

CONTENTS

Pg. 1	Guest Editor's Note Dr Hemant Antani
Pg. 5	From Chief Editor's Desk Dr Nikhil Zaveri Director & Principal, SEMCOM
Pg. 6	SEMCOM Updates Editorial Team, DRIVE SEMCOM
Pg. 7	Research Article Ms Reshma Pathak Technical Assistant, SEMCOM
Pg. 12	Spirituality: The Need of Hour Ms H Mary Lecturer, SEMCOM
Pg. 14	My Voice: Think You are a Manager Mr Sunil V Chaudhary Lecturer, SEMCOM
Pg. 15	Swarnim GUJARAT Editorial Team, SEMCOM

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DRIVE

From Guest Editor...

Be the Guiding Light



Dr Hemant Antani

M.D.

Parenting is one of the toughest challenges one has to face. The parenting assumes a great significance in today's changing times (viz. technology, milieu, Psyche.) To parent a teen child although challenging; can be a great learning experience if perceived with positive frame of mind. Someone rightly said: "Before Marriage I had six theories to raise children. I have now six children and no theory!" There cannot be a specific theory to raise a child. Every child is different and unique. Even the siblings are so different that

parents need to play different roles with them. There are no PERFECT parents; but one can endeavor to be EFFECTIVE parents.

There are varied types of parents:

Disinterested parents, Overzealous Parents, Possessive Parents, Rigid Parents, Worrying Parents, Interfering parents, Very Liberal parents, Obedient Parents, Complaining Parents. Look within and decide if you belong to any of these categories.

Let me quote Khalil Gibran:

"Children come through you; they don't belong to you!"

This thought tells us all. Our approach to our children would find a different dimension if we follow this thinking.

We always talk of Generation Gap; and in fact get upset by it. We tend to point our finger at everything followed by teens as atrocious. William Shakespeare said: "There is nothing either good or bad, but thinking makes it so." To me the real gap today is Technology Gap. We have to perceive this change and stop living in our times.

If there is something that we wish to change in our children, we should first examine it and see whether it is not something that could better be changed in ourselves. In case you're worried about what's going to become of the younger generation, it's going

to grow up and start worrying about the younger generation.

When a teen child leaves home; it is a big transition for BOTH. It is a first intense separation. Apprehensions are natural as the teen goes in a new place to lead a new Life. Parents have to prepare themselves first to get over this separation anxiety.

As I said before; there can not be any right theory to become the perfect parents. I however have many aspects to discuss & implement to make you an effective parent.

Get your child out from "Comfort Zone".

The biggest enemy to human potential is COMFORT ZONE. Consider the clutter of a hostel v/s comfort of home as an opportunity for your child to grow.

Respect Your Teen

Always ask your teens' opinions. Their input is valuable and important. I would even suggest asking your teenager for some ideas as to how you can be a better parent. We worry about what a child will become tomorrow, yet we forget that he/she is someone today. (Stacia Tauscher)

Be the Role models for your Child

Remember; kids do not do what you say. They do what you do. To every child their

parents are their role models. So the onus is on parents to be consistent in their words, deeds, decisions, rules and choices. Kids aren't looking for perfect parents, but for honest ones. Most important role as parents is to live with integrity. You must keep the same standards set for your kids. When parents are wrong, they need to admit it. It's hard for a teen to respect anyone who is inconsistent or hypocritical.

Communicate Well

"The most serious mistakes are not being made as a result of wrong answers. The truly dangerous thing is asking the wrong question."

- Peter Drucker

Some tips to be a good communicator:

- Don't ask "Why" but do ask "What" happened.
- Words Hurt, too.
- Avoid yelling at your child in anger.
- If they break a rule, tell them what they did wrong and why that makes you angry.
- Be angry at "WHAT" they did, not at "WHO" they are.
- Do not put down your children in presence of others.
- HOW you communicate is more important than WHAT you communicate.

- Be a Good Listener

Respect the Independence of your child

- Encourage independent thinking. Help them sort out their thinking process and avoid making decisions for them.
- Try to keep a balance between consistent contact with your adult child and demanding an email every day or phone call three times a week.
- Teens need boundaries and they need freedom.
- If you want children to keep their feet on the ground, put some responsibility on their shoulders
- Learn to provide support and a listening ear but don't try to control their lives via long distance.
 - See your child flower into a Creative and Sensitive human being.

"Rules" should slowly give way to "advice." This transition will usually be slower than he/she wants and faster than you want!

