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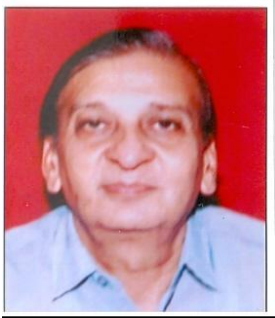
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## Editorial Team:

Chief Editor	: Dr Nikhil Zaveri
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Technical Editor	: Ms Reshma Pathak

# DRIVE

## Guest Editor's Note:



**Prof. R. C. Desai, Director, H. M. Patel Career Development Centre**

## Look Within:

Knowledge and expression of thoughts are very important in one's life. To be successful and motivated one should stay focused. To stay focused one should look within for 'within' is what one is. One should not let one's past actions and events to deter and hinder from doing the best and achieving in the present. The worry about future should not cloud the present. One can change life by changing one's attitude and it is attitude that matters the most. Albert Einstein says, "Weakness of attitude becomes attitude of character". A person cannot realize his potential to the full if he is afraid of everything and this is where what Swami Vivekananda says is relevant. He says, "Fear is death, fear is sin, fear is hell, fear is unrighteousness, fear is wrong life. All the negative thoughts and ideas that are in the world have proceeded from this evil spirit of fear".

Fear clouds the thinking process and curtails a person from going forward. Fear makes a person a weakling. General Dwight David had observed correctly when he said, "I never saw a pessimistic general win a battle". What stands between a person and what he wants to be or what he wants

in life is the will to try it and the faith to believe it is possible which requires faith in himself. This will enable the person to live up to his expectations. Every human being is endowed with talents and skills which should be realized and used to the optimum. Self-realization makes one strong enough to overcome future worries and the past demons.

Bitter experiences from the past can deter us in the present from realizing one's full potential for which one should be more than willing and determined to fight against them and overcome them. Deep down in one's soul lies the real self and a human being is what he is within. What lies within and one's character make one what one is. This can be best illustrated with an incident from the life of Mahatma Gandhi. Mahatma Gandhi felt the strong need for freedom when he was thrown out of a train while in South Africa and becoming a victim of racial discrimination. Age is no bar to achieve what one wants to achieve. Sachin Tendulkar, one of the greatest batsmen the world has ever seen, started playing at the tender age of 16. His first match was against Pakistan in 1989 where his opponents thought he could be easily dismissed. From there started his journey to stardom and glory.

People like Mahatma Gandhi and Sachin Tendulkar often remind that one should never give up, come what may. Perseverance is a much needed trait for success and moving on. Perseverance will urge people to keep trying on. This will help in accomplishing great things. To accomplish great feats one should not only act but dream and not only plan but also believe it. One should not stop with dreaming but should have the courage and confidence to carry it forward and follow the course of the dream. It is choice and not chance that determines one's destiny. To keep moving on one should learn to ignore negative criticisms from others but rather focus on the wonderful dreams and wishes that are lodged in one's heart. Dreams and wishes are the propelling forces in one's journey of quest and success.

To make dreams a reality, one should focus on positive and dynamic words that have the power to change one from within. One should let these

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dynamic words pervade one's mind, thoughts and actions and for this one has to read and listen to such life changing words. Reading is a great medicine that can influence thoughts and actions. Once a course of action is chosen, one should be confident to follow the course of action irrespective of others' opinions and views. In addition to criticism, difficulties may arise that make believe that the people who opposed are right. But when a course of action is chosen one should not waver and follow it in spite of difficulties and criticism. The thought process plays a vital role for it is the thinking that makes what a person is and what he becomes. Hirthik Roshan, one of the best actors of Bollywood, was told that he could never dance. With consistency, constancy and determination he proved the opinions of the doctors wrong.

