATION / PHYSICAL EDUCATION

- Waymade College Of Education
- S. S. Patel College Of Physical Education

ज्ञान
KNOWLEDGE
-
विज्ञान
SCIENCE
-
प्रज्ञान
WISDOM



620 ACRES CAMPUS AREA	51 BUILDINGS	100+ LABORATORIES	08 FACULTIES	1000+ PLACEMENT COMPANIES	157 STARTUPS IN LAST 3 YEARS
29 CONSTITUENT SFIS & GIAs COLLEGES	150+ UG /PG /PH.D.	2500+ FACULTY & STAFF	22,000+ STUDENTS	10 LAKHS+ ALUMNI	5 LAKHS+ LEARNING RESOURCES

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Sardar Vallabhbhai Patel



Shri Bhailabhai Patel



Shri Bhikhabhai Patel



Dr. H. M. Patel



Dr. C. L. Patel



Er. Bhikhubhai Patel



FACULTY OF ENGINEERING & TECHNOLOGY

- BE/B Tech.

WITH MAJOR-MINOR DEGREE IN

- AIDS - (IoT/ROB/IEV)
- AE - (AIML/DAS/IoT/ROB/IEV/CP)
- CH - (AIML/DAS/IoT/ROB/IEV/CP)
- CL - (AIML/DAS/IoT/ROB/IEV/CP)
- CE - (IoT/ROB/IEV)
- CSE-IoT - (ROB/IEV)
- CSD - (IoT/ROB/IEV)
- EE - (AIML/DAS/IoT/ROB/CP)
- EC - (AIML/DAS/ROB/IEV/CP)
- FPT - (AIML/DAS/IoT/ROB/IEV/CP)
- IT - (IoT/ROB/IEV)
- ME - (AIML/DAS/IoT/ROB/IEV/CP)
- MC - (AIML/DAS/IoT/ROB/IEV/CP)

- ME/M Tech.

*Proposed



FACULTY OF ARCHITECTURE & PLANNING

- B.Arch
- B.Interior
- B.Planning
- M.Interior Design
- M. Urban & Regional Planning



FACULTY OF EDUCATION

- B.Ed
- M.Ed
- B.A B.Ed.*
- B.Sc. B.Ed.*

PHYSICAL EDUCATION

- B.P.Ed
- B.P.E.S.
- M.P.E.S.



FACULTY OF SCIENCE

- B.Sc (Hons.)
- B.Sc (Stats.)
- BCA (SEMCOM & NVPASS)
- M.Sc
- M.Sc (Integrated)
- M.Sc. (AC)
- M.Sc. (IC)
- PG Diploma



FACULTY OF AYURVEDIC MEDICINE

- BAMS



FACULTY OF PHARMACEUTICAL SCI.

- B.Pharm
- M.Pharm



FACULTY OF COMMERCE, MANAGEMENT & LAW

- B.Com (Hons.)
- B.Com (Hons.) - IA/CBI
- M.Com

MANAGEMENT

- BBA-ITM (Hons.)
- BBA (Hons.)

HOTEL TOURISM

- BBA (Hons.) - HM/TTM
- PGDHM

LAW

- BBA- LL.B. (Hons.)
- B.Com- LL.B. (Hons.)
- BA- LL.B. (Hons.)



FACULTY OF ARTS

- BA (Hons.)
- MA
- MA Geog.(Guj Med)
- BSW
- BSW (SE)
- MSW
- MSW (HR)
- MAJMC
- ADCGC

FINE ARTS

- BVA
- MVA

PERFORMING ARTS

- PG Diploma



*PH.D PROGRAMME IN ALL FACULTIES & DISCIPLINES

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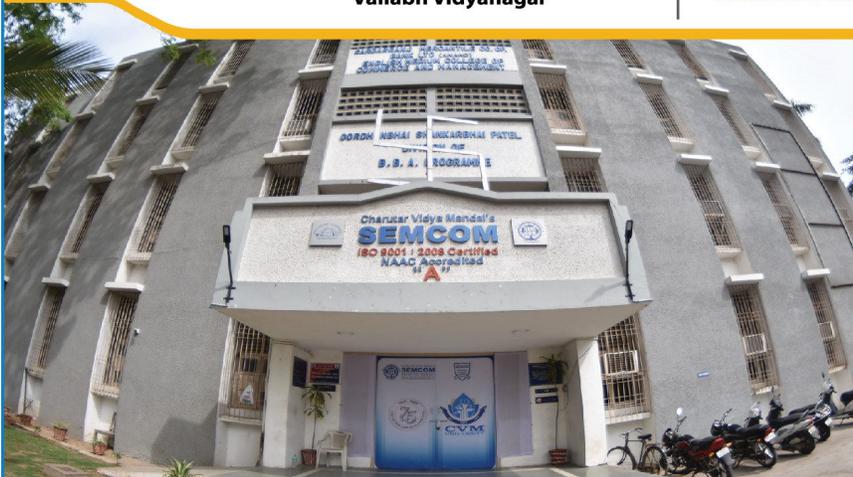
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Vallabh Vidyanagar

