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DRIVE

From the Chief Editor's desk:

The Importance of Vacation in Education:

Since the form of education is fixed and systematic, the only thing that can lift the mood and brighten the lives of students is take little breaks in between. In this bleak context vacation becomes all the more important and indispensable. Vacation is a necessity for recreation, rejuvenation, and retreat. People unwind, relax and indulge in activities that have restorative and stress-buffering effects during vacation. It liberalizes people from their routine regulated life by giving them the freedom to indulge in their wishes and to explore their own fantasies. It gives back the joys of a less regulated lifestyle temporarily.

Vacation helps students regain the joys of learning and rekindle the passion for the quest for knowledge and wisdom. For students vacation is a great time for creativity for they have more time in their hands to reinvent, rediscover and reconnect

with themselves which make them more creative and productive and help them overcome stress. Since they are more relaxed they are not likely to experience burnout. Moreover vacation rejuvenates their energy, freshens their mind, relaxes their muscles, boosts their morale, adds dimensions to their perspectives, invigorates their body, enhances their cognitive skills, advances their rationale, improves their problem solving skills and boosts vital physiological function. Hence vacation for students is a must for it contributes to their overall wellbeing – mental, spiritual, psychological, intellectual and social. Continuous stress and depression can greatly harm the decision making skills of students for stress dulls the memory and reasoning abilities. After vacation students feel greatly energized that gives them the courage, confidence and conviction to confront challenges and convert them into opportunities.

Vacation is a precious time for students to rebind with their family members and friends and make up for the time lost. This is very crucial to students' overall personality development for family is the principal institution for the socialization of children. Personality of students depends on the family, the

fundamental unit of society. A family is responsible for the kind of people the students evolve into in the future. The importance of family is greatly felt when students go on a vacation which is very essential for it abounds with unconditional love, care and affection, factors that mould students for a successful future.

Vacation helps students to come out with new ideas and thoughts. Even old ideas are seen in new light and the perspective changes. It is during vacation that students find their true calling in life, ascertain their aptitude, rediscover their likes and desires, revive their dreams, find answers to nagging problems. They travel through their mindscape, explore their feelings and emotions to learn more about them and thus are put on the right path. Theories learnt in classroom become more meaningful, relevant and applicable. The exposure during vacation broadens their perspectives, deepens their insight, extends their vision, strengthens their convictions and beliefs and widens their horizon of knowledge. The knowledge and experience thus gained are also shared which in turn multiply their learning.

Vacation provides ample scope for enlightening their minds and opening their souls. By shedding more light on their presumptions, assumptions, convictions, principles and perceptions, students are able to reaffirm their faith in humanity, believe that learning is a never ending process and that there is always something to be learned, to wonder about, to admire and to inculcate. This gives a new meaning and element to their lives making their lives more fruitful, purposeful and rewarding.

Vacation activities help students to dream, to ascertain their views and decide who they are and what they want to be. They encourage students in surmounting problems, retaining old friends and gaining new friends, sharing, reaching out to other human beings, negotiate fairly – the values needed for preparing them to be responsible and mature citizens. Vacation gives them unstructured time that develops and matures the social and personal skills of students.

Vacation is also the time for teachers to think, write and research – the vital tools for a successful and efficient teaching. Teachers utilize this time to think about the past year, the result and what can

be done to better the coming academic year, to make it more vibrant, interesting, motivating and fascinating. What a teacher must do without fail is research and come out with something of his or her own. Research refines the existing knowledge, enlightens the mind and opens the eyes to the scope of further research. It helps in finding the link between what is and what can be and come out something very exceptional, beneficial, constructive and instructive.

So vacations have the potential to bring about revolutionary changes in individuals who can contribute to society in a more gratifying way.

By:

Dr. Nikhil Zaveri

Director & Principal,

SEMCOM.

SEMCOM updates

Management Skit Competition:

To give exposure to the practical aspects of management and real life experiences to students, SEMCOM organized Management Skit Competition on 5th March 2012. Students brought out various practices and themes of management like planning, organizing, directing, coordinating, conflict management, mismanagement, corruption, etc. Mr. Kanubhai Patel, Proprietor of Lajja Communications and Dr. Navneet Chauhan, Professor and Head of Hindi Department and a well-known dramatist, were the judges. The event was initiated by Dr. Nikhil Zaveri, Director and Principal of SEMCOM, to provide a better understanding of real life situations of the corporate business world. The event was a great success. The event was coordinated by Ms. Joe Marry George and Mr. Dipan Bhatt.

Poster Making Competition:

Poster Making Competition on Social Awareness was organized on 13th March 2012. Red Ribbon Club and the Social Outreach Cell of SEMCOM Students' Council jointly organized the competition.

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Preliminary Examination (Second and Fourth Semesters:

Preliminary Examination for the Second and Fourth Semesters was conducted from 19th March 2012 to 26th March 2012. It was coordinated by Dr. Subhash Joshi and Mr. Nilay Vaidya.

Admission Counselling and Admission Competitive**Test:**

Admission began on 16th April 2012 for the purpose of facilitating students and parents to have clarity about the future course of action and aid in the selection of the best course suited to students' aptitude. The response was overwhelmingly and served a great booster to both the faculty members and parents. Admission Competitive Test for the courses BBA – General and BBA – ITM was conducted on 27th May 2012.

Book Review:**ENTREPRENEURIAL DEVELOPMENT
(Edited Book)****About the author / Editor:**

Shivganesha Bhargava is a professor at IIT, Bombay in the area of H.R.M., O.B. and Entrepreneurship. He was earlier with IIM Ahmedabad and Lucknow. He has vast teaching experience and has won awards like V.K.R.V.Rao Award in management, Young Scientist Award by ICSA and MPCOST. He has a number of contributions to national and international journals. Besides Entrepreneurial Management, he has also authored books like Transformation Leadership, Value based Management for Indian Organization and Developmental Aspects of Entrepreneurship.

Book Review:

In today's economy, technical and business skills are not enough to operate a business. Entrepreneurial skills are also required to anticipate changes, identify opportunities and create a high performance working environment according to the realities demanded by the global companies.