Fear, wavering and lack of confidence give no future. But a person who wills himself to believe in the beauty and power of his dreams will have a future. Human beings are created unique and hence they should be unique in their thoughts and actions. To be unique, one cannot choose a trodden path. One should have the courage and faith to tread places where there are no trails. In doing so a person leaves a trail for others to follow. To make real what one believes in, a man should have his brain in his head and feet in his shoes. This makes a human being real in every sense of the word and also gives him the mettle to take any direction according to his choice and aptitude. This is well proved by the founders of Vallabh Vidhyanagar in 1945. In 1945 when Vallabh Vidhyanagar was merely a jungle the founders, namely Shri Bhaikaka and Shri Bhikhabhai Saheb had the vision to see it grow into the biggest education hub of the state of Gujarat. It reinstates the belief in the power of dreams and visions.

To be fruitful one should be willing to learn from mistakes and grow from there. It signals growth and living life to the fullest. Cowards die many a death before they really do but brave men just once. It was this different attitude to life that drew the line of difference between Rajesh Khanna and the other actors of his time. The reason behind his popularity was the fact that he added a difference to acting.

A joyous and successful life depends on one's attitude and perspective. With a control over the thought process, one can do wonders with one's life.

## From the Chief Editor's desk:

### Examination as an opportunity for students:

Examination is an indispensable part of college curriculum that acts as a tool to gauge the knowledge gained and the comprehensive ability of students. Examination is the pivotal point from which springs many results that are crucial to a student's life and career. Nevertheless examination is still a hotly debated topic where some are in favour and others are not. Whatever may be the contention, examination bestows students with many benefits that are very essential for a student to make a mark in his life, but many a time they are not tangible. It is this aspect of intangibility that mars the usefulness of examination. It depends on the resourcefulness of a student to derive and use the optimum advantages than an examination can offer.

A student with the right perspective and insight and one who has the potential to see through the possibilities of examination will never consider an examination a hindrance. Rather like a treasure hunter who rejoices over the invaluable find, a student is thrilled in having found the opportunities that an examination can come out with. An otherwise monster, an examination is seen as an angel waving the magical band of opportunities to lure the students to stretch to the maximum to taste and relish the laudable feats that can be accomplished by them through the inevitable system of examination.

With the help of examination, a student with an urge for dreaming and achieving big sees examination as the launch pad. The preparation for the examination enables him to regularly assess and analyze his capabilities which on further introspection will help the student to accommodate his dreams to his capabilities. Through examination students learn to improve their level of knowledge in correlation with the latest changes and developments around them. This results in gaining better coping skills which are very vital for the survival, for the world around is characterized by uncertainty, complexity, constant change and competition.

One needs the need, the urge, the instigation, the kindling, the drive and the goading to achieve something remarkable. Examinations provide these to students whereby they are driven to do something noteworthy. Examinations promote healthy competition among students. This instills in them the desire to acquire, improve and refine their talents and skills through hard work. Being illustrious and industrious can take students to greater heights and it is learnt and multiplied through examination.

While every human being is unique, no human being is perfect and without flaw. Examination is a sound system that like a mirror reflects their weaknesses. Flaws when detected can be rectified and overcome and when students are ready to take the plunge into the river of life and career, they are tailor cut to suit the demands and needs of the world where they will play significant roles. A test of the knowledge and performance will boost the morale of the students and encourage them to go further in their quest, learning and triumph. It leads to an enhancement of overall personality and confidence.

Examination gives the room for a student to measure and evaluate his effectiveness, success, progress and achievement at regular intervals of time thus refining and perfecting his learning strategies and techniques which in turn make the process of teaching and learning more effective and efficient. Examination stimulates students to work harder to expand their knowledge and performance for in the absence of necessity students tend to take it for granted. Only hard work will enable students to relish and appreciate better the fruits of success and reward. This leaves with them the sense of fulfillment and achievement which will pervade all that they do and reflect in all their undertaking. Examination gives students the opportunity to display and broadcast the knowledge acquired and it is much needed for it gives a boost to the personality.

Examinations perfect the expressive skills of students. This makes the students more vocal by cultivating their creativity and refining their thought process – the traits that command respect and attention. The mental capabilities are strengthened by making the students well

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equipped, prepared and informed. Students learn to be more systematic and disciplined and therefore they become much sought after candidates and more employable.