However we must carefully choose where to stand firm and where to let go. It is a tough balancing act though. Get in to act if your teen is found to have any of these problems:

- Clear disobedience
- Indulging into Vices
- Consistent Absence from Class

- Frequent Illness
- Feeling depressed or hopeless.

How will you tackle such crisis?

The last thing your child expects is a panicky mother & an Insensitive father!

- Don't be as upset as your child
- Explore the reasons.
- Establish Liaison with the Teachers.
- Reassure.
- Give Confidence.

Keep an open Mind

The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn.

Keep adult talking ("You'll talk when I'm finished.", "I know what's best for you." Just do what I say and that will solve the problem") to a minimum.

Remember, it is normal for your adult child to become active in a life separate from the family. Don't take it personally when your adult child does not have the same time for you, and you have more time on your hands.

Watch Your Attitude

- He/She can't like everything you think he/she should.

- Try to think and be YOUNG with your kids
- Don't compare him/her with others.
- Understand his / her problems. Do not resent them.
- Show Concern for Their Friends
- Accept his / her failures.
- Do not spy on your kids.
- Don't limit a child to your own learning, for he/she was born in another time
- Too often we give our children answers to remember rather than problems to solve.
- Do not let what you cannot do interfere with what you can do.

Be the Guides: not Instructors

- The best way to give advice to your children is to find out what they want and then advise them to do it.
- Treat them as your best friends

Be Realistic

- Help them set realistic goals
- Be realistic about your expectations of grades and achievement.
- Discuss your adult child's new financial responsibilities

Be Informed

- Campus Resources
- Your child's progress / performance

Take Interest

- Take interest in your child's interests
- Give your time.
- Appreciate his/her Attainments.

Be the POSTIVE Influence

Try to SOLVE their problems; YOU don't become their PROBLEMS!

Gift your child

- Time
- Enthusiasm
- Understanding
- Motivation
- Love

BE THE FACILITATOR AND WATCH THE DIFFERENCE.

Wishing you a purposeful parenting.

From the Chief Editor's Desk

Terrorism and Role of Education

Among the people who think and work for the well being of the society and a nation as a whole, education is a common value. It involves teachers and students in particular and leaders from business, industry and government as a whole.

Today when, as we know, terrorism is becoming our common enemy and it is so widely spreading in our society that it has become difficult to sabotage the terror unless we are proactive and well – planned.

Schools and colleges have special responsibility to cater this need. They can have educational programs focusing on alertness and activities that inculcate sense of responsibility and sense of belongingness amongst youth. Young people getting real education need to prepare themselves to be the contributors of the society. Preparedness to detect, mitigate and respond to the act of terror. We must remain vigilant and aware of the surrounding. Not to be complacent and indifferent to the movement to the people in and around the vicinity. A skill to communicate during crisis needs to be acquired.

Apart from being alert, we must inculcate value of social responsibility. It does not matter what

our political learning are, we need to get united as a whole country to defeat the enemy.

Whatever you may be studying, science, technology or management, choosing a career that will give you meaning and satisfaction beyond monetary rewards can be achieved by becoming aware of your role in and its impact on society as well as nation.

Special knowledge and skills you have obtained from a college give you the potential to contribute to your society in a positive way.

When you become self responsible, you naturally develop a sense of belongingness. Sense of belongingness is the heart and soul of patriotism that will stir one up with his fullest contribution for the country.

Well in addition to be theoretical, students need to be given practical training in case of sudden attacks. Such education helps the society as a whole and enables students to act spontaneously saving lives of people.

The time has come for institutions to offer Certificate Course on Civil defense against Terrorism.

Dr Nikhil Zaveri
Director & Principal, SEMCOM

SEMCOM Updates

Parent - Teacher Meeting

At SEMCOM, to provide students support system at home, parents are periodically informed about their wards. The information regarding student attendance, academic progress (results), class room behaviour etc. are communicated to parents through phone calls and letters. To do the same, parents – teacher meeting is also scheduled every year to keep parents informed.

This year also Parents Meetings was organized in the month of November after the first internal exam. Parents were sent an invitation for the meeting to inform them about the progress of their wards. The meeting was conducted class wise and it offered parents a chance to interact with teacher personally about their child. After parents meeting, parents' feedback was collected and analyzed for the further enhancement in parent – teacher interaction as well as relation. The meeting was conducted by respective class counselors.

Ad –making Workshop

For the Second time in a row, SEMCOM had organized one day workshop on Ad-Making Contest- Novellus on 24th November, 2008.