An organization can make a product which is a challenge for the competitive business, and can survive in the competition for the longer time, only, if the organization knows how to create an entrepreneurial mindset of the people involved in the production. More over capable entrepreneurial leaders are always required for steering the business and motivating employees to have uninterrupted growth in the global competition. Hence the role and importance of entrepreneurial leadership and entrepreneurial management becomes important for students as well as professionals.

Keeping in mind the aforementioned discussion, in order to analyze, explain and forecast the behavioral aspects of entrepreneurs or would be entrepreneurs as well as to study the effects of the various uncontrollable factors affecting the entrepreneurial growth and development and to make the valid justification of the existing theories and modals the need was there to have an comprehensive book not on the subject matter of entrepreneurial development but on entrepreneurial management, where in the practical applications of certain pertinent aspects

of entrepreneurship can be dealt very deliberately as well as it emerges as a new field of study in management to face contemporary challenges. Entrepreneurial Development, an edited book by Shivganesha Bhargava serves this purpose very well. Shivganesha through his edited book "Entrepreneurial Management" has made a very humble and ethical effort to meet the objective identified. The book is a collection of 14 pieces of literary work done by some of the eminent academicians within India and outside, beautifully presented in form of articles, case studies and research paper. The contributors are from the academic filed representing prestigious management & engineering institutes of India and abroad like IIMs, IITs, NIT, BITS, Bhartidasan University, Bangalore University and University of Singapore. The contributors have covered almost all the areas of entrepreneurship. Some of them are given below:

1. Women entrepreneurship.
2. Expectations from entrepreneurs.
3. Industrial Entrepreneurship.
4. Performance of SMEs

5. Microenterprises.
6. Sustainable growth of SSI through entrepreneurship.
7. Entrepreneurship and economic development.
8. Emerging importance of entrepreneurial management for economy.

In order to support the work done by the various contributors and to justify the objective identified, the editor has made it possible to present certain information on entrepreneurial aspects through systematically designed 73 tables and 20 figures in the book. Editor has also placed in the beginning of the book, a list of abbreviations so that the readers of the book may not have any confusion regarding abbreviated form of words.

I personally had come across many books on entrepreneurship. But then, according to me this is a different piece of work. Following are couple of reasons to support this:

1. This book covers all the areas of entrepreneurship.
2. The book is less of definitional nature and more of fact finding.

3. Here in one book only you get idea of various aspects of entrepreneurship with facts and figures, hence no need to refer different books.

4. This book comprises papers with diverse approaches and methodologies like survey, field study, case study, experience base learning and theoretical.

The society has to create entrepreneurial leaders, who not only remains at the top but also give a support to nation's economy for its holistic growth. This is possible only through inculcating positively, the concepts of entrepreneurship in the youth of India. This book does so till a great extent. This book is for all such readers who are connected with management or entrepreneurship in some way or other. Finally I would recommend the book for all the institutes running U.G. or P.G programmes in the area of Entrepreneurship Development to place this book as a ready reckoner in their libraries. The professionals should give a space to this book in their desks along with the other business books.

BY: DR.AJAYRAJ M. VYAS

LECTURER, SEMCOM.

Article:

Women Empowerment

Plan:

- What is women empowerment?
- Why it is required?
- History
- Major problems
- How to achieve it?
- Efforts done to achieve it
- Achievements
- Source of inspiration
- Reality
- Finally

What is women's empowerment?

The Government of India had declared the year 2001 as 'Women's Empowerment Year' to focus on a vision 'where women are equal partners like men'. The most common explanation of 'women's empowerment' is the ability to exercise full control over one's actions. It is also

- To give certain rights or authority.
- To provide with legal power or official authority.
- To give with an ability to women.

Why it is required?

- According to "Vedas" and Indian culture, woman is being worshiped such as LAXMI MAA, goddess of wealth; SARASWATI MAA, for wisdom; DURGA MAA, for power.
- The status of women in rural areas needs to address the issue of empowering women.
- Women have not actively participated in their own liberation mainly due to low economic independence.
- Indian women are still crying for simple justice except a small number of urban and suburban women
- With their age, they have been raped, kicked, killed, and humiliated almost every day.
- Due to existing social customs about 66% of the female population in rural area is unutilized.
- In agriculture & animal care the women contribute 90% of the total work force.
- Women constitute almost half of the population, perform nearly 2/3rd of its

work hours, receive 1/10th of the world's income & own less than 1/100th of the world property.

- Among the world's 900 million illiterate people, women outnumber men two to one.
- 70% of people living in poverty are women.
- Lower sex ratio i.e. 933.
- The male child perceived as an asset for the landless rural labourer, a dowry earner for a greedy middle class family and a simple matter of pride for the mother.
- The existing studies show that the women are relatively less healthy than men even though, they belong to same class.
- They constitute less than 1/7th of the administrators & managers in developing countries.
- Only 10% seats in world's parliament & 6% in national cabinets are held by them.

History:

- 1970s is beginning of the international women's movement.
- Many women's organizations worldwide set up credit and savings components to

enable women to increase their incomes and come together to address wider gender issues.

- Empowering women is the second official goal of the Micro credit summit programme.
- Women all over the world have been challenging and changing gender inequalities since the beginnings of history.
- These struggles have also been supported by many men who have been annoyed at injustices against women.

Major problems:

- Gender inequality
- Lack of education
- Financial limitation
- Family responsibility
- Low mobility
- Low ability to bear risk
- Low need for achievement
- Absence of ambition for the achievement
- Social status
- Early marriage
- Domestic violence / abuse
- Girl child abortion

- Dowry

How to achieve it?