Irrespective of the heated arguments that undermine the value of examination, it has manifold advantages and benefits. However, the entire process of examination is incomplete unless evaluation is exercised over it. The benefits accrue only if examination embraces evaluation. It is a key to the locked storehouse of what is put inside and the use of which helps to perform better in future. The best way of deriving benefit is to evaluate by the self. However, we are in a system of third-party evaluation assuming that “outside-perspective” is more useful. But, self-evaluation with an open mind envisages enlightened mind, broadened vision, deepened knowledge, renewed determination and freshened personality.

**By:**

**Dr. Nikhil Zaveri**

**Director & Principal,**

**SEMCOM.**

## SEMCOM updates

### Intercollege Badminton Tournament:

Intercollege Badminton Tournament was organized by Sardar Patel University and in the final match that was held on 4th August 2012, SEMCOM boys' team was the Runners Up.

### Intercollege Football Tournament:

Intercollege Football Tournament was organized by Sardar Patel University and the final match was held on 6th August 2012 in Bakrol. SEMCOM Football Team won the championship.

### Mid Semester Examination:

Mid Semester Examination was conducted from 21st August 2012 to 24th August 2012 for which Mr. Vismay Shah was the coordinator.

### Orientation Programme:

Orientation Programme was organized on 24th August 2012 for MEB – I students wherein the students entertained the audience with their talents and skills. It was followed by dinner.

### Thalassemia Screening Test:

Thalassemia Screening Test was conducted with help from Charutar Vidya Mandal and Indian Red Cross Society, Anand on 27th August 2012. The test was carried out in accordance with the rules laid down by Sardar Patel University and State Government. The coordinators were Ms. Ami Trivedi and Mr. Jay Nanavati.

### Teacher's Day Celebration:

Teacher's Day was celebrated on 5th September 2012 wherein students donned the roles of teachers and taught fellow students with great enthusiasm and ardor. In the afternoon AURA Band, the college musical band performed much to the delight of everyone.

### **Film Making for Business Development:**

Film Making for Business Development was a certificate course that was conducted in SEMCOM for 25 hours. Mr. Pravin Mishra, Faculty of MICA, Ahmedabad was the Expert Speaker and it was attended by 60 students. The course taught students to make effective films, write appropriate script and to handle camera. The coordinators were Dr. Vigna Oza and Dr. Swati Parab and it was conducted on 29th and 30th August 2012 and 6th and 7th September 2012.

### **Creative Building, Lateral Thinking and Idea Generation and Branding for Start Up Business:**

It was a certificate course conducted in SEMCOM and for 25 hours. Fifty students attended the course for which the coordinators were Dr. Vigna Oza and Dr. Swati Parab. Mr. Priyesh Balakrishnan, Director of Open Circle Communication, Ahmedabad, was the Expert Speaker. It was conducted on 11th, 12th, 17th and 18th September 2012.

### **Celebration of Days:**

SEMCOM Students' Council celebrated many days namely Thought Day, Go Green Day, Khadi Day, No Fuel Day, Twins Day, Traditional Day and Corporate Day from 10th September 2012 to 15th September 2012. The different days were celebrated under the supervision of Mr. Nilay Vaidya, Vice President, Students' Council and the Staff Secretaries, Mr. Ankur Amin and Ms. Ami Trivedi. The days were celebrated under one banner, "Let's Connect".

### **Medical Check Up:**

Medical Check Up was conducted for first year students with assistance from Shree Krishna Medical Hospital, Karamsad. The coordinators were Mr. Chetan Patel and Mr. Bharat Tarapara.

### **Elocution Competition:**

Elocution Competition was organized on 21st September 2012 for which the coordinators were Mr. Dipan Bhatt and Ms. Priyanka Nair. The Judges for the competition were Ms. Arti Vyas, Freelancer, Mr. Jashwant Rawal, Editor – Naya Padkar and Mr. Vaibhav Joshi, Associate Professor – Arts,

Commerce and Science College, Khambhat. Sharad Brahmbhatt (TYBBA – ITM), Druva Gandhi and Nisha Vohra (FYBBA – ITM) and Harita Patel (FYBBA – ITM) got the first, the second and the third prizes respectively. The topics for the competition were: a. India can never be corruption free; b. FDI in retail will kill small traders in our country; c. Higher Education in India lacks quality; d. Social Media is social waste

### **Symposium by Women's Cell:**

A symposium titled "Contribution of Men in Women Empowerment in the Society" was organized by SEMCOM Women's Cell on 22nd August 2012. The Guest Speaker was Dr. Amrapali Merchant, Former Vice Chancellor, Baba Sai Open University, Ahmedabad, and Retired Head of Department, Sociology Department, Sardar Patel University.