FACULTY OF COMMERCE, MANAGEMENT & LAW



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

A Constituent College of The CVM University



1st Commerce & Management
College in Top 11

ACCREDITED WITH
GRADE 'A' BY NAAC
(2009-2020)

- State-of-the art Infrastructure
- Scholarly & Qualified Teachers
- Conducive Teaching - Learning Environment
- Ever buzzing campus with co-curricular & extra-curricular activities
- Experiential Learning through Intra-institutional & Inter-institutional competitions.
- Information Resource Centre equipped with rich national & international online resources
- Only UG College Publishing UGC CARE Listed International Multidisciplinary Journal
- Start-up Nodal Institute - Government of Gujarat & Student Start-up & Innovation Policy (SSIP) facilitating development of Entrepreneurial acumen of students across streams
- Contributory & wide-spread Alumni Network



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Dear Readers,

Greetings from SEMCOM!!

SEMCOM is publishing a monthly E-newsletter since the year 2007-08. It was renowned with a name "DRIVE" and now rejuvenated as "SEMSpire". The objective of SEMSpire is to activate the literary skills of students, faculties, alumni, etc. It has sections on Faculty corner, Alumni corner, Student corner along with the kaleidoscope of achievements of SEMCOMites.

SEMSpire - E-Newletter welcomes the new ideas and expressions and look forward to bring much more throughout the year.

Hope to receive your continuous contribution. Please send your comments, suggestions and contribution to us.

Thank you.



CAMPUS NEWS

TREE PLANTATION & SAPLING DISTRIBUTION

Tree plantation was organized at SEMCOM on 5th June 2023 which marks the Earth Day. As a part of environment awareness initiative and significance of tree plantation for protecting the environment more than 30 saplings were distributed to the citizens.



SURYA NAMASKAR

For centuries most of the people from all civilizations have offered prayers to the sun – the ultimate source of life and energy. One such practice is the yogic sequence of Surya Namaskar. To Develop the sense of being healthy and fit throughout the life we did this yoga, surya namaskar gives full body stretch and flexibility. It helps in weight loss, balance the body and mind, Improves blood circulation, Strengthens the heart, Makes one calmer and boosts energy levels. On the occasion of the upcoming 9th international Yoga day celebrated at SEMCOM by doing Surya namaskar, in this total 21 participants took part (11 female and 10 male faculties) timing for the same was at 7:30am.



CAMPUS NEWS

INTERNATIONAL YOGA DAY

International Yoga Day was celebrated on 21st June 2023 from 6 a.m. to 8 a.m. at Shastri Ground, Vallabh Vidyanagar. Faculty members and students of SEMCOM actively participated in the event. Yoga is an integral part of life and helps in maintaining the mental, physical and spiritual well-being.



EXPRESSIONS MY VOICE: CREATIVE WRITING, CREATIVITY AND INNOVATION

“Creativity involves both the concept of idea generation and analytical aptitude of researching the commercial aspects of product and service innovations in terms of cost, profit and consumer and societal welfare.”

Modern civilization has progressed through scientific discoveries, technological developments, industrialization, urbanization, economic development and developments in arts and commerce. The element leading to research and development is curiosity, search for new knowledge to solve societal challenges and issues in an affordable and effective way. The genesis or

have evolved from physical market to electronic or digital market with the rapid development of e-commerce. Today consumers can order a wide variety of products and brands through e-commerce ranging from consumer durable products to consumer non-durable products, groceries, fast moving consumer goods and perishable products to mention a few. Rapid changes

and early majority consumers. It is the human need and urges seeking better lifestyle with socially and environment friendly consumption behaviour which is driving business firms for aggressive research and development initiatives, product and service innovations. Innovate or perish rightly sums up the significance of crea-

origin of research and development is human curiosity, creativity, imagination and foresight leading to various kinds of inventions and innovations. Creativity with analytical aptitude raises questions pertaining to What, Why and how of the variable under study, for example what is consumer behaviour? Why of Consumer Behaviour and How of Consumer Behaviour

in consumer tastes and preferences makes business innovations, product and service innovations a basic necessity for product and business survival, growth and development. There are ample case studies highlighting the significance of business innovations, new product development, and strategic marketing management with product line length, breadth, depth

tivity and innovation in the business world.

Creativity involves both the concept of idea generation and analytical aptitude of researching the commercial aspects of product and service innovations in terms of cost, profit and consumer and societal welfare. Creativity and Innovations can be

explains the concept of consumer behaviour, reasons for consumer behaviour and consumption pattern and consumer buying decision process.