- EDUCATION can build a positive self-image and boosts self-confidence among them. It can also develop their ability to think seriously.
- Promoting self-employment
- Addressing minimum needs such as nutrition, health, sanitation, housing and education.
- Promoting saving habit among them
- Designing and implementing constitutional provisions regarding women

Efforts done to achieve it:

- Sarva Shiksha Abhiyan: Programme of elementary education with special focus on girl child.
- Jawahar Navodayas Vidyalayas , Pratibha Vikas Vidyalayas and Kasturba Gandhi Swatantrata Vidyalaya - a residential school for girls
- National Rural Employment Guarantee Programme (NREGP)
- Development of women and child in rural areas (DWCR)

- Support to training & employment for women (STEP)
- Rashtriya Mahila Kosh (RMK)
- Mahila Samridhi Yojna (MSY)
- Indira mahila Yojana (IMY)
- Women Entrepreneur Development Programme
- Chief Minister Shri Narendrabhai Modi's initiative in Gujarat
- "Beti Bachvo" Abhiyan
- Network of about 2,00,000 Sakhimandala with a view to financially empower the rural women in the state
- Mata Yashoda Award to the Anganwadi workers with the prizing amount ranging from Rs.11, 000 to Rs.51, 000.
- Project – 'Mission Mangalam' for the empowerment of women, where around 32 well-known Indian companies will invest about Rs.25000-cr, which will provide employment to rural poor.
- Jyotigram Yojana started to provide 24 hour uninterrupted power supply to villages.

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- Kankya Kelavni Rathyatra and "Kanya Kelavani Nidhi", a package worth Rs.11 crores declared for encouraging girl child education

Achievements:

- Women have more opportunities for education and stronger legal rights
- They are taking leadership roles in local communities
- Greatest change will come when women and men agree to work together for gender equality.
- Subsidy for units providing employment for women: 5% on total investment is available to the SSI units providing employment for women at least to the extent of 30% of the total strength.
- Since 1950-51 the total enrolment at the primary, upper primary, secondary and senior secondary stages increases by 6,14,and 20 times respectively, among them the girl's enrollment increased by 9, 37 & 60 times respectively
- The rate of literacy has gone up from 39.29% to 54.16%

- Women now working as panchayat heads
- Tribal women adopting family planning.
- These days, when a development job opens up, the majority of viable candidates are women
- Women have now not only found their place in work places but are also party to governance. Today we have women Chief Ministers in five large states of India.

Source of inspiration:

- Leadership: Smt. Indira Gandhi, Sonia Gandhi, Pratibha Patil, Mamta Banerjee, Jaylalitha, Vasundhara Raje, Anandiben Patel, Sheela Dixit, Mayavati, Mira kumar
- Welfare of Society: Mother Terrasa
- Bravery: Kiran Bedi
- Business: Indra Nooyi, Shehnaz Hussain, Kiran MazumdarShaw,
- Science: Kalpna Chawla
- Sports: P. T. Usha, Sania Mirza, Saina Nehwal
- Music: Lata Mangeshkar
- Entertainment: Aishwarya Rai Bachhan, Ekta Kapoor, Farah Khan, Saroj Khan

Reality:

- Of the 1.3 billion people who live in absolute poverty around the globe, 70 percent are women.
- Women work two-thirds of the world's working hours, according to the United Nations Millennium Campaign

The overwhelming majority of the labor that sustains life – growing food, cooking, raising children, caring for the elderly, maintaining a house, hauling water – is done by women, and universally this work is accorded low status and no pay.

Women earn only 10 percent of the world's income.

Where women work for money, they may be limited to a set of jobs deemed suitable for women – invariably low-pay, low-status positions.

Women own less than 1 percent of the world's property

Where customs prevent women from owning land or other productive assets, from getting loans or credit, or from having the right to inheritance or to own their home, they have no assets to leverage

for economic stability and cannot invest in their own or their children's future.

Women make up two-thirds of the estimated 876 million adults worldwide who cannot read or write; and girls make up 60 percent of the 77 million children not attending primary school.

37% married women abused in India

National Survey reveals urban and illiterate wives more prone to spousal violence

BY:

MS. AMI TRIVEDI

LECTURER, SEMCOM.

Article:

Development of Entrepreneurship and Role of EDII in Gujarat - An Entrepreneur's Perspective

INTRODUCTION

The role of entrepreneurship in economic development is the subject of much interest to academic and policy circles alike. Entrepreneurship is often credited with many positive changes in developing countries. At the very least, it is associated with job creation, wealth creation, innovation and its related welfare effect. Entrepreneurship development is an organized and systematic development. Entrepreneurship development has now days become extremely important in achieving the goals of all round development in the country. The objective of entrepreneurial development is to motivate a person for entrepreneurial career and to make him capable of perceiving successfully opportunities for business enterprises.

Past experience has shown that industrial promotion by provision of facilities, technical assistance, management training, consultancy, industrial information and other services alone are not sufficient to develop entrepreneurs. It was

concluded that the focal point should be aimed at the overlooked entrepreneurial spirit and entrepreneurial characteristics of the people to be developed. The Entrepreneurship Development packages were therefore, launched.

Entrepreneurship is back bone of economic development and development of entrepreneurship for any country is based on how government facilities, motivates and provides proper environment to the entrepreneurs for entrepreneurship. Formation of State level body like GIDC, MIDC, RIDC etc. have great impact on the development of entrepreneurship in India and to motivate and instigate the people to become entrepreneur, EDII was set up by the government in 1983. But up to what mark both the institutes are successful and how the present entrepreneurs are satisfied with the assistance provided by EDII will be useful study for the government. The main objective of this study is to examine the impact of EDII for the entrepreneurship development in Gujarat State.

Entrepreneurship is required to identify and utilize indigenous entrepreneurial potential. There is

dearth of local entrepreneurs, potential is unexploited, agencies wait for entrepreneurs to come forward but hardly any effort is taken to identify and nurture new entrepreneurs. Entrepreneurship Development approach can improve this situation. It also accelerate industrial developments, Entrepreneurship Development can enlarge the pool of entrepreneurs particularly by diversifying sources of entrepreneurship.

Man behind the project is not given due 'Importance in project financings. Entrepreneurship Development will help to improve assessment of the person and it will help financial institutions to get better selected and prepared entrepreneurs. Quality of loan applications can improve with Entrepreneurship Development because of better counseling inputs.

Entrepreneurship Development for various target groups can create employment opportunities and thereby surplus labor force as well as avenues for productive self-employment can be exploited. This will reduce the acute unemployment problem. Entrepreneurship Development approach can help in diversifying entrepreneurial interest from

agricultural and allied areas to industrial sector. It encourages manufacture of local products and to control imports, competent local entrepreneurs are needed. Entrepreneurship Development can prepare such persons. Dispersal of industrial growth to rural and less developed area are possible through local entrepreneurship Development.