## Book Review:

### Imagining India – Ideas for the New

#### Century

#### - Nandan Nilekani

As the world is acknowledging India's new promises, Nandan Nilekani observes in his book 'Imagining India – Ideas for the New Century' the opportunity of the global economy that has highlighted our internal differences – between the educated and the illiterate, the public and private sectors, between the well and the poorly governed, and between those who have access and those who have not." Whether or not India becomes a global player depends at least in part, he suggests, on how India deals with these contrasts. This neatly structured narrative on modern India is primarily about ideas: Ideas that have Arrived, Ideas in Progress, Ideas in Battle and Ideas to Anticipate.

The author is a co-founder of Infosys Technologies (INFY), a leading Indian tech-services company, making this one of the first books about today's India written from a business leader's perspective. Nandan Nilekani, a pillar of India's dynamic private sector, is also an exceptionally public-minded man, still young and keen to contribute to his country's self-examination and further progress. Nandan is not only a great explainer, but also as an original thinker. To Westerners, Nilekani is best known for telling *New York Times* columnist Thomas L. Friedman that knowledge work can now be performed anywhere there is an educated person, a computer, and an Internet connection. That nugget inspired Friedman's 2005 best seller, *The World is Flat: A Brief History of the Twenty-First Century*, in which he warned Americans about the impact of this shift. I can see why there is a very long quote from Thomas Friedman on the back cover. Though the quote tells only half the story, everybody who read the 'World is Flat' will want to buy this book. There is no question of course that

Nilekani has done a tremendous amount of homework. He says that he held discussions with some 120 people from all walks of life like thinkers, scholars, bureaucrats et al and quotes their views liberally to emphasize a point.

The book is divided into four parts:

Part I discusses issues where our attitudes have changed radically over the years as in the matter of birth control, anti-business politics, Nehruvian concepts of socialism, rise of English as the emerging language of aspiration, all of which are presented in their historical context. At the heart of the new India, Nilekani suggests, has been a transformation of India's self-image. And key to this has been a transformation in the perception of the nation's multitudes. Where once India's teeming population was viewed as a burden, it is now seen as a boon. The nation that feared a 'population bomb' now celebrates its 'demographic dividend'. 'At a time when the rest of the world is growing grey,' Nilekani writes, 'India has one of the youngest populations in the world with a median age of 23' and 'the second-largest reservoir of skilled labour in the world'.

Part II examines those issues that are still in the ether but are now widely accepted, like the need to spend more on quality education, the vast possibilities of literacy, the rise of cities leading to the liberation of people from caste tyranny and the need to strengthen infrastructure so essential for economic growth. Nilekani is all for urbanization and for coming to terms with the fact that cities are both inevitable and necessary for our economic health, which is a total rejection of the Gandhian theory that India lives in its villages and should be rural-centered.

Part III makes a study of our educational institutions, the low standards of our universities that show when it is realized that hardly one of the makes it to the top 400 in the world and world is spread that 75 per cent of our graduates are unemployable for the work they were ostensibly trained to do because they have only bookish knowledge. Nilekani is highly critical of the system presently prevailing and, one suspects, rightly so, which is why, as a consequence, India today has the

highest number of students abroad nearly 200,000 who are literally subsidizing universities in host countries through their fees. Indian foreign exchange reserves are thus unnecessarily trained. Why cannot the money students are permitted to draw be spent on upgrading our own study centres? This and other questions are discussed in great detail.

Nilekani is not happy about the reservation policies pursued by our politicians and avers that our universities are being shaped by the worst of India's factionalism and feudal ideas. He quotes Sam Pitroda as saying that reservation has probably set us back several years in our ability to carry out the reforms we need to and no wiser words have been said.

