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# DRIVE

## From Guest Editor...

### An Ethical Approach to Corporate Life...



**Mr Keyur Parikh, Vice President,  
ELECON Singapore Pvt Ltd.**

With a journey of 17 years, I have summed up the 4 values with which ELECON work. I feel they are important to me and should be inculcated within any Businessman. They are...

"HUMAN VALUES", "COMMITMENT OF MANAGEMENT", "ETHICS IN BUSINESS", and "SOCIAL VALUES".

I believe expansion of company can be horizontal and vertical. ELECON keeps planning about its growth by increasing its capacity, investing into Service sector (5 Star Resort),

increasing Overseas Operations and so on.

I also believe that Political Instability of any country indirectly affects the Business of a company. So, In order to handle such situation a company must provide consistent support and service to the customers. I think "Winning the Trust of the Customer is a Long Run Process"

A company must maintain an ethical aspect of the business as it is most important for long run business and ever-lasting customers.

ELECON dreamt of an image of internationally made product before entering into competition in Foreign Markets. Also, we wanted a place which is Cost-effective with easy connectivity worldwide. So, we carried out a market research and selected Singapore as their International Centre. In spite of, being internationally renowned, ELECON never discriminate between International Customers and Domestic Customers. At ELECON, we believe that it is our duty to provide our country product with better quality standards.

Personally, I feel that in order to penetrate the new market for any business one has to adopt Penetration Strategy that is to have your product equivalent to at least the International Standards. Marketing strategy is a game of chess where you not only need to think about your move but also think about the competitors move upon yours. One should be committed to the

Work and the business should be committed to the Customers.

The responsibility of the society lies with educated people. I would like to message the young generation that if everybody cleans his surrounding physically, ethically in all the activities than the country will be clean. We people of India need to see things in which we stand apart and not criticize the society because society is made up of us only.

It is my request to all the students to draw their career keeping the end goals and focus on it. One needs to keep on revising his/her goals because it is a continuous process and a dynamic one too. We need to realize that India as a developing country has better business opportunities and the responsibility lies in our hands to groom the opportunities.

Do not be businessman because, a businessman only thinks about profit down at the bottom-line....but be an Industrialist...who has a wide thinking. Think holistic development of an Industry.

#### **About the Guest Editor:**

***Mr. Keyur Parikh is a Vice President, ELECON Singapore Pvt. Ltd. of ELECON group of company.***

***A Mechanical Engineer from a College from Morbi, he joined straightaway ELECON. He left ELECON after sometime to join Gujarat Gas,***

*Ankleshwar but after 8 months he rejoined ELECON and since 1991 he is with ELECON. His present assignment is dealing in Export business of ELECON (in Metal Handling and Gear boxes leading to 30 crores turnover annually). Internationally ELECON is located at Singapore (Main Office), China, Australia, Africa with business partners in America, Europe and Canada.*

## From the Chief Editor's Desk

### Being Good Learner...

The way parching earth receives rain, so is the learning for yearning mind. Learning is inevitable phase of our life. The prerequisite of learning anything is to open the mind towards everything. The misconception of 'being gifted by God' for learning is a myth. Anything different is creative, similarly, knowing and adopting anything new is learning. Strong willingness for achievement becomes the driving force for learning.

This is the age of easy access to information where everyone can become a good learner. It is not hard to learn because only positive thinking and little bit of effort can improve learning abilities.

It is a general belief that learning is inherent attribute of a human being, but once again science has proved that 99 percent of humans are alike and only they differ by one percent in their physical appearance. Everyone has the same mind, it is up to oneself how to use the potentials and make the best out of it. The only need is to expand the thinking horizon.

One can be open to learning by paying an iota of their attention to their learning process. One can stop limiting oneself or being fixed with peculiar ideas. Being biased towards the subjects can also hurdle the openness for

learning. Ask questions whenever there is a doubt. Lack of confidence or unreasonable shyness towards subjects can also create problem to learn them.