ROLE OF EDII FOR ENTREPRENEURSHIP DEVELOPMENT

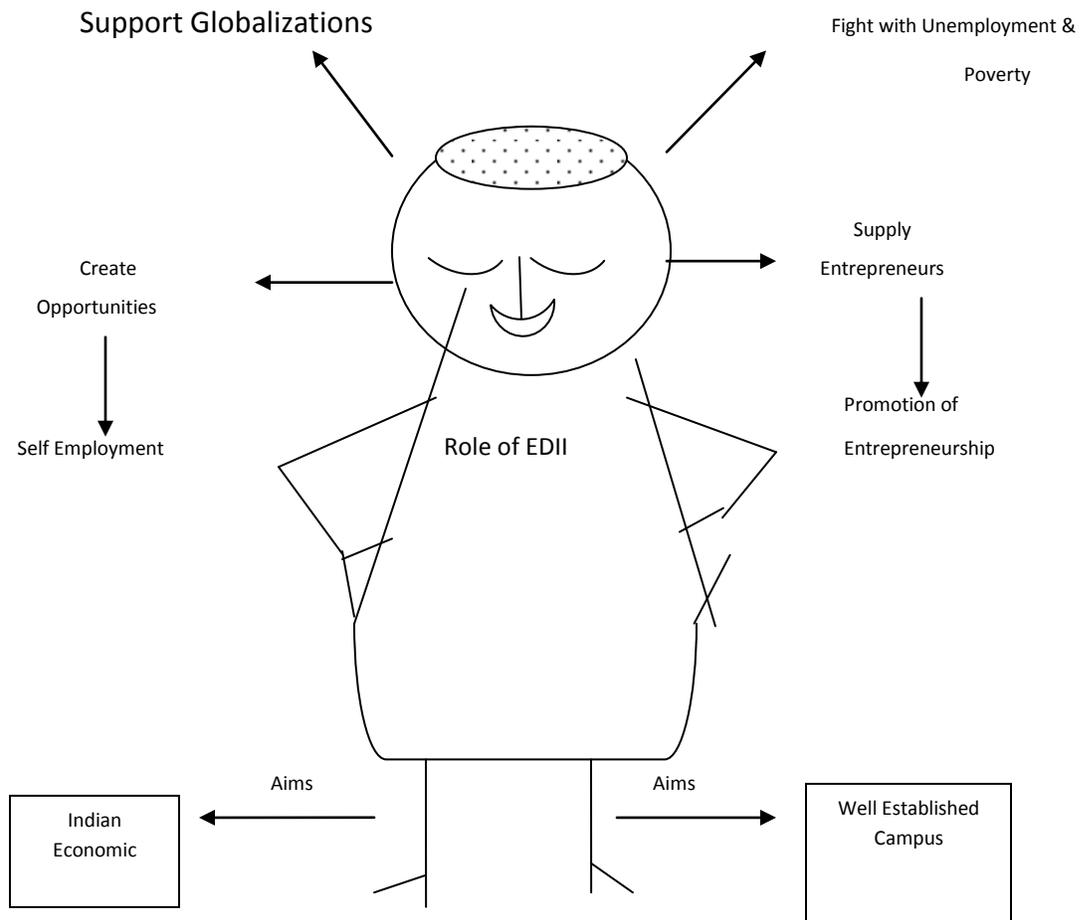


Chart – 3 Role of EDII for Entrepreneurship Development

ENTREPRENEURSHIP DEVELOPMENT STRATEGY

The entrepreneurship development package emerges from needs of the potential entrepreneurs, thus the 'gaps' which hold them back, are to be fulfilled by an Entrepreneurship Development. The task of developing entrepreneurs, therefore, comprises of

- a) Identifying and selecting those who could be developed as entrepreneurs
- b) Developing their entrepreneurial capabilities
- c) Ensuring that each potential entrepreneur has a viable industrial project, and helping them to secure necessary financial, infrastructure and allied assistance so that an industrial venture can be materialized within the prescribed time schedule.

The key to success is undertaking each task in an integrated and coherent manner, backed by requisite training – expertise, organizational arrangements and financial support to the entrepreneurs.

RESEARCH METHODOLOGY

The research methodology is used for conducting the study systematically and scientifically particularly research plan, data collection, sample plan, data analysis and inferences.

OBJECTIVE OF THE STUDY:

The study carried out to understand what the roles of GIDC are and EDII for the overall growth and development of the enterprise situated in Gujarat. For the purpose of the study surveys of 154 units have examined and opinion of owner of large, medium and small scale enterprises have been carried

The breaks up of samples are as follows.

TABLE – 1: SURVEY OF UNITS FROM DIFFERENT REGIONS OF GUJARAT.

REGION	DISTRICT	NO. OF UNIT	TYPES OF UNTIS
SAURASHTRA	BHAVNAGAR	4	05 * Large Scale 12 * Medium Scale 06 * Small Scale
	JUNAGADH	8	
	RAJKOT	7	
	JAMNAGAR	2	
	AMRELI	2	
NORTH GUJARAT	SABARKANTHA	9	04 Large scale 09 Medium Scale 05 Small Scale
	BANASKANTHA	4	
	PATAN	3	
	MAHESANA	2	
CENTRAL GUJARAT	AHMEDABAD	7	15 Large Scale 36 Medium Scale 30 Small Scale
	ANAND	35	
	DAHOD	3	
	VADODARA	30	
	NADIAD	6	
SOUTH GUJARAT	SURAT	17	05 Large Scale 16 Medium Scale 11 Small Scale
	VALSAD	5	
	NAVSARI	4	
	BHARUCH	6	
TOTAL	18	Units 154	154 Units

* Large scale industry = Investment in Plant and Machinery more than 10 crores.

* Medium scale industry = Investment in Plant and Machinery between 6 and 10 crores.

* Small Scale industry = Investment in Plant and Machinery up to 5 crore.