Modern business organizations and social organizations face the challenge and opportunities, in fast changing business and technology landscape. Today's markets

and consistency decisions with focus on consumer and marketing decisions and product line modernization decisions.

Creative Writing be it corporate business slogan, brand slogan, advertising copy, creative blog and vlog highlighting a new and aspirational lifestyle emphasizing thrill, fun and adventure is appealing to innovative

helpful to solve many consumptions related problems facing the developing economies and underdeveloped economies in terms of affordable healthcare facilities, low-cost housing facilities to the needy people and good quality day to day necessary products including groceries and fast-

EXPRESSIONS MY VOICE: CREATIVE WRITING, CREATIVITY AND INNOVATION

“The competitive advantage will be with those business firms and nations focusing on research and development, inventions, innovations and developing the learning organizations where emphasis is on constant innovations and customer relationship management and maximizing consumer and societal welfare.”

moving consumer goods available at reasonable price.

Increasingly the job applicants and job seekers will be evaluated in terms of their ability to learn new skills and their learning aptitude. In a fast pace changing business landscape, learning new skills, being versatile, creative and innovative will be required on part of the workforce. The competitive

advantage will be with those business firms and nations focusing on research and development, inventions, innovations and developing the learning organizations where emphasis is on constant innovations and customer relationship management and maximizing consumer and societal welfare.

Mr. Sunil V. Chaudhary
Assistant Professor,
SEMCOM.



MIND'S EYE 'P' FOR PERFECTION FROM PERSEVERANCE

Perfection is something which is believed to be an illusion and beyond one's reach. One's attempts to achieve it are considered vain which can result in discouragement to work at all. Many times it seems more like an umbrella preventing from working in proper directions as is the proverb: No one is perfect. But its deconstructive introspection can prove it a

mere escape from a quality work. This can also be called an escapist approach towards doing something in a better way. As a contradiction to this myth of perfection being unattainable is SCIENCE; the element of accuracy and proof in science. All the branches of science or rather a scientific analysis of any discipline and/or branches of any discipline are the living proofs of perfec-

tion. Had there been no relevance of accurate measurements, there would not have been physics and chemistry and all other sciences; including the computer and technology.

In fact, scientific discovery is as much as a matter of perfection as is its randomness. For example, Newton's sitting under an

“Perfection is a journey and not the destination.”

apple tree and apple falling on his head was a mere coincidence and a natural act. But it was his curiosity which led to the discovery of gravitational laws by his experiments. His experiments might have been based on assumptions and observations, but the principles and laws could be proven only after an exactly precise reading. In other words, the reading has to be the perfect one in order to prove his as-

sumed laws of gravity. While shifting towards the academic relevance of such experiments, the case remains the same. That if a student fails to get the exact reading of the meter, it's considered his failure. The matter is the same with regard to technology as well. The programme doesn't run if there is an error of even a space. But science and technology are

based on not only the theory but also on the practical performance. In other words, they're considered practical subject and that's why their perfection is having a concrete existence. Therefore people believe in it easily.

The struggle lies with the subjects of pure theories as in humanities and social sciences. Even

there have been debates over the 'practicality' of the branches of humanities and social sciences which directly affects its existence. Therefore some critics and philosophers have undertaken the scientific study of the branches of philosophy and various theories. For instance Sigmund Freud's theory of the unconscious

has some basic principles of thought and repression which while applying them on the object of study might show some variation with respect to the object and yet it can prove the theory correct. This can assure the element of accuracy and perfection in humanities and social sciences as well. It helps to prove the practical aspects of humanities and

social sciences. In humanities and social sciences what is under study is the human being who is subject to the natural; direct and indirect changes and yet bound to some basic laws of some principles and laws. Hence, it can be said that the element of perfection is there also. The turn towards humanities and social sciences

takes closer to life and human existence wherein, it is believed, perfection is just a myth. That one can never be perfect. But the aforementioned examples provide a breakthrough the myth of perfection. Moreover, there can also be a counterpart to scientific laws: In certain cases, the scientific principles and theories keep evolving and/or re-

placing with the passage of time. But in that case also they have to be proven acutely before being accepted. Taking this as an example, it can be said that perfection is a journey and not the destination. It is about working and living in a just manner while following some principles and ethics. One should work not just for the sake of it but ad-

hering to its manner of doing. Initially it seems exhausting and irritating (sometimes), but once got used to it, it gives an aesthetic pleasure to the soul. In addition, it prevents from re-doing the work. No doubt everyone has one's own way of doing the things, provided it mustn't harm anybody or violate the

“scientific discovery is as much as a matter of perfection as is its randomness.”

norms which can be called malpractices.