Part IV discusses Information Technology that is, of course, Nilekani's specialty, and how it can be made effective use of in many fields of activity through setting up Information Infrastructure. Nilekani is emphatic in saying that a combination of an open society and its positive attitudes to IT can transform India to an unbelievable extent. Technology could empower individuals trapped in the vice of antiquated systems. The government counts its citizens but does not store information about each of them – regarding, say, their health, land holdings, and finances – in an integrated, national database. As per Nilekani giving every citizen an electronic card, with a unique digital identity, would allow the state to deliver what is due to its citizens and vice versa, writes Nilekani. Such a system could remove the sway of corrupt middlemen. India also has a unique opportunity to leapfrog technology by learning from the experiments of the First World and becoming an innovator in public healthcare or alternative energy.

Nilekani sees concepts of security changing. He has words of advice on how to meet our energy needs and while he does not have any specific views to offer on nuclear energy, he thinks biofuel remains a most promising alternative energy source, especially for India's rural sector. The point is that Nilekani talks of what is readily available. The massive research that he has apparently effortlessly put in allows the facts and figures

adduced to speak for themselves. We do not have to go through cumbersome reports prepared by successive Planning Commissions. Reading Nilekani gives us enough material to set up sustainable planning. His book is an education in itself. Importantly, it is reader-friendly and unpretentious. It is as if he is sitting in his drawing room discussing everyday problems with his unnamed reader on what has gone wrong in our country and what can be done to set things right.

This book does provide answers for those curious about India's chances vis-à-vis the other contender to the superpower title: China. Reading these chapters, it quickly becomes apparent that Indian policymakers face constraints their Chinese counterparts do not. The Indian government cannot implement far-reaching, top-down reforms precisely because the nation is a democracy where elections take place every five years. Many powerful lobbies want to maintain status quo, Nilekani points out. Still, this is the information era and knowledge could be a powerful catalyst for change. So, those rooting for India – and as an Indian-American, I am one of them – can take heart in Friedman's response on the India-China match-up: "I don't think that this century can belong to a country that censors Google."

Interspersed with interesting ideas are heartwarming stories about individuals working to make a difference in the flawed framework. Nilekani writes unflinchingly of challenges ahead.

"Imagining India" manages to strike that fine balance between hope and caution. This well-researched book – with its extensive bibliography, footnotes, and timeline – is a must-read for any India-watcher, although modern India's national obsessions – Bollywood and Cricket – are not discussed here. For these topics, the reader has to look elsewhere.

**BY:**

**DR. SHUVASRI DAS**

**Lecturer,**

**SEMCOM.**



## Article: Challenges of Rural Marketing

### Introduction

Our country is endowed with a good degree of ethnic and regional diversity. About three-fourth of the total population resides in the rural areas and majority of them are dependent upon agriculture for their subsistence. Agriculture contributes about 24.7% to the Gross Domestic Product (GDP) of the country. It also contributes about 13.1% to the total Indian exports. This sector provides employment to 58.4% of the country's workforce and livelihood to more than 650 million people. Despite this fact, the condition of these people has not shown any significant improvement. The development of the nation largely depends upon the development of the rural population. Mahatma Gandhi had once said: "India's way is not Europe's. India is not Calcutta and Bombay. India lives in her several hundreds of villages".

### Rural Market Potential

India is an agro-based economy and the growth of most of the other sectors of economy is driven by rural demand. Urban market is reaching towards the saturation point, thus bringing in an urgent need to focus on rural development. Moreover, more than 70% of India's population lives in villages and constitutes a big market for industry because of increasing disposal incomes and awareness level.

In comparison to just 5,161 towns in India there are 6,38,365 villages in India. This in itself is an indicator where the real India resides. Companies are realizing slowly but surely that the key to gain true market leadership lies in tapping the rural potential. However, the rural sector in India suffers from different kinds of problems. Some areas are having enough money but their level of awareness and hence consumerism is very low. But there are many areas where economic empowerment, health and education, etc., are major problems.