Sometimes we think that some topics are very difficult to learn. In fact such topics turn out to be easy and supple to understand if studied carefully.

One of the vital senses that play an important role in learning is effective listening. Better listeners are better learners. Similarly active learners are better listeners. Learning unconsciously is an attribute of only children. In fact that is more of acquisition.

The ultimate purpose of learning is growth, whatever ways you adopt. There are different types of learners - Auditory learners, Visual learners and Kinesthetic learners. One needs to identify the pace and methods of learning which can better help them understand their learning abilities.

Taking notes, relating things, watching videos on relevant topics, engaging imaginations, listening to texts, working with others, repeating to-do, making cues, working out problems orally, explaining ideas to others are some of better learning styles which can help one be a better learner.

A good learner has always success to his/her credit. Over a period of time, he gathers such a huge stock of knowledge; he becomes wise in a natural way. He does not have to push himself forward to make his presence felt, but others are pushed towards him/her for seeking knowledge which is nothing but summation and multiplication of learning over years.

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

## SEMCOM Updates

### Parents' Workshop:

One day workshop for parents was organized on July 12, 2009 about "Role of parents in molding the students for tomorrow's challenges" at SEMCOM. Principal Dr. Nikhil Zaveri welcomed the parents and introduced the resource person. He also discussed about their role in students' education and discipline. The reputed cardiologist and speaker for the workshop Dr. Hemant Antani enlightened the parents about how to mould the students for tomorrow's challenges. He spoke on generation gap and other teen age issues. The workshop was organized in two sessions and was attended by almost two hundred parents of first year classes of the college. Mr. Sunil Chaudhary proposed vote of thanks. The entire programme was ably coordinated by Dr. Kamini Shah, Sunil Chaudhary, Pratik Shah and H. Mary.

### Announcement of 12th Students' Council:

The 12<sup>th</sup> Students' Council of SEMCOM was declared on 27<sup>th</sup> July 2009. With 200 number of students involved in 9 committees for various activities, the SEMCOM Students' Council forms an important student body in the college.

Ms Digna Patel is selected as the Managing General Secretary and Mr Valay Patel as an Executive General Secretary of the council.

The principal Dr. Nikhil Zaveri emphasized the need of students' participation in the various activities through council. The vice president Dr. Sunny Thomas appealed the students to reach the heights of achievements and championships with their active participation.

Ms Digna Patel assured on behalf of the students to do the best of their efforts and come up with innovative activities and maximum participation.

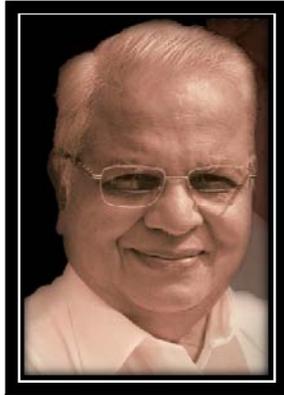
**Editorial Team, DRIVE**

## GURUBODH

### CHANGE MANAGEMENT (Key to Success)

- Shri G. Narayana

Compiled by Joe Mary George



Nothing is permanent.

“Anityohi Jagat  
Sarvani”

Things, Events and  
Situations in this  
world Emerge, Interact, Play and Disappear  
continuously.

“Udyanti Gnati Khelanti Pravishanti  
Swabhaavatah”---- Geetha

### Change and Continuity

Nothing is permanent in this universe.  
Change is the way of life. Only thing permanent  
in this universe is CHANGE.

The time in which we are presently is  
because of great change. The geographical,  
political, economic, social and cultural maps of  
globe are continuously changing.

Every individual has to change in order  
to cope up with new environment. In order to

sustain in the competitive world one has to be  
adaptive to the changes.

### Macro aspects: Environment Keys

According to G Narayana there are four  
aspects which are key factors at Macro level or  
Environment level.