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OBJECTIVE:

The main object of the study is to check role of EDII for entrepreneurship development and to know the awareness and development of the entrepreneurship among entrepreneurs.

DATA COLLECT:

The study is based on primary and secondary data.

PRIMARY DATA:

The primary data collected through structured questionnaire separately for GIDC and EDII with owners and managers from the different units of GIDC of Gujarat.

SECONDARY DATA:

Secondary data relating to the performance, function, role of EDII was collected

- From EDII, Ahmedabad
- Reference books
- Journals
- Magazines
- Newspapers
- Internet

SAMPLING PLAN:

- **SAMPLING METHOD**
Non probability convenience sampling method was used for sample selection.
- **SAMPLE SIZE**

Total field up questionnaire was 263 out of which around 154 found complete which were further analyzed.

- **SAMPLE UNIT**

Entrepreneurs from different units of GIDC in Gujarat.

LIMITATIONS OF THE STUDY:

1. The study is based on those entrepreneurs who started their business in GIDC Premises only.
2. The study is based on selected districts of Gujarat only.
3. The study is based on the business related problems which are faced by the some entrepreneurs from GIDC only.
4. The study is based on the role of EDII for the development of new entrepreneurs only.
5. The sample size prefixed for the research study was around 261 industrial units in Gujarat which are limited concerns.
6. Time, finance and co-operation factors of entrepreneurs may restrict this study.

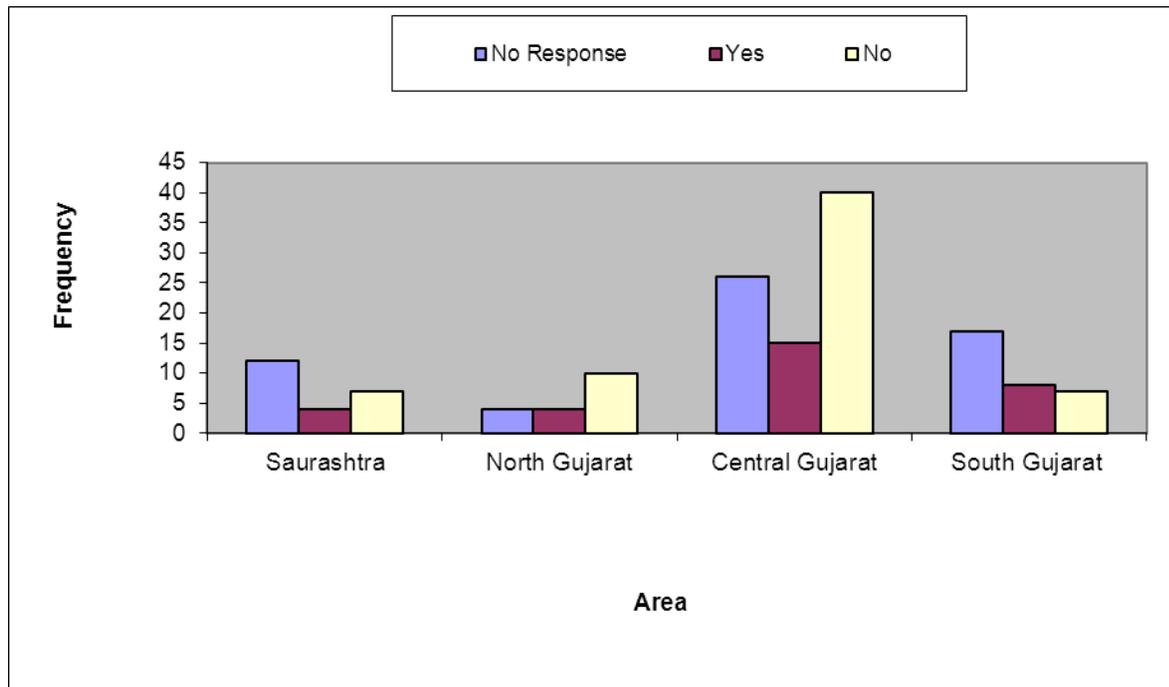
FINDINGS:

- 1) Around 49.35% respondents are aware about the entrepreneurship Development Institute of India, while 45.45% respondents are not familiar with EDIL. It shows very poor awareness of EDII amount the entrepreneurs.
- 2) Saurashtra and South Gujarat region's majority entrepreneurs know about EDII before

starting business. While in North and central Gujarat majority entrepreneurs knew about EDII after started business

Region wise analysis of training at EDII

Area	Have you attended any training of EDII?		
	No Response	Yes	No
Saurashtra	12	4	7
North Gujarat	4	4	10
Central Gujarat	26	15	40
South Gujarat	17	8	7



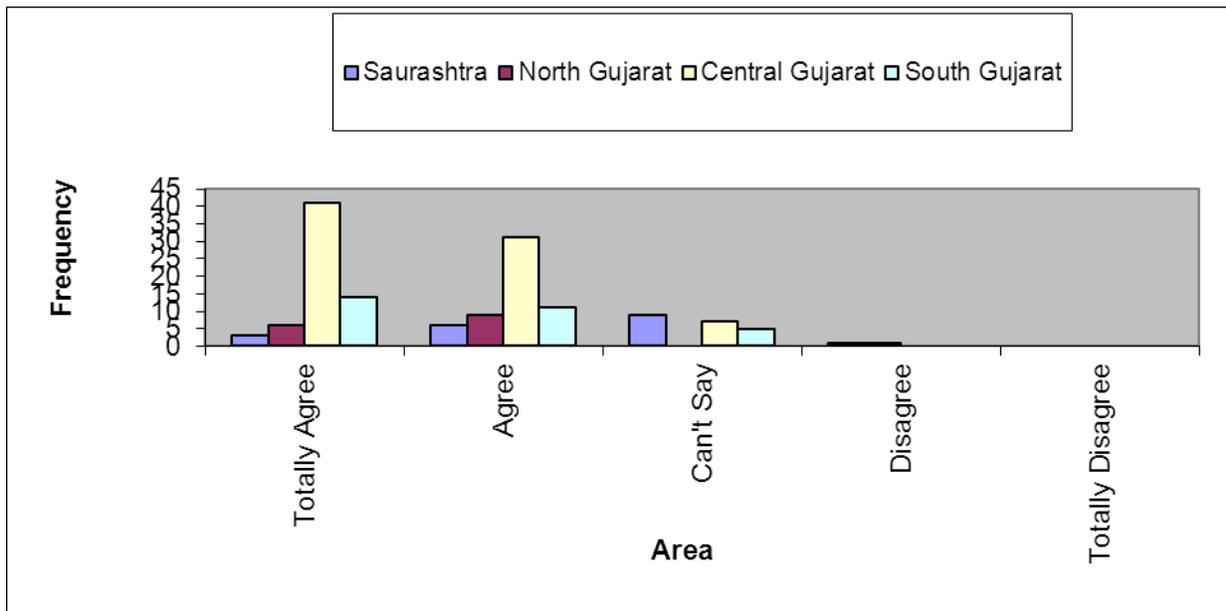
It is evident from the above table and graph that due to lack of awareness about EDII, most entrepreneurs did not attend my training program of EDII. EDII have to improve awareness amount the entrepreneurs, for that EDII have to start some new programmes. Around 20.12% respondents attend training program from EDII, while 41.57% respondents didn't attend any training program of EDII.

