

# CONTENTS

Pg. 1	<b>Guest Editor's Note</b> Mr R M Kapadia Finance Professional, VADODARA
Pg. 3	<b>From Chief Editor's Desk</b> Dr Nikhil Zaveri Director & Principal, SEMCOM
Pg. 5	<b>SEMCOM Updates</b> Editorial Team, Drive SEMCOM
Pg. 6	<b>Research Article</b> Dr Vigna Oza, Ms Shuvasri Das, Ms Preethi Menon Lecturer, SEMCOM
Pg. 10	<b>EBusiness &amp; Emerging Opportunities</b> Mr Manish Sharda Lecturer, SEMCOM
Pg. 11	<b>My Voice: Indian Economic Growth Story and Common Indian</b> Mr Sunil V Chaudhary Lecturer, SEMCOM
Pg. 12	<b>POEM: Care – Answer to PEACE?</b> Hardik Bhatt M EBiz (SEM II), SEMCOM

## Editorial Team:

Guest Editor	:	Mr R M Kapadia
Chief Editor	:	Dr Nikhil Zaveri
Managing Editor	:	Ms Waheeda Thomas
Executive Editor	:	Ms Nishrin Pathan
Technical Editor	:	Mr Sarvesh Trivedi

# DRIVE

## From Guest Editor...

**CREATE SUSTAINABLE  
WEALTH BY INVESTING IN  
EQUITY/EQUITY MUTUAL  
FUNDS**



**Mr R M Kapadia**  
Finance Professional, VADODARA

We live in an economy with twenty five year track record of uninterrupted growth. Patient medium and long term investing in quality companies and mutual funds has been a proven path to Capital Building. The magic of compound interest accrues to the investor who has chosen his investment carefully. Thus Build wealth over the long term, save tax, get the twin advantage of growth of wealth and tax.

Investment of Rs. 15,000 in 1992 in Infosys is now worth Rs. 1.80 crores.

If you have subscribed to 100 shares of Wipro with face value of Rs. 100 in 1980, now you have 57,60,000 shares of Rs. 450.

If you have invested 100 shares in Sun Pharma in 1994 at Rs. 150 i.e Rs. 15,000, has now become 1200 shares of Rs. 1450 plus 1200 Research Company shares of Rs. 100 plus dividend, roughly Rs. 18,00,000.

Birla Sun Life Tax Relief 1996, Rs. 1,00,000 invested in March 1996 is worth Rs. 68.88 lacs as on 31<sup>st</sup> December 2007. (Dividend payout assumed as re-invested)

The growth of equity in the last 20 years is 22%

Gold 9%

Fixed Deposits 9%

The growth of equity/equity mutual fund in the last five years is 5.3%. This is the magic of compound interest which accrues to the investor.

The theory of Asset allocation i.e. 70% in equity and 30% in debt depends upon the objective or risk appetite of each individual investor depending upon his age.

As a successful investor certain principles must be followed while selecting the company.

1. Stay invested for long term.
2. Investor is buying a piece of business.

3. Discover the wonder of the world by selecting a value stock which has potentiality to grow in future.

Eg. Sun Pharma, Infosys, Reliance, Bhartiya Airtel, L & T

4. Discover the best industry which is growing at a high rate and within an industry

Select the best highly growing company.

e.g. Titan, Jewellery business, Bhartiya Airtel, L & T, Reliance Industry, Reliance Capitol, Reliance Communications, CRISIL in rating business.

5. See the dynamic management, looking to the interest of stock holder.

e.g. Dhirubhai Ambani, Narayan Murthi

6. He should not be a day trader, buying share on tips.

India is a growing market and last three years average GDP was 9% and has potentiality to grow.

India has a growth story due to;

1. Modernization and development of 21 Railway Stations.
2. Development of 16 million hectares through major, medium and minor irrigation works.

3. Modernization and development of 4 metro and 35 non metro airports.
4. Six laning 6500 kms of Golden Quadrilateral and selected National Highways.