The day started with the session by Mr. Madhu Menon, faculty from NID, Ahmedabad who dealt with the aspects of identifying the target audience, preparation of the advertisement budget, do-sheet maintenance, pre-shoot preparation, handling the audio-visual methods like camera, editing etc.

The second session was addressed by Mr. Kamal Joshi, faculty and free lancer artist who have directed more than 500 plays and nominated for Ustad Bismillah Khan Award. He discussed on technical aspect of shooting and on the floor difficulties, camera handling and film making.

There were 170 students who have attended the workshop from the various streams.

The entire workshop enlightened students with deep insight towards the creative world of advertising and was coordinated by Ms. Preethi Menon, Ms. Joe Marry, Dr Ajay Vyas and Ms. Rina Dave.

Editorial Team, DRIVE

Research Article:

E-JOURNALS and Customer Satisfaction

1. Introduction

The recent developments in information technology have changed the world scenario. Each and every aspect of human society has been affected by IT revolution and has opened new opportunities and challenges for all. Now-a-days, the publishing industry is switching over from print media to electronic media. All most all the sources of information, especially the reference sources are now available on electronic media like online, CD ROM and Internet. Because of these advancements, media reaches the people in short time, at a less cost and occupies less space. The 21st century is witnessing revolutionary impact on the publishing and information delivery systems due to the emergence of Internet, particularly the WWW as a new medium of information storage and delivery. A significant change in the global information process has been noticed in the publication of journals and other important information resources in electronic form.ⁱ The electronic delivery of journals has resulted in elimination of paper, minimization of storage and transportation costs and the ease in handling complex data, tables, moving pictures, sound images and video clips. Further, unlike sequential design of printed papers, web technology makes it possible for the publishers to design things never possible in print such as interactive hyperlinks to related sources, links to full range of multimedia. Although, increasing number of e-journals are beginning to appear on the web, their appearance has primarily been driven by the technology and its

availability to the publishers rather than its demand by the user.ⁱⁱ

It's not about E-Commerce; it's about R-Commerce: Now its time to focus on the 'Relationships' of Business and not only the 'Electronics' of it. We live in an E-crazed world. Everywhere you turn, you hear about E-Commerce – 'E-this' and 'E-that'. It seems that some are thinking that you put an 'E' in front of a word and you are in the digital age. No matter how sophisticated our technology gets, we still are working with human beings. This is something the wise and successful businessperson knows. Yet, in spite of all the E-Commerce, real success comes from R-Commerce - **Relationship Commerce:** It is the relationship that you have with the customer that matters most. Yes, this is more important than the price. Of course, Price can bring in a transaction, It can work for a short time but it is the long-term relationships that you establish which will keep customers coming back again and again. If you base your business on price alone, you'll be blown out of the water when the next new business comes along that can undercut you (and they will eventually).

4.1 KEY MEASURES FOR CUSTOMER E-JOURNAL ACCESS:ⁱⁱⁱ

1. The number of links to full text should be made available to customers.

The more links to E-journal content we provide to the customers, the better. All E-journal titles we own should be linked from the Catalog. Furthermore, to the extent possible, we should provide direct links to full text articles from individual records in our online databases. The library can create and

maintain these links in a variety of ways.

2. Customer success rates in using these links.

For full text links to be valuable, customers must be successful and self-sufficient in using them. For various reasons, even when a link is "available" customers often can't use it. The publishers should come out with projects, which will assess customer success rates through usability tests. They should then use this data to identify and begin implementation of solutions for more customer success.

3. Overall Customer Access to E-Journals

By measuring the number of links available and what percentage of time customers are successful in using them, the publishers should find an overall measure of customer access to E-journals.

Objective: To study user's response on the usage of E-JOURNAL and to understand the

advantages and disadvantages between print journals and e-journals.

❖ ANALYSIS AND INTERPRETATION :

Table No: 1: Access of e-journals

Options	Percent of users
Yes	77%
No	23%

Chart no: 1

As seen above out of 100 respondents, 77 % are using e-journals and rest 23 % is using paper journals. Users use paper journals as they find difficult to access e-journals in adobe format, they find the screen reading very boring and sometimes it is difficult to move from one article to another.

Table 2: How often Respondents access e-journals

Options	Percent of users
Daily	6%
Weekly	14%
Monthly	50%
Occasionally	30%

As seen in the chart above 6% of users use e-journals daily, 14 % of users use e-journals weekly, 50 % of users use e-journals monthly and 30 % of users use e-journals when required. Many users are still not aware with the usage and usefulness of e-journals.