- 2) It was found that the entrepreneur gets familiar through different ways like around 14.28% respondents come to know about EDII through advertisement, 12.33% respondents know about EDII through their friends, 11.68% respondents know about EDII through industrial outlet. Around 50.68% respondents have not given any response. But awareness about EDII is not enough among entrepreneurs so EDII have to improve their sources of awareness.
- 3) The kind of training attended by sample entrepreneurs it can be seen that 10.38% respondents attended one year training program, 6.49% respondents attended OLPE and 5.84% respondents attended capacity building.
- 4) Majority of respondents have not given any response while 31.82% respondents have not taken support from EDII. Only 31 respondents have taken assistance from EDII.
- 5) It was found that 49 respondents are satisfied with the support from EDII. Majority respondents did not answer, while 31 respondents are satisfied with the support from EDII.
- 6) The most of entrepreneurs have not given any response related to requirement of help from EDII while Saurashtra and Central

Gujarat entrepreneurs need more support from EDII.

- 7) Opinion of Entrepreneurs Regarding: Entrepreneurs need not be born - they can be developed through well-conceived and well directed activities.

Area	Entrepreneurs need not be Born – they can be developed through well-conceived and well – directed activities				
	Totally Agree	Agree	Can't Say	Disagree	Totally Disagree
Saurashtra	3	6	9	1	0
North Gujarat	6	9	0	1	0
Central Gujarat	41	31	7	0	0
South Gujarat	14	11	5	0	0



For the statement it can be seen from the above table that 41.6% respondents fully agreed while 37% respondents agree and 0% respondents fully disagreed with the statement. It is also supported by mean 3.99 of the same statement.

CONCLUSION

- In the evaluation of this research topic, referring the books, and articles on entrepreneurship, we strongly feel that entrepreneurship is an elusive concept, entrepreneurship is used in various ways and various senses. Definition of entrepreneurship and the process of entrepreneurship have undergone with the changes and we are very much confident that it will continue in future.
- Entrepreneurship has contributed towards overall development of our country. Entrepreneurship helps to fulfill our basic economic objectives like employment, new opportunities of employment, new modern techniques for production, development of industries in interior, rural, backward areas of the country.
- Analyzing this topic we can say that the government of Gujarat plays an important role for the development and the promotion of Entrepreneur through industrial policy.

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By:

Ms. Priyanka Nair

Lecturer, SEMCOM

MY VOICE: Current Affairs of Nation

- Newspapers, Business and Economic Magazines and Newsletters do write about the economic growth of Indian (Elephant) economy and Chinese (Dragon) economy. There is increasing significance attached to emerging economies like BRICS which stands for Brazil, Russia, India, China and South Africa. It is predicted by few economists that by year 2020 China will surpass United States to become number one economy in terms of Gross National Income and by year 2050 India will surpass China to become number one economy in terms of Gross National Income. Future is uncertain, but looking at current position and affairs of India it looks very unlikely. There are many hurdles which needs to be crossed to transform our economy from third world economy to second world economy and ultimately achieving the goal of first world economy.
- Hurdle No. 1: Rampant Corruption

- Recently only we had lot many cases of corruption ranging from 2G scam, illegal mining, defense deals, crude oil adulteration just to name a few. Some of the honest officers, who have tried to stop such scam and malpractices, were brutally murdered. Social Activists, Yoga Guru and other eminent personalities are now taking up a fight to combat corruption.
- Some questions which still remain unanswered are:
- Can legislation and judiciary solve the problem of corruption?
- Is corruption the issue of values and ethics related to honesty, which now has become irrelevant?
- What will happen with Lokpal bill? Will it become strong legislation to curb corruption? What steps will be taken by the government to bring back black money into the country?
- The answer to such unanswered questions will influence the future and destiny of our nation.

- Hurdle No. 2: Slow and Inefficient Bureaucracy
- Our bureaucracy is slowest, inefficient and corrupt. Corrupt practices have become part of system and now have taken over the form of culture. Some of the recent movies have also highlighted this dilemma. If not checked properly, this problem has the potential to affect national security.
- Hurdle No. 3: The Troikas of politics, crime and business.
- Strange it may appear but reality is, the least qualifications and skills one needs is to become a politician. For jobs in industry, business, retail or any sector of economy, there is a benchmark of desired educational qualifications, skills set, work experience and good character certificate. But to become politician in India, there are no mandatory requirements of educational qualifications, skills set and most important good character certificate. Some people who have cases pending against them on charges of corruption and crime have now joined politics. Some of the ministers were

imprisoned on charges of corruption. The amount of corruption done by such ministers in nexus with businessmen's is huge. Indian judiciary is slowest and court verdict takes lot many years and decades, with the provision of appeal to next higher court.