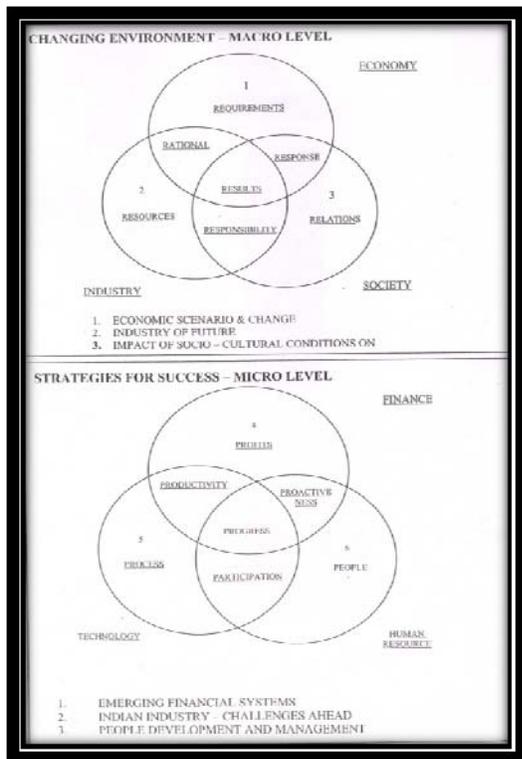
These are Requirement, Resources,  
Relations and Results. Requirement – Results  
equation is economics. Resources – Results  
equation is industry. Relations – Results  
equation is society.

### Micro aspects: Strategy Keys

According to G Narayana there are four  
aspects, which are key factors at Micro level or  
Strategy level. These are Profits, Processes,  
People and Progress.

Profits- Progress relationship sounds  
financial management. Processes – Progress  
relationship is the sound individual  
management. People – Progress is sound  
human resources (sources!) management.

- **Guruji**



## My Voice:

### Globalization and Racialism...

There is a lot of talk about globalization. Most of us feel that we are global citizens, world is a global village and there should not be anything like national and foreign products and services. You can eat domino's Pizza, drive Mercedes Benz and wear Levi's garments.

Globalization is about freeing markets and mindsets from unnecessary hurdles and restrictions. Then is it possible that person from abroad can work in India and Indian can study and work abroad, and both feel at home. We need to ask ourselves few important questions:

Are we truly global citizens?

Do we have global mindset?

Can we accept competition as natural consequence of globalization?

Can we accept and respect people from other cultures in our country?

Time will tell whether answer to above questions is affirmative or negative. The newspaper columns of racial abuse on Indian were disturbing. Globalization and racialism cannot go together. We need to understand that as long as we do not respect people from other cultures, globalization will only remain a glamorous word. Globalization requires global

mindset which respects diversity and can take on competition in its true spirit. If we want globalization to succeed, we need to give up racialism.

So now world has a choice to select any one, globalization or racialism and regionalism. If you select globalization then you have to reject racialism and regionalism. Globalization and racialism cannot go together.

***Sunil V Chaudhary***  
*Lecturer, SEMCOM*

## **SWARNIM GUJARAT**

### **Blood Donation Camp**

To inculcate the value of brotherhood and love and care for fellow human beings, amongst the students a blood donation Camp was organized at SEMCOM.

SEMCOM students paid tribute to the martyrs of Kargil War on 'Shahid Diwas' in a unique way by donating 131 bottles of blood.

There was an overwhelming response from the students to show their social responsibilities

The camp was organized in association with A D Gorwala Blood Bank, Karmasad Medical Hospital.

Prof. Bhupendra Patel and Ms Mandakini Lathia took painstaking efforts to coordinate the entire event.

### **Practicing Ethics in Business**

SEMCOM has initiated a Certificate Course in 'Practicing Ethics in Business' for the students of second, third, fourth year of all branches and Masters of e-business (semester – I). An exclusive course of twenty hours encompasses diverse topics of ethics to be followed in business. The course facilitator is renowned

corporate personality, Shri G. Narayana, Chairman, EMERITUS, Excel Industries Ltd.

Almost 125 students of DMG (Director's Meritorious Group) category will avail the benefits of this course. The course in detail covers the following aspects of ethics.