Table 3: Form of journals easier to access

Options	Percent of users
Paper	77%
Electronic	23%

77% of users feel that e-journals are easier to access and 23 % of users feel that they are not easy to access.77% of users feel that e-journals save time, and allow easy access to all articles.

Table: 4 Satisfaction level with content and quality of the article in e-journals.

Options	Percent
Very satisfied	38%
Somewhat satisfied	60%
Neither	2%
Somewhat dissatisfied	0%
Very dissatisfied	0%

As seen in the bar chart 60 % of respondents are somewhat satisfied with content and quality of the e-journals articles while 38 % are very satisfied and 2% fall in neither category.0% is dissatisfied. 38% respondents feel that it is very difficult to move from one article to another and sometimes only partial article is given access and not the whole article.

Table 5: Search facility in e-journal

Options	percent
Good	75%
Very Good	20%
Poor	3%
Neither good nor bad	2%

Regarding the search facility 75% respondents think that it is just good while rest 20% respondents think it is very good,3%

respondents think that the search facility is poor and 2% find it neither good or bad. 20 % think that search on a specific topic or area is not so easy in e-journals.

Table: 6 E-journals shortens time in retrieving articles

Options	Percent
Yes	70%
No	30%

70 % of respondents believe that e-journals do shortens the time spent in searching and retrieving articles while 30 % do not agree with it.

Table: 8 Characteristics of e-journals:

Options	percentage
Easy access	80%
Timely release of articles	100%
Color images and layout	50%
Facts,figures,charts,diagrams	100%

For the characteristics of journal rating of marks out of 10 was done in the questionnaire and then the percentage of marks was calculated 80 % marks were given to easy access, 100 % marks were given to timely release of articles, 50 % to color images and layout and 100% were given to facts, figures and diagrams. Respondents said that e-journals gave easy access, timely released all articles but 50 % marks were given to visual attractiveness.

Table 9: Characteristics of paper-journal:

Options	percentage
Easy access	60%
Timely release of articles	50%
Color images and layout	70%
Facts,figures,charts,diagrams	100%

60 % marks were given to easy access, 50 % marks were given to timely release of articles, 70 % to color images and layout and 100% were given to facts, figures and diagrams. For paper-journals user responds that some articles are released after quite a bit time and their access is also not quick.

Table no: 10

Options	E-journals	Paper journals
	Percent marks	Percent marks
Easy access	80%	60%
Timely release of articles	100%	50%
Color images and layout	50%	70%
Facts,figures,charts,diagrams	100%	100%

Comparison of electronic and printed journals:
80% marks were given by the respondents for

easier access to e-journals as compared to paper journals. They meant by this that all the journals they wanted could be accessed from the same terminal. This removed the need to set aside special times for visiting the library, when they might find that the journals they wanted were already in use. When asked which type of journal they found it easier to use, a somewhat smaller proportion chose the printed journal in preference to the electronic journal. Moreover 80% respondents find that e-journals save a lot of time and give easy access to current and past issues. The color images and layout need to be improved still in E-journals. According to the analysis 50 % marks were given by respondents for Visual attractiveness in e-journals as compared to paper journals.100% marks were given by respondents for the timely release of articles in e-journals while only 50% marks were given to paper journals.100% marks were given to both e-journals and paper-journals for the facts, figures shown in both.

After conducting the survey among 100 respondents the advantages of the electronic journal according to the comments made by the respondents are:

- To find specific information (e.g. appropriate articles) is easier than for printed journals. Student commented:
 - "The electronic version has excellent searching capabilities - that feature is extremely helpful and would save time in research."
 - "Easier to find related articles."
 - "Can manipulate the electronic version: can view lots of journals without having to go out of your

mind trying to find all the paper versions in the library."

- "The advantage of the electronic version is that it is readily available at any time as compared to the paper version, which may be in use by another person when you want to read it."

The disadvantages of the electronic journal according to the comments made by the respondents are:

- Electronic journals are not always easily usable by novices. Student commented:
 - "There are no instructions or guidelines immediately accessible to help you find out how to use the electronic journal, and to move around the system. To be honest, it's not very user-friendly. Mostly the files are in adobe format which is really difficult to use"
- Some operations take more time.
 - "It is easier to turn the page of paper journal."
 - "At the moment it is too slow to connect, and disconnection occurs too easily."
 - "Takes too long to move from one journal to another."
- Reading from the screen is less pleasant. Student comments included
 - "To read a screen is tiring."
 - "The graphics were very boring."