- Hurdle No. 4: Insurgency
- In certain parts of our country, we are facing the problem of terrorism and naxalism. The growing disparity between the rich and poor has a recipe to create future social tensions and social disorders.
- Hurdle No. 5: Poor Social and Economic Infrastructure
- The economic growth and economic development requires the existence of certain basic social and economic infrastructure like education, health care, power facility, transport facility, ports, boost to scientific and managerial education, basic facilities for research and development. The quality of our infrastructure needs up gradation and expansion. Public-Private Partnership can

certainly benefit infrastructure sector. We should also think about privatizing railways, defense equipment production to infuse spirit of competition and improve quality. Heavy dependence on foreign companies for procurement of defense items will make us dependent on foreign suppliers of defense equipment. Efforts must be made to indigenous defense production, ensure its quality up gradation, technological up gradation and to have technology tie-up with the help of joint ventures.

- Hurdle No. 6: Proper Macro Economic and Micro Economic Policies
- The cost of living is continuously increasing, with modest to insignificant increase in people's income. The efforts of Central Bank have hardly helped to regulate inflation. The fiscal budget presented by Finance Minister raising excise duty and service tax will further increase the prices of basic necessities and if we add to it the likely increase in the price of crude oil and other fuels, then we get into the situation of high prices of durable and non-durable

goods, steep increase in the cost of living, diminishing standard of living, hand to mouth home budgets. The above predicament is very well highlighted by a Hindi song from the movie Peepli Live which says that husband earns a lot, but inflation is eating it away. Right from the days of actor Manoj Kumar's movie Roti, Kapada aur Makaan (Food, Clothing and Shelter) to Aamir Khan's Movie Peepli Live, inflation remains a constant problem. Both the movies highlighted the problem of high inflation and suffering of people.

- Hurdle No. 7: Education
- The future of any country depends on its youth. One of the duty and responsibility of any government is to provide free basic primary and secondary education also called schooling to all children of the country. If we talk about the kind of education, which is offered to children at public schools, the least said will be better. Right from poor infrastructure, lack of teaching staff, lack of quality teachers, and the reluctance of intellectuals to take up

teaching profession due to unattractive salary package, the future of India, its children and youth are not getting quality education. Higher Education has become an expensive affair as government support for higher education is diminishing. There is a need to make massive investment in education sector and bring improvement both in its infrastructure and its service quality.

- Hurdle No. 8: Sustainable Development
- In the era of global warming and rapidly depleting natural resources, government, business and citizens needs to be concerned about environmental pollution. Efforts must be made by all including businessmen's, citizens, and government to adopt and promote environment friendly practices, techniques and procedures. But with the level of corruption, we have in our country, such scenario seems unlikely.
- Hurdle No. 9: Values, Ethics and Philosophy
- Gone is the era of simple living and high thinking, now is the era of high living and

high thinking. People are evaluated on the basis of their materialistic possessions and hence there is race and stress to accumulate as much materialistic possessions also called status symbols as possible. People need to be educated to be honest and live within their means. Aspiring and dreaming big fortune is good, but it should not take form of greed and become corrupt and unethical.

- Hurdle No. 10: Bridge the gap between Urban India and Rural Bharat, Developed and Underdeveloped Regions
- One of the objectives of five year planning has been to achieve rapid industrialization and balanced regional development of our country and thereby improve standard of living of masses of our country. Since independence in 1947, we have made good progress in industrialization of nation, but still lot more needs to be done. India witnessed green revolution, white revolution, industrialization, development of service sector, but still we are failing to provide basic amenities to our citizens.

There is ample scope to improve services offered by public sector. Industrialization must not be imposed on people but rather people must be educated, persuaded and convinced about the positive benefits of industrialization. Economic development should be for the people and by the people.

- Hurdle No. 11: United We Stand, Divided We Fall
- It is difficult to imagine how a small nation like Britain ruled large country like India for more than two hundred years. We have never lost to foreign aggressors; we have lost to ourselves, by not being united. We were and we are divided on the basis of religion, region, language, caste and what not, by few people to serve their political interest. Let us remember simple lesson we have learnt from our history "United we stand, divided we fall". Let us proud to be an Indian and vote for economic progress and economic development of nation.

BY: Mr. Sunil V. Chaudhary.

Lecturer, SEMCOM.

ManageAnt:

Advertising ManageAnt

Doing business without advertising is like winking at a girl in the dark; you know what you are doing but nobody else does. When a marketer or a firm has developed a product to satisfy market demand after thoroughly analyzing the market there is a need for establishing contact with the target group by market to eventually sell the product. With the help of advertising we can see the world's largest product market. We can come to know lot many criteria to watch the products which are launched into the market or to launch into the market in a near future.

It is obvious that, the advertising is such a word that each and everyone is going to be affected.

If we are talking about the children's point of view then advertising affects them positively and negatively.

With this advertising world, when a person comes in the world, he or she has to attach with the advertising media, directly or indirectly. While giving birth to child, all parents get attracted by advertised goods or products. For example, tender

child that new born baby they are using only well-known quality product for their delicate and loveable. They are using only products because they all are attracted by that way of presentation of product advertisement. They are always using advertised baby oil, baby food, baby soap, and many more products which advertised in any kind of media. So that way by birth the child is habituated with these types of products only.

Advertising affects to all but it will more effective for the children because by birth they are going to be habituated with these things by media.

Because we know that we can come to know about those things with the help of advertising only.

Advertising is such a tool, used by an advertiser and an ad agency in such a way that all will be hypnotized and get attracted to the product and buy that product. With the help of advertising children are also get attracted and they take decisions regarding which product they want to utilize and in which manner. So that way, they are being decisive while choosing that kind of product only. The ultimate focus of any advertising is the

children because they cannot think further for the product.

Advertising is such a kind of “DEEPAK” which throws light like that way, that everyone will be affected because, we know that sometime “DEEPAK” will give us proper “ROSHNI” and sometime, we don’t want that “ROSHNI” still we have to accept it.

That way it carries negative impact. Advertising, as far as concerned with children, it directly touches the soft attack on it. So, it will be better to get knowledge about the product but at the same time, they have to advertise things which are really useful to the decision regarding those things also.

That way, advertisers should advertise such products which will affect the children positively and educate them.