Construction of 1,65,244 kms of new rural roads and renewing and upgrading existing 1,92,464kms covering 78,304 rural habitations.

## From the Chief Editor's Desk

### **Activities in the College – Let's not undermine them.**

There was a time when employers would look for a candidate who had strong academic skills. Sound experience with a certain level of expertise to manage the responsibilities of a higher position would be another criterion. These are the hard skills. The scenario has changed now. Today's business environment is so dynamic that it demands from a person to show a blend of hard and soft skills both. For a candidate aspiring to get a job and to progress with the same job is something very challenging unless he manages to cope with ever changing environment. Student passing out with certain degree has to acquire soft skills while studying only. Therefore, period of three years that he spends in college should provide him with an exposure to bring out his true potential.

Co-curricular activities while studying is an effective way to help students develop such skills. Such activities need to be promoted and students should be motivated to participate in the college. Activities provide students with opportunity to introspect and concentrate on the best of them. Activities like debate and public speaking develop effective communication skills among the students. It also helps student to overcome the stage – fright. Self- awareness and self – management skills like positive attitude, empathy, and time and stress management are developed when they work in groups

for a time bound activities like project making or developing a business idea. Such activities put them on test for not only their academic skills like finance and management but also interpersonal skills like team work, sense of belongingness and responsibilities for their group and being flexible and adaptive to the environment.

To be creative in problem solving with good analytical skills can certainly make them distinct at their job place. Students aspiring to be entrepreneur also need to develop skills for leadership, risk taking and crisis management. Fine arts activities make them to be creative and poised while sports activities develop team spirit and leadership quality. Cultural activities on one hand develop sense of belonging to one's own culture on the other develop sense of appreciation and tolerance towards diversity. Celebration of national festivals inculcates value of patriotism and social outreach programs instill social sensitivity amongst them.

These activities should be conducted throughout the year simultaneously with their studies. The participants should be rewarded for their efforts. Faculty guidance should be made available as and when need arises. This would be the real meaning of going beyond the classroom, going beyond the text. The practical approach towards their study would certainly be helpful in getting them employed as well as to be successful in their respective fields. The fine fabric of "personality" can be created by interweaving of skills "thread" in order to

change the outlook of the society as a whole.

**Dr Nikhil Zaveri**  
**Director & Principal, SEMCOM**

## SEMCOM Updates

SEMCOM was instituted in 1999 and since then it has continued to grow and spread out its wings far and wide enjoying a huge popularity. In the last eleven years it has seen a tremendous growth in all aspects and it still endeavors to progress and develop further. It has made itself quite conspicuous by its glorious existence and matchless service to humanity and society at large and it has made its presence felt nationally and internationally. It takes pride in providing qualitative and quantitative education and can fearlessly boast that it has never for once wavered or gone astray from its vision and mission. It is an undeniable fact that every year quite a large number of students graduate from SEMCOM.

SEMCOM likes to keep in constant touch with its students even after their graduation and likes to play a key role in their welfare and further betterment paving the way in all possible ways. With this in aim in view it started the Alumni Association.

The Alumni Meet was held on 27<sup>th</sup> April 2008. By doing so it has added yet another feather to its cap. On this auspicious day there was much hustle and bustle as the sweet memories of the bygone days unfolded to the utter amazement of everyone. The hearts of the teachers glowed and swelled with joy and pride as the achievements and the colorful and successful lives of the precious students unraveled before them. As it is said that it

is more blessed to give than to receive, the students came back to give what they received and were grateful enough to pledge their full fledged support to their alma mateur in the days to come. It was an unforgettable day for the teachers and the students as they basked in the awesome history of the college with happiness and satisfaction writ large on their faces.

The Meet opened with an introductory talk by Dr. Sunny Thomas. He heartily welcomed the students and briefed them about the objectives and the mission of the Alumni Association. Our beloved principal, Dr. Nikhil Zaveri addressed the gathering and opened the eyes of the students to the history of the college, its achievements and contributions to the students in particular and the society in general. His talk was very clear, profound and poignant that the students were able to envision what was happening, what is happening and what will happen. Later the students came one by one and gave an account of themselves, their careers and their achievements.