The predominant view was that electronic journals were already useful for reading from a site with no nearby library, or for quick scanning and searching. However, they still need appreciable improvement if they are to compete with paper journals more generally. As one student commented: "Need more user trials before implementation". Moreover some respondents commented that the e-journals should be free for the faculties of all institutions or the subscription rates should be nominal. Some respondents commented that access to archives should be made faster while some commented that the search on a specific area or topic is very difficult in e-journals.

5. CONCLUSIONS:

E-publishing has revolutionized the format of recorded knowledge in the same way as the invention of the printing press did. Electronic information sources are attracting reader's attention in today's networked environment. In this environment these e-journals open up many exciting opportunities and potential for libraries. Thus, we can say that libraries in no part of the world can afford to ignore e-journals. Thus, due to large scale use of Internet facility, the e-journals are fast becoming popular. The electronic journal facility is still in its infancy stage and "it has miles to go." The present century will be dominated by e-journal as far Information Service is concerned.

¹ Chakraborty H K, Chakraborty Banani, E-JOURNAL: *COMING OF AGE*

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http://dspace.inflibnet.ac.in/bitstream/1944/49/1/pdf_47.pdf.

¹ Ibid.

Ms Reshma Pathak
Technical Assistant, SEMCOM

SPIRITUALITY, THE NEED OF THE HOUR

The profundity of the soul is that a true and a complete definition of spirituality require a holistic approach and a profound and insight understanding of the realm of the spirit which is highly impenetrable and incomprehensible. What is meant by the term 'spirituality'? The very word is inclusive of its meaning – everything that pertains to the domain of the spirit where the spirit reigns supreme.

Man is constantly on the move in order to satiate his hunger for progress, developments, comforts and pleasures, sadly, to the complete negation of the soul which is always in quest for a higher spiritual fulfillment. The needs of the soul cannot be satiated with the material things and worldly pleasures. The insensitivity of man towards the needs of the spirit is unforgivable. Man keeps the requirements of the soul at bay thereby losing his inner peace and bliss. When the needs of the soul are catered to, man will know to treasure the value and worth of things that really matter.

There is always a conflict between the soul and the material world. These two regimes are highly incompatible and are two different entities. The inherent component, the soul, is intangible and insuperable and it transcends the grasping power of the mortals. The immortality of the soul is confounding and astounding. It mocks and spurns the craze of man in pursuit of things that are transient in nature because the pursuit of worldly pleasures is decadent to the growth of the spirit. The indispensable soul must be nurtured well in the realms of spirituality as its potential is tremendous.

Man has an inherent force that pushes him forward and provides him with sustenance that

enables him to scale great heights and accomplish great things. This compelling force is generated by the soul and man is blissfully unaware of this truth and in his desire to amass great wealth he stifles his soul leading to spiritual darkness and ultimately spiritual death. The soul is painfully choked to death.

Soul is always in earnest to be connected with something immeasurable, indestructible and invincible which is the essence of the Being. It has its life and vivacity in the presence of the Being and yearns to be consummated in an indescribable relationship with the Being. This unique relationship is beyond time and the material world. The soul is noteworthy for its tranquil bliss and sacredness.

One of the purposes of man's life is to ceaselessly strive for continued spiritual growth. In the absence of this essential growth, every achievement and accomplishment of man is made null and meaningless. To emerge from this mire there must be a radical inner transformation and to make this possible the transformative power of the soul must be restored. The soul invariably strives for fullness of life and perfect wholeness.

Spiritual death is fatal. To rescue man from further degradation and eternal abyss, it is necessary to liberate and save the soul of man. The liberation and salvation of the soul are called spirituality. Spirituality is opposed to sensual and it is the relative deprecation of rules, rituals and tradition, but an intimate relationship with God. Spirituality is generally linked to one's deepest inwardness and innermost being and also involves awareness, sensibility and transcendence. Spirituality is the life that touches the spirit in the midst of all struggles of living and seeking fullness of life even in adverse circumstances. Spirituality is

connected to an inner awakening, a discovery and transforming of one's understanding and insight.

Spirituality and religion are used interchangeably, but are entirely different concepts. Spirituality is man's search for meaning in life and religion is an organized entity with rituals and practices about a higher Power or God. Spirituality drives man towards all round development – physical, mental, spiritual, emotional, intuitional and social. It is sacred and at the same time secular.

H Mary
Lecturer, SEMCOM

My Voice:

Think You are the Manager

Management is a term, which we identify with business. Then it is applicable in each field of life. Therefore, the question comes to mind what a manager does and what qualities are required to be a good manager.