It’s not the end!!!!!!!!!!!!!! Keep throwing positive light!!!!!!!!!!!!!!

BY:
DR. VIGNA OZA
LECTURER, SEMCOM

Being:

Do you have any replacement for hard work?

- When I was in tenth standard, my parents, my teachers and other relatives used to tell me, “Dipan, this is the only year where you need really hard work after that enjoyment of the world is waiting for you.” I was really impressed by the things they told me. I used to share the same things with my friends at school and tuitions. I really worked hard for tenth board examination. Fortunately, I cleared my tenth and eleventh standard and came to twelfth. “Dipan, this is the only year where you need really hard work after that enjoyment of the world is waiting for you.” Again the same lines were repeated by all above mentioned people. I did not ignore them and worked really hard for twelfth standard also.
- The things were not over there. When I entered the college, they spoke the same lines with some minor changes in it. “Dipan, if you handle yourself really well in

these three years, then nobody can stop your progress. Work hard in these three years.” Of course, in those three years also I worked really very hard. The same things were followed in masters and other courses also. I am sure that this not the thing which happed to me only in the world. Every child has listened to these lines from either of the people. They follow them and achieve things they want to achieve. They go for good education, good living, good earning, and struggle. They struggle to enjoy life.

- The struggle of life never ends. It is like a videogame. Once you have cleared the first stage; fighting with a monster, the difficulty level will increase in next stage. If a soldier thinks after winning over a monster to rest in next stage, some other soldiers of another giant monster would kill him. To survive in game, the soldier has to fight constantly. Standard ten is just a stage in life. The difficulty level increases after that.
- In graduation, people, who take college life just for the enjoyment, face many

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problems in life after the college as difficulty level, after college, is doubled then the difficulty level of college life. Entering college, of course, gives certain freedom to the students but with a much larger responsibility. It also gives the feeling of importance to the students of FY as they too are now collegian as they have been told in twelfth that once they have entered college, they won't have to work that hard like twelfth. But by the time they come to TY, they understand that the hard work has just begun. Each human being at thinks that he/she has to do a lot hard work at the place he/she is at the moment. After one passes that time, he/she realizes the previous years had fewer struggles than the present. Of course, there are some exceptions but there is no replacement of hard work.

- A new born baby also needs hard efforts to utter a single word. Each new day comes with a bunch of new opportunities and struggle for one. It is in person's hand to go for the opportunity or not to do hard work.

- “This is the only year where you need really hard work after that enjoyment of the world is waiting for you.” I think we should tell us this line with a bit change, “This is the only day where you need really hard work after that enjoyment of the world is waiting for you.” every morning when we get from our bed.

BY:
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Green Corner:

ENVIRONMENT AUDITING IN INDIA

Environmental auditing is a management tool to objectively and systematically evaluate environment management systems with the following objectives:

i) Waste prevention and reduction:

ii) Assessing compliance with regulatory requirements.

iii) Placing environmental information in the public domain.

Compliance with the regulatory norms, through adoption of clean technologies and improvement in management practices for prevention and control of pollution is not only mandatory but also has got wide acceptance among the industrial community. Charter on corporate responsibility for environmental protection (CREP) also calls for commitment and voluntary initiatives of industry for responsible care of the environment, which will help in building a partnership for pollution control.

Common elements areas on analysis in an environmental analysis commonly include:

- Materials Usage

- Impact on Biodiversity
- Energy Usage
- Water Usage
- Emissions, Effluents, and Waste
- Products & Services
- Compliance
- Transport
- Total environmental protection expenditures and investments by type

In view of the fact that the enforcement agencies are many times not equipped fully in terms of men power & other infrastructure to identify violation of Pollution Control norms by Industries and since there is every likelihood that the enforcement agencies may monitor only limited number of industries spread over in different areas in the entire state, the Government intends to introduce a new scheme by the name "Environmental Auditing Scheme". In this scheme technically qualified professionals (Auditors) become link between Industries, enforcement agencies and Association of Industries, with added vital elements of Accountability and Transparency.

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The scheme intends to carry out the following

Action Plan:

- Identification of highly polluting industries in different sectors.
- Development of Standard Operating Procedures/Protocols in different sectors to assist the industry in developing self-audit programs at individual facilities for evaluating their compliance with the environmental requirements under the environmental laws and regulations for monitoring the pollution.
- Developing training modules to train the Regulators, Industrial and Environmental Auditors and imparting training to the stakeholders
(Auditors/Industries/Regulators)
- Identification and accreditation of the Environmental Auditors.
- Development of MIS system to process the Environmental Auditing Reports.
- Support and guidance to industries to mitigate the pollution.

Case Study:

Seventh Generation

(www.seventhgeneration.com)

B-Corp member Seventh Generation has been preparing a CSR report with information from its environmental audit since 2003. Seventh Generation makes and sells non-toxic and environmentally safe household cleaning supplies and other household products.

Seventh Generation works with Pure Strategies to complete its annual environmental audit process. Seventh Generation chose Pure Strategies because of the founder's business and engineering expertise and because Pure Strategies had successfully completed work for other leading sustainability companies like Stonyfield. The audit process is led by Seventh Generation's Director of Corporate Consciousness, Gregor Barnum, and Pure Strategies and usually takes three months from start to finish. Seventh Generation uses sustainability reporting guidelines from GRI to determine the criteria it includes in its report. Pure Strategies collects the necessary data from the report from Seventh Generation staff and then staff from Pure Strategies and Seventh Generation work together to shape the resulting report. Seventh Generation is in the process of installing a new Environmental

Resource Planning (ERP) system that will make the data collection process more efficient and will allow them to store more and more accurate data. Prior to releasing the report to the public, Seventh Generation shares the report with its stakeholders at least twice

Gregor Barnum offered the following advice to companies in preparing their own environmental audits.

1. When your company is growing quickly, make sure to take this growth into account in your report
2. An environmental audit is an important step for companies in terms of benchmarking their performance.

To truly gain the most value out of the environmental audit process, it is important for companies to push toward systems thinking. It is not enough to just collect the data, you must also think through how this data can be used to improve the environmental performance of your company.

BY:

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Contributors:

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