The Meet was attended by fifty students from all streams. The students were well placed and they had either appeared or cleared CA, MIT, MSW, MCom, MBA and so on. These students acknowledged the fact that they are what they are today because of the learning, knowledge and training that they imbibed from this institution. The bond that the students have for this institution is so strong and their love for their alma mateur so very firm and unshakeable that they came out with their

valuable and much appreciated suggestions whereby this institution can further improve and develop its strategies in imparting quality education. It was suggested that Event Management as a subject must be introduced in Management courses. It was also suggested that Community Radio of SEMCOM be launched.

After the Meet lunch was served and that was a beautiful time for bonding and interaction. Much was said and shared giving way to unbreakable human relationships. The time came for bidding goodbye which was not without tears and well wishes. Everyone went home carrying with him/her sweet memories and the resolve to carry on this tradition forever.

### **Editorial Team**

## **Research Article:**

### ***A Study of Social Networking Websites among Youth...***

Social Networking Sites are increasingly attracting the attention of academic and industry researchers intrigued by their affordance and reach. Social Network Sites may be defined as web-based services that allow individuals:

- Construct a public or semi-public profile within a bounded system,
- Articulate a list of other users with whom they share a connection &
- View & traverse their list of connection and those made by others within the system.

Social networking websites such as Orkut Facebook, Bebo and MySpace have taken off rapidly in recent years. Orkut was launched in the year 2001, Facebook initially in 2004 for Harvard University members and has since expanded to over 34 million users worldwide. MySpace which was set up in 2005 has over 200 million users.

### **Popularity of Social Networking Sites**

Internet was considered an elite activity in India. But now, Nine per cent, or nearly one in 10 urban Indians, use the Net. Overall, Internet users in urban India have grown by a healthy 28 per cent over the past year, says a survey by Delhi Based Research Consultant JuxtConsult, which studied growth

between April 2006 and 2007 in the country. Around 44 percent of all urban online Indians use social networking websites. Of this 52 percent belong to the age group below 25.

Through social networking; people can use networks of online friends and group memberships to create real-life friendships or start a romance. Besides establishing important social relationships, social networking members can share their interests with other like-minded members by joining groups and forums. Networking can also help members find a job or establish business contacts.

### **The Case study**

There is an explosive interest and involvement of youth in such online sites of late. They are a very attractive environment for youth giving vast opportunities for self-expression and friendship building but there is a lurking danger behind where youth are also engaging in unsafe and irresponsible activities like unsafe disclosure of personal information, addiction, risky behaviour, cyberbullying, getting involved in dangerous communities. Therefore a case study was made on the usage of these social networking websites and its impact on the youth of Vallabh Vidya Nagar .

## **Research Methodology**

### **Objective of our study**

- 1) To find out the extent and pattern of usage of Social Networking websites among youth.
- 2) To identify the popular sites that are used by youth the most.
- 3) To trace out the purpose for which these sites are used.
- 4) To study the effects of their usage on the youth.

The present study suffers from the limitation that it includes only students of some colleges of Vallabh Vidyanagar and therefore the youth considered may not give the same result as the youth of our country. Also the youth are between the age of 18 to 25 only. In this particular research we have taken only a few popular networking websites such as Orkut, MySpace, Facebook, Bebo, Hi5, etc. due to constraint of time and size.

### **Conclusion:**

1. It was found that the ratio of male and female users are 51 : 49 i.e the usage is ubiquitous among today's youth irrespective of the gender.
2. 55 percent of the users are from IT background while 45 percent are from non-IT streams. Thus we may deduce that Social

networking has become popular among the youth from every stream and interest.