Any management student will say that the manager does the function of Planning, organizing, directing and controlling for achieving organizational goals. The qualities required to be a good manager are leadership, communication, motivation, perseverance and so on. However, then things are easily said then done.

Theory and Practice are different. To be a good manager you must be able to deal with uncertainties, and problems, which accompany them. A good manager cannot get panicky, struck with grief, and depressed. Manager being a boss needs to know that subordinates are looking up to him. So despite problems manager needs to appear cool, calm, composed, smiling and confident. Therefore, here is a little list of what are the qualities of a good manager.

- (1) **Patience:** In our day-to-day life, we face different problems. Think about the manager whose job is to ensure productive and profitable organization. Somebody has rightly said organization is people and where ever people are, there are bound to be few problems. A good manager will not get terrified and depressed by problem but with calm and balanced mind will take the action to solve the problem. For him or her problems synonym will be challenge.
- (2) **Futuristic:** A good manager will always have the vision and plan about where

he or she wants to see his or her organization in future. A good manager will also be able to properly execute his plan to achieve his or her dream of future organization.

- (3) **Communication:** Managers needs to be good orators. They should be able to inspire people working below them to work with zeal and achieve organizational and their individual goals.
- (4) **Entrepreneurial skills:** In today's competitive environment, there is a saying "Innovate or Die". Manager cannot afford to work with employee mentality. He or she needs to work with the attitude of owner of business and be creative. No doubt, manager may have to work in organizational constraints but even then, entrepreneurial skills are must.
- (5) **Good listener:** It is said that problem well defined is half solved. A manager needs good listening skills to understand his or her followers and their difficulties.
- (6) **Motivator:** Two-wheelers, automobiles run on fuel where as employees run on fuel of motivation. Manager must be able to get best out of his or her team. Motivation can be either monetary like pay raise or non-monetary like word of appreciation, recognition, smile etc. Manager needs empathy to understand the subordinates.
- (7) **Leadership:** This is the most important quality, which a manager should possess. A manager needs to create environment where team members are self-motivated to work for organizational success. Such an organizational environment has to be created where employees would like to stay and work in the organization rather then go home. This would require strong emotional bonding, trust, and mutual respect among team members.

A manager has to take initiative to achieve this.

- (8) **Tactful:** Manager must have good understanding of people. It will help him or her in getting work from employees.

Managers make things happen in the Organization. They are the life-giving element of any Organization. The success of the Organization depends upon their skills and abilities. Therefore, it is understood that the managers need to possess qualities over and above an average individual. Few qualities of managers are mentioned and many more can be added.

Sunil V Chaudhary
Lecturer, SEMCOM

SWARNIM GUJARAT

Dayro

Gujarat possesses Natural Beauty in great Bounty. The State's Beauty lies in its exuberating vibrant Culture. The call of the culture from the folk of Gujarat is that of hospitality, nobility, benevolence, honesty, integrity, generosity and above all character and grandeur combined to produce beauty of culture. It speaks of confluence of all the religions and unity in diversities.

"Dayro" - relates to the world of folk Geet Sangeet from Saurashtra & Gujarat. It speaks the language of Love, Beauty and Tenderness.

Rajkot's own native music genre, Dayro, is used to convey folk stories and sayings. Sometimes there is a blend of reality and imagination is an honour. Such soulful music unmistakably has an overwhelming effect.

SEMCOM being innovative, this time presented a different glimpse of the Rich Culture and spirit of Swarnim Gujarat by organizing " Dayro on 20th November with Shree Sairam Dave.

Shree Sairam Dave is a Charismatic Personality in this field with an experience over many past years. Born in Jamnagar, he has acquired Artistic approach to his career and aims to "Make People Laugh with his Art". His Latest releases are "Jaav Jalsa", "Prem etle Jalsa", "Sairam na hasta Akshar". He has recently been awarded with Gujarat Gaurav Puraskar. It is an honour in itself to attend his any "Artistic Sessions of Dayro".

Folk music, the most important wing of "Swarnim Gujarat ", is revolutionary in itself. "Dayro" adds an element of profound

Sentiments, Passion, Wisdom and Religious nobility of Gujaratis.

Swarnim Gujarat Celebration Team

Contributors:

“DRIVE” is regular monthly e-news letter published by SEMCOM. This e-news letter 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.

Your contribution in the form of research papers, articles, review papers, case studies are invited for publication. All papers received by us will be published after the approval of our Editorial Team.

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