- Business
- Ethics
- Dharma, Nyaaya, Neeti, Ahimsa (Ethics, Law, Morals, Nonhurting)
- Ethical Management and Work Ethics
- Responsibility towards Stakeholders
- Corporate Governance and Ethics
- Ethical Code of Conduct and Ethical Behavior
- Vision and Mission Statements and their influence and use
- Dharma and Ethical Leadership
- Leadership Styles, Ethics and Decision Making
- Appropriate Integrated Management for Ethical HRM
- Appropriate Internal Management for Ethical Self Management
- Mahabharata, Ramayana and Ethics
- Sermon on the Mount / Al-Fatiha and Ethics
- Responsible Leadership

- Noble Leadership
- Chanakya and Strategic Management Ethics and Economics Integrated
- Ethics and Social Responsibility
- Ethics and CEO
- Ethics and Me (Personal Mission - Conclusion)
- Spirituality in Management

"Howsoever business strategies and gimmicks we may learn, all is in vain unless we practice ethics while doing business. Students need to inculcate certain values in their endeavors to achieve their career goals" said Dr. Nikhil Zaveri, director of SEMCOM. The course will be conducted at SEMCOM. Dr. Kamini Shah, Mr. Sarvesh Trivedi and Ms Joe Marry George are the faculty coordinators for the course.

- **Swarnim Gujarat Celebration Team**

## RESEARCH ARTICLE

### A web mining model centered on keywords for supplementing page ranking on search engines.

- **Ms Nehal Daulatjada, Lecturer**, SEMCOM
- **Ms Nisha Macwan, Lecturer**, SEMCOM

#### INTRODUCTION

With the rapid growth in the web size, it has become difficult to search for the required information. This has created an increasing interest for improving and optimizing the search engines to fit better the needs of the users. It is more important than ever for a search engine to find the relevant data a visitor is looking for. Failing to meet these goals can result in the loss of many potential clients<sup>6</sup>.

Search engines are the software programs available for free use on Internet to aid user find web pages of interest to him. Most search engines allow people to submit their pages to add to the database of indexed pages. If a website is listed on popular search engines, the greater is the chance of being found by the user<sup>5</sup>.

Each search engines has its own rules for listing web sites, so if you don't play by the rules you will never get listed. Alternatively you will be ranked so low that you are invisible to your target audience<sup>1</sup>.

An important aspect while searching through search engine is keywords being keyed in to search page and getting relevant page listings called **Search Engine Results Page(s) ('SERPs')**.

The part of the page listing results from a search engine query which are displayed in a sequence according to relevance of match between the keyword / phrase typed into a search engine and a web page according to a ranking algorithm used by the search engine. The method for achieving placement in this part of the page is called search engine optimization (SEO)<sup>2</sup>.

This search engines use automated programs called "spiders" or "robots" to index web sites in to large indexed database (iDB) - effectively an Internet roadmap. Web spider or Web robot is a program or automated script which browses the World Wide Web in a methodical, automated manner and feed pages to search engines. It is called a spider because it *crawls* over the Web. Another term for these

programs is *WebCrawler*. Other less frequently used names for Web crawlers are ants, automatic indexers, bots, and worms<sup>3</sup>. Web crawlers are mainly used to create a copy of all the visited pages for later processing by a search engine that will index the downloaded pages to provide fast searches. A Web crawler is one type of software agent. In general, it starts with a list of URLs to visit, called the seeds. As the crawler visits these URLs, it identifies all the hyperlinks in the page and adds them to the list of URLs to visit, called the crawl frontier. URLs from the frontier are recursively visited to construct the iDB<sup>4</sup>. When a search is required, the visitor keys-in the relevant phrase/keywords, a query is performed on the iDB, and the search results are produced depending on the Page Rank of each website.

Most of the keywords represent the actual information needs of the user. However, user queries and the usage of the search results produced by search engines have been analyzed with web mining mainly with the purpose of enhancing the search results and not with the intention of discovering new data. For this reason, in this paper, we present a novel model that mines information stored on keywords and search results usage which will be used to supplement the PageRank algorithm.