### What is Rural Marketing?

While there is a large growth in the urban market, the rural or latent market is yet to be tapped, and

has an enormous potential for growth. A rural market can be defined as any market that exists in an area where the population is less than 10, 000. The rural market in India is scattered and spread over a wide geographical area. Indian market is divided into urban and rural markets.

Urban market is flooded with low demand.

Rural market witnesses a high demand

It is the rural segment of market that contributes more profit than its urban counterpart. Rural marketing broadly involves reaching customers, understanding their wants, supply of goods and services, and ultimately satisfying consumers, leading to more sales. The general impression is that only agricultural inputs like seeds, fertilizers, pesticides, cattle feed and agricultural machinery has a potential for growth in the rural market. However, there is a growing market for consumer goods now. It has been estimated the rural market is growing at the rate of five times its urban counterpart.

### Challenges in Rural Marketing

Though rural markets are a huge attraction to marketers, it is not easy to enter the market and take a sizeable share of the market, in the short time due to the following reasons.

#### Low Literacy

There are not enough opportunities for education in rural areas. The literacy level is as low (36%) when compared to all- India average of 52%.

#### Seasonal Demand

Demand for goods in rural markets depends upon agricultural situation, as agriculture is the main source of income. Agriculture to a large extent depends upon monsoon and, therefore, the demand or buying capacity is not stable or regular.

#### Transportation

Many rural areas are not connected by rail transport. Kacha roads become unserviceable during the monsoon and interior villages get isolated.

#### Distribution

An effective distribution system requires village-level shopkeeper, Mandal/Taluka - level wholesaler

or preferred dealer, distributor or stockiest at district level and company-owned depot or consignment distribution at state level. The presence of too many tiers in the distribution system increases the cost of distribution.

#### Communication Problems

Facilities such as telephone, fax and internet are rather poor in rural areas.

#### Traditional Life

Life in rural areas is still governed by customs and traditions and people do not easily adapt new practices. For example, even rich and educated class of farmers does not wear jeans or branded shoes.

#### Buying Decisions

Rural consumers are cautious in buying and decisions are slow and delayed. They like to give a trial and only after being personally satisfied, do they buy the product.

#### Media for Promotions

Television has made a great impact and large audience has been exposed to this medium. Radio reaches large population in rural areas at a relatively low cost. However, reach of formal media is low in rural households; therefore, the market has to undertake specific sales promotion activities in rural areas like participating in melas or fairs.

#### Career in Rural Market

While rural marketing offers a challenging career, a rural sales person should require certain qualifications and specialized talent.

#### Cultural Factors

Culture is a system of shared values, beliefs and perceptions that influence the behavior of consumers. There are different groups based on religion, caste, occupation, income, age, education and politics and each group exerts influence on the behavior of people in villages.

There is a belief among rural people that experience is more important than formal education and they respect salespersons who can offer practical solutions to their problems.

Therefore, it is desirable that sales persons, especially those who have been brought up in cities are given a thorough training consisting of both theory and practical aspects of village life. The training will help these sales persons to align themselves with the market realities and settle down smoothly in their jobs. Rural market has a tremendous potential that is yet to be tapped. A small increase in rural income, results in an exponential increase in buying power.

#### Future Trends

Markets which are not able to face the stiff competition posed by MNCs can restore their profits in the rural sector. The market share of urban market when compared to the rural market is low; hence if Indian industries concentrate on rural markets their sales will increase. If rural markets are brought into the limelight of development, they pave way to prosperity. Prosperity of India lies in the prosperity of every Indian; hence no rural segment should be left untapped.

**BY:**

**Mr. Ankur Amin**

**Lecturer,**

**SEMCOM.**

**Research Article: E-LEARNING – THE KEY TO INNOVATIONS IN TEACHING AND LEARNING**

**INTRODUCTION:**

**E-Learning:**

E-learning comprises all forms of electronically supported learning and teaching.

E-learning is essentially the computer and network-enabled transfer of skills and knowledge. E-learning applications and processes include Web-based learning, computer-based learning, virtual education opportunities and digital collaboration.

E-content is delivered via the Internet, intranet/extranet, audio or video tape, satellite TV, and CD-ROM. It can be self-paced or instructor-led and includes media in the form of text, image, animation, streaming video and