If it wasn't possible to be perfect in life, there wouldn't have been the great personalities like Rabindranath Tagore, APJ Abdul Kalam and Dr B. R. Ambedkar who have strived with perfection to achieve the impossible in their lives.

Ultimately what matters is ones approach towards life and working; both will take its own course as per their nature. But milestones can be crossed only through:

Perseverance
Endurance
Routine
Focus
Enjoy
Conscience
Thankfulness
Introspection
Observation
Nobility

MS. Khyati Sorathiya
Assistant Professor,
SEMCOM.



EXPRESSIONS**Take Life As It Comes**

Take life as a river,
Where you see problems gushing by.

Take life as a giver,
With joys and sorrows low and high.

Take life as a clean mirror,
Have a look and don't ask why.

Take life as a colorful balloon,
Play and have fun to remove all your gloom.

Take life as an interesting story,
Enjoy it and give God all the glory.

Take life as a sparkling white dove,
Be pure and see the miracle from above.

Be Wise....

When the life's storm arise,
It's better to be wise.
It's best to be patient and Calm,
These qualities will prevent from all harm.

When you dream of achieving high,
And you believe in touching the sky.
Let hard work and determination,
Be your wings, when you fly.

When everything seems impossible,
Thank God for what is possible.
Leave everything on god's hands God,
God will do the best for all.

Facts Of Life

Life is Prewritten' It can't be "rewritten'
So live the best leave the rest Be happy...
Key to Success- Be the best, Love others, is the door
to happiness.
Don't hate, Do debate.
With whom you live,
Love the best....

By:
Ms. Sanya Tiwari
2022-23
SY BBA-ITMH-III

EXPRESSIONS DON'T JUST EXIST, CO-EXIST



The planet Earth is a refuge to a magnificent sanctuary of the diverse flora and fauna. Humans too are a part of this amazing sanctuary, but somewhere we have lost our connection with the nature. This is evident from the technological advances that have been made time and again to ease human life, but ended up carving concrete jungles out of the existing natural wonders to cater to our comfort and forgetting that we had to co-exist, not just selfishly exist.

Environmental conservation is often regarded as a daunting task, but little do they know that this can be turned into a heartwarming and life-changing adventure. Here's how small, everyday actions can make a big difference to help you embark on a journey towards preserving the planet we call home. Let's converse to conserve.

- The Three Rs Mantra – Reduce, Reuse, Recycle
I believe most of us are familiar with these 3Rs, but how many

of us have actually embraced these to contribute positively to the selfless nature? This mantra signals a powerful way to minimize waste and sustainable living, here's how: You could begin by simply disposing waste at your end in a segregated manner, e.g., have two bins, one where you collect non-recyclable and in the other recyclable waste. Thus, by reducing our consumption, reusing articles creatively and recycling whenever possible we can nurture the nature that nurtures us.

- The Buzzing buddies
Bees, our fluffy friends with tiny wings, play a vital role in pollinating our flora, which make our surroundings even more vibrant. So, here's what we can do for our little pollinator friends, create a bee-friendly garden with colorful flowers and herbs, also don't forget to keep the harmful pesticides at bay. Remember, every little flower can make a big difference in keeping both our little buddies and the environment happy and healthy.

- Paws to the rescue
Our furry friends are also an eminent part of this conservation journey, here's how: Pet parents, can opt for eco-friendly pet products, made from materials such as bamboos and other recycled materials. And of course, don't forget to give your pets plenty of love and outdoor playtimes, appreciating the beauty of nature together.

- Let the eco-fashion echo!

Fast fashion has always raised alarming concerns about the vast amounts of apparels that end up into dumping sites. And who says, fashion can't be sustainable? Well, here's what you, my fashion divas can do, embrace eco-friendly fashion by opting for brands that choose to manufacture using clothes from organic, ethically sourced materials meanwhile supporting the local artisans too. And for an extra touch, why not try up cycling old clothes into new and stylish accessories? Be a

trendsetter while reducing waste and paving your way towards a greener today by supporting a greener fashion industry.

Here, comes the cherry of the cake, the Shavasana for promoting environmental conservation, connect with the nature and embrace its beauty. Spending time in nature and cultivating affection, admiration and appreciation for its ever-mesmerizing wonders will awaken a state

of mind towards conserving the planet that sustains our survival. Take a hike in a scenic forest, have a picnic in park and those who can't make it to the nature's lap, when was the last time you played peek-a-boo from your windows and let those beautiful vibrant shades of the sun at dawn and dusk sink in, I assure you, you will definitely fall in love with the beauty of nature and take

your step to embark on the journey to embrace the nature's embrace. And my friends who are environment enthusiasts, I know you are really are promoting conservation and doing the needful to keep the planet green and clean, keep going. And remember, Don't just Exist, Co-exist.

By:
Ms. Disha Patel
2021-23
(B.COMH)



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