## **Web Mining**

Web mining is the use of *Data mining* techniques to automatically discover and extract information from web documents and services. Web mining can be used for finding relevant information, discovering knowledge, personalized web page synthesis and learning about individual users.

Web Mining techniques are categorized as follows<sup>7</sup>:

1. Web Content mining

It is discovery of useful information from the web content.

2. Web Structure mining

Web structure mining is concerned with discovering the model underlying the link structures of web. This model can be used to categorize web pages and is useful to generate information such as similarity and relationship between different web sites. It studies the structures of documents within the web itself. Some algorithms have been proposed to model web topology such as HITS, PageRank, CLEVER. These models are applied to calculate the quality rank or relevancy of each web page.

## PageRank® :

A page can have a high rank if there are many pages that point to it, or if there are some pages that are pointing to it that themselves have a high page rank. PageRank handles both these cases by recursively propagating weights through the link structure of the web.

PageRank relies on the uniquely democratic nature of the web by using its vast link structure as an indicator of an individual page's value. For e.g. Google® interprets a link from page A to page B as a vote, by page A, for page B. But, Google looks at more than the sheer volume of votes, or links a page receives; it also analyzes the page that casts the vote. Votes cast by pages that are themselves "important" weigh more heavily and help to make other pages "important."

As with any democratic system there are problems with the PageRank system. PageRank assumes each link is a valid vote for a web site. Some links are not really valid links at all. People use guest books to spam, and they are becoming less effective. A newer technique of PageRank spam is to leave a bogus comment in a blog with a highly optimized link. People have also begun to sell links with high Page Rank.

### 3. Web usage mining

It deals with studying the data generated by web surfer's sessions of behaviors. It mines the secondary data derived from the interactions of the users with the web. The secondary data includes data from web server access logs, proxy server logs, browser logs, user profiles, registration data, user sessions or transactions, cookies, user queries, bookmark data, mouse clicks and scrolls, etc.

There are 2 main approaches to web usage mining:

- General access pattern tracking

This is to learn user navigation pattern (impersonalized). The general access pattern tracking analyze the web log to understand access pattern and trends.

- Customized usage tracking

This is to learn a user profile or user modeling in adaptive interfaces (personalized). It analyzes individual trends. Its purpose is to customize websites to the users.

## **Data Mining Technique Used**

Clustering: It is the method of grouping data into different groups so that each group share similar trends and patterns. It constitutes a major class of data mining algorithms which attempts to partition the data space into set of regions or clusters. If measure of similarity is available then there are number of techniques for forming the clusters. The objectives of clustering are to uncover natural groupings, to initiate hypothesis about data, to find consistent and valid organization of data.

The main contributions of our model for improving a search engine usage are:

“To mine the keywords/phrases entered in the search engines, obtain a list of search results being viewed by the visitor, and improve the PageRank not just by looking at the in-bound and out-bound links but also on the usage patterns and thus identifying which results to get a higher rank and which results to be pushed down in the ranking.”

Our model has been theorized and has yet to be implemented on web search engines. It will prove efficient when used with medium search results generation.

## **RELATED WORK<sup>6</sup>**

Web usage mining has generated a great amount of commercial interest. The analysis of Web server logs has proven to be valuable in discovering many issues, such as: if a document has never been visited it may have no reason to exist, or on the contrary, if a very popular document cannot be found from the top levels of a website.

There is an extensive list of previous work using Web mining for improving websites, most of which focuses on supporting adaptive websites and automatic personalization based on Web mining. Amongst other things, using analysis of frequent navigational patterns and association rules, based on the pages visited by the users, to find interesting rules and patterns in a website. Other research targets mainly modeling of user sessions, profiles and cluster analysis.

Most of the work has been directed to queries, incoming/outgoing links, link structures of web pages, link/keyword relevance and density of keywords, etc. Keywords and search results usage pattern can

also be studied to improve the quality of search result. Valuable information for improving the Page Rank can be obtained from it. This is the starting point of our work.