3. 56 percent of the youth use it daily and the usage is almost 1 hour everyday which means almost 60 hours a month. We have also come to the conclusion that till now the use of websites have not been encroaching on their hours of study but going further we find that 66 percent want to extend the hours of usage which means they have got addicted to it resulting in lack of time management and healthy engagement in major areas of life.
4. The websites popular among the students are Orkut with 24 percent users followed by Hi5 with 17 percent users and next in line are Yahoo 360 (14 percent) and FaceBook (13 percent).

The reason that Orkut is most popular among the youth is its simplicity, user-friendliness, easy navigation and less page load time similar to the features of Google.

5. If we look at the objectives for using social networking sites we find that 22 percent of them want to share information

among the first degree friends, 18 percent of them want to discover old friends or renew friendship. Some also use it for fun and entertainment, chatting and also polling.

6. Using SNSes have definitely helped the students to widen their network of communication and fasten it at their affordability. The websites have provided them opportunities for self-expression and friendship building. They have also helped in learning from the reaction of others.
7. These sites have helped the youth to find an environment to build skills that will be the foundation for career success in the 21<sup>st</sup>. century. There is immense informal learning that is taking place outside the colleges. We found that 24 percent are sharing knowledge among friends and even using it as a means of exchanging solutions to problems the face in various subjects. To quote an article from Times of India dated .....38 percent feel that it has helped them to negotiate relationships, 13 percent have learnt social norms and also status structures. In contemporary society, this process primarily takes place



amongst peer groups and SNSes definitely promote it.

8. Many youth are safely and responsibly engaged in such communities which work for a common cause. According to a report in Times of India a group of Orkutians have joined hands with forest department and is working under the banner 'Shantidoot Trust'. This diverse group of volunteers including engineers, students, professionals, artists who come together through these sites and spread awareness as well as work for the preservation of nature constantly in pursuit of increasing their outreach.

But behind this rosy picture is a dark under belly. In August this year, Mumbai teenager Adnan Patrawala was kidnapped and murdered, allegedly by friends he made on Orkut. Legitimate concerns also do exist about youth involvement on these sites when they engage in unsafe or irresponsible activities that include:

- Unsafe disclosure of personal information providing potentially dangerous information that are causing havoc on the lives of the youth since internet lacks wall and conversation and photographs

spread to millions. Most youth appear to have no understanding that what they post in those communities is public, potentially permanent and accessible to anyone in the world.

The public commenting features such as 'Testimonials', 'Comments', 'The Wall' are some features which is disturbing the young minds and putting them into stress and leading to fall in their self-esteem and self-confidence which may at times be fatal.

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**Dr VIGNA OZA**  
**SHUVASRI DAS**  
**PREETHI MENON**  
Faculty, SEMCOM

## E-Business and Emerging Opportunities

E-Business is a revolution that is transforming companies round the world, and it is impacting all the industries. E-business is much more than online purchase and implementation of computer applications by the IT departments; or putting up a company website.

E-business affects the whole business and the value chains in which it operates. It enables a much more integrated level of collaboration between the different components of a value chain than ever before. Adopting e-Business also allows companies to reduce costs and improve customer response time. Organizations that transform their business practices stand to benefit immensely from innumerable new possibilities brought about by technology.

Although it's early days for e-Business in India, there are greater opportunities over the long term for India and Indian businesses. There is urgent need to usher in farsighted policies & practices to become a major economic force in the emerging world of E-Business.

At SEMCOM, we offer two-year postgraduate degree program affiliated to Sardar Patel University attempts to cover all relevant aspects of academics and business in a highly pragmatic manner. The Master's program in E-Business at SEMCOM is designed in such a way that it incorporates industrial exposure in the regular course curriculum over a period of two years.

The students have been placed at various corporate positions in multinational companies like ECS – Singapore, MALAVINET – South Africa, SAIGANGA TECHNOLOGIES – UK, CLARIS, Wipro, DELL, HSBC, ICICI BANK, LG, HSBC,

RELIANCE, L & T, TATA SKY and many more over a decade.