## **MODEL DESCRIPTION**

In this section we present the description of our model for mining search results usage, centered on keywords and PageRank. This model performs the mining task, using as input the keywords entered, the search results generated, the search results navigated, and the PageRank for each search result. The following concepts are important to define before presenting our model:

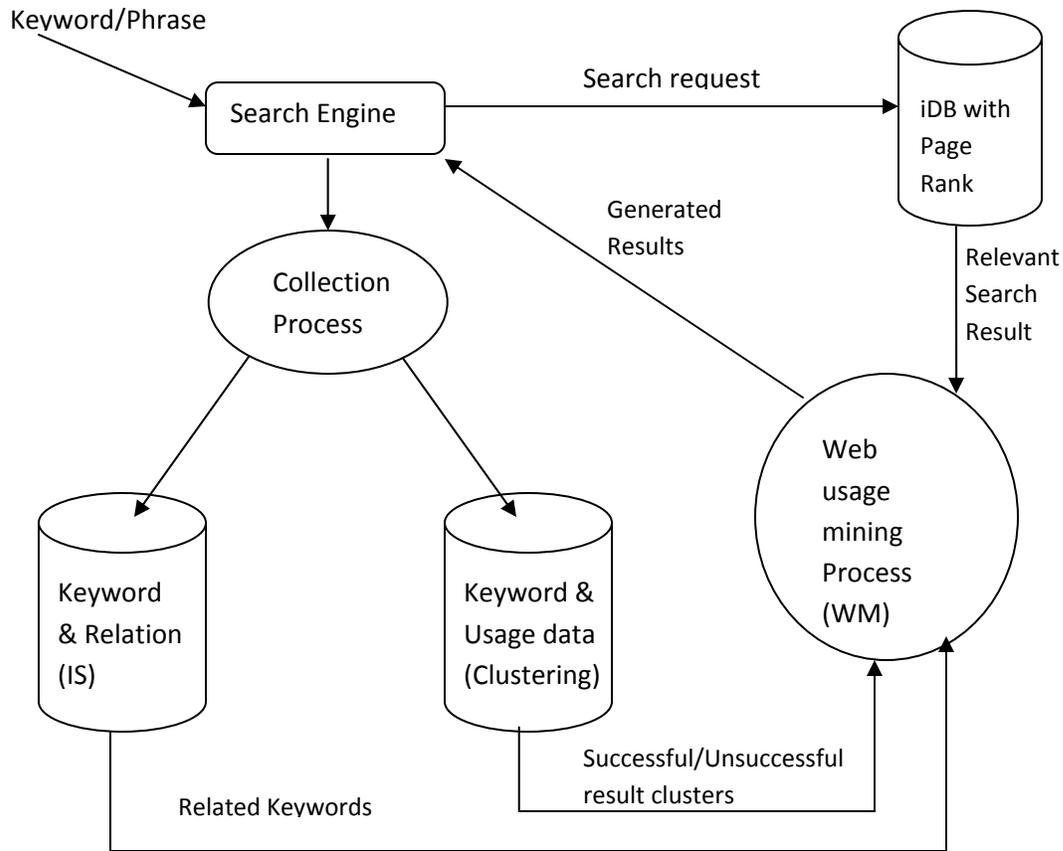
**Queries:** A query consists of a set of one or more keywords that are submitted to a search engine and represents an information need of the user generating that query.

**Information Scent (IS):** It indicates how well a word, or a set of words, describe a certain concept in relation to other words with the same semantics.

**Groups:** A collection of those search results which has had similar selection approach for similar query.

For each query that is submitted to a search engine, SERPs are generated. This page has links to the documents that the search engine considers appropriate for the query depending on the rankings. By reviewing the brief abstract of each document displayed(which allows the user to decide roughly if a document is good match for his query) the user can choose to visit zero or more websites from the result pages.

Figure 1 shows the description of the model which gathers information about keywords, navigational patterns, and related researches to discover the keyword-result relevance.



## USAGE MODEL

By analyzing the usage behaviors of users on the SERPs, during a period of time, the model can classify the inputs to our model as keywords entered and the usage of which search results is performed by user. We define the outputs as:

**Keywords & Relation:** This is the information that the user will enter. Also the relation would be found between different combinations for the same information (IS) to generate a faster, efficient display.

**Keyword & Usage Data:** For a particular keyword typed in, the results would be displayed depending on the ranking from the indexed database. From these displayed results, which ones did the users click and which ones were not used, are combined separately to form clusters over a period of time and will be an ongoing process.

The important issue is to register how many times each of the keywords are used and which search results are used more often than the others. For identifying which results are visited, the click through has to be noted. To understand the working we present the following algorithm:

**ALGORITHM:**

1. Initialize IS with prominent keywords from indexed databases.
2. If it is new keyword then Store a new keyword entered by the user and Perform step3.
3. Use iDB for search results and pass to Web mining
4. Locate for connection between current results from iDB and past usage of same results for similar keywords.
5. Consider PageRank and Relevancy Rank to display result. Relevancy Rank is computed as the number of times a link is used for similar keywords.
6. Catch the click through on SERP and the update clustering and connected components.
7. Repeat steps 2 through 6 for every keyword.

$$\text{Relevancy Rank} = (L_c * L_r * 100) / L_d$$

$L_c$  = Number of times link clicked

$L_r$  = Location Rank

$$= (\text{Page no. of location of link on SERP} * 100) / \text{Total number of pages in SERP}$$

$L_d$  = Number of times Link displayed

This will help reduce the ranking of a website depending on the number of times the particular site is visited through SERPs.

**ORGANIC RESULTS CLASSIFICATION**

We have different types of groupings of the results depending on the clicks on the displayed search results: Successful and Unsuccessful groups.

Successful groups: If a query submitted during a session had visited results in the same session then it forms a successful group.

Unsuccessful group: If a query submitted did not have visited results in the session that generated it, we will consider it as an unsuccessful group.

There are 2 main causes for this behavior:

1. The search engine displayed zero documents in the results page because there were no appropriate documents for the query in the website.
2. The search engine displayed one or more results but none of them seemed appropriate from the users' point of view. This can happen when there is poor content or with keywords that have polysemic words (words with more than one meaning).

Both the groups are important while mining to understand which keyword related displayed results are visited. It helps to analyze better, which links having higher display order are not yielding more clicks and thus can be pushed down to the next page(s). The links already visited are placed in successful group. The unsuccessful links placed in the unsuccessful groups may be classified in the subsequent usages of the related keyword under successful group. We can also use a simple thesaurus that relates main keywords with its synonyms. In fact with time, our model will help to build an ad-hoc thesaurus (IS) for our search engine.

### **SUPPLEMENTARY TASK**

Our web mining model also performs mining of frequent keyword pattern. All of the user queries are analyzed to discover frequent keyword sets. The discovered pattern contributes general information about the most frequent keyword sets in searching. The patterns are compared to the number of results in each case to indicate if they are answered by the search engine or not. If the most frequent patterns do not have answers then it is necessary to review the links in the iDB manually classifying to improve the contents of display.

### **CONCLUSION AND FUTURE WORK**

In this paper we presented the first web mining model that is focused on usage classification. The aim of this model is to find a better IS and relevancy in displaying search results by changing the ranking of the links dynamically by using the usage pattern of the used and unused links. It being a conceptual research oriented paper needs to be applied to find its usefulness to search engines.

For future inclusions, pattern analysis of links may be considered which shows which links are viewed together to establish a sequence. Also, which probable keywords would be used next by the user can be used to suggest to the beforehand, thus maintaining a better result display in terms of timings and quality. The further work can be done on identifying the meaning of the query and defining its context to produce unambiguous search results. This may be obtained by mining the unsuccessful group and the IS and the usage sequence of keywords.

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#### **Contributors:**

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