The package offered has exponentially increased over a period to rupees 5 lac per annum plus incentives for the 2008 batch. A wide variety of openings and career options were offered and selected ranging from IT, Finance, Insurance, Engineering, Telecommunication, Banking, HR, Health Sector, Petroleum, E-Marketing to name a few.

Now, companies are integrating E-Business as a part of their overall strategy realizing power of “e” enabling them to understand the customer in a better way. E-Enterprises have a distinct advantage to track and analyze the customer behavior through web analytics tools which traditional brick-and-mortar business has never dreamed of. The technologies are helping companies to create a gold mine of information revealing a 360 degree picture of their market position and competition.

Students of e-business have ample opportunities other than the traditional options to build careers in emerging areas like Search Engine Optimization (Web Promotion), Technical Recruitment, ERP Consultants, and so on.

For career opportunities in e-Business please refer to <http://www.semcom.ac.in>

**Manish Sharda**  
Lecturer, SEMCOM

## My Voice:

### Indian Economic Growth Story and Common Indian

India is emerging as a globally competitive economy. Since last four years we have economic growth rate of 8% to 9%. Indian industrialists have found place in world's richest persons and are acquiring foreign firms. There is large inflow of foreign investment in India. India is largest growing market next only to China.

In their economic policies successive governments have tried to tackle major problems facing Indian economy. But then India needs to do too many things to emerge as a truly global economic power. Following are the major challenges facing Indian economy.

#### (1) Problem of migration

We need to develop Small Scale and Cottage industries at village level to prevent migration of population from villages to urban areas in search of job.

#### (2) Imbalanced Regional Development

There is not only urban-rural divide as far as industrialization and infrastructure is concerned, but we even have regional imbalance in industrial development. There are few states which are industrially developed and there are few states which are industrially underdeveloped. Even within the state there are imbalances as far as industrialization, education and infrastructure is concerned. We need to correct these imbalances.

#### (3) Lack of infrastructure

Since last few years we have proper development of telecommunication and mobile

services but we are still lagging behind in Transportation: Road, Rail, Air, Power Generation and Distribution, Education and Health Care, and Clean drinking water.

#### (4) Challenge of Food, Clothing and shelter for each and every Indian.

I believe a true economic development must benefit each and every citizen of country. We need to control prices of food grains, agricultural commodities, milk and other day to day necessities. We need to be self sufficient in this respect. Economist will say that price is a function of demand and supply, so I would expect more incentives to farmers particularly small and marginal from government like:

- Training for raising agricultural productivity.
- Cooperative purchase of agricultural equipments like tractors.
- Cooperative marketing of agricultural produce.

Let's hope we can see happiness in face of farmers and consumers. It is rightly said Jai Jawaan Jai Kissan.

Then there is a need to provide proper accommodation to people at reasonable price. Besides reducing rates on home loan, land should be offered at reduced prices to cooperative housing societies for construction purpose.

#### (5) Law and Order

There is a need to tackle law and order problems like naxal violence, Kashmir issue, safety for women, children and senior citizens and tackling terrorism which is now a global problem. We need to take care of national security.

To conclude India is on verge of new era, it has the potential to emerge as a global economic power, but then to do so India needs to tackle challenges of Corruption, rising population, illiteracy, inadequate infrastructure, scarce resources, bureaucracy, red tapes, regionalism, communalism, urban-rural divide, increasing gap between rich and poor, terrorism and above all belief, conviction and effort to overcome challenges and become developed nation.

**Sunil V Chaudhary**  
Lecturer, SEMCOM

## **POEM: CARE – Answer to PEACE?**

No more wars and

No more tears.

Will there be any peace?

Till the earth goes to pieces.

It requires only care,

Which has no fare

No one would ever alone bear,

If taken proper care.

It will lead to neighborhood,

It will strengthen brotherhood,

And turn world into friendly mood.

Like the birds who makes nest

And they never rest-

Till the little one's born.

Care will be taken till end

And should require no amend.

It requires no flair

Just fulfill need of share

And see mother earth becoming fair.

**Hardik Bhatt**  
Student, Master of E-Business (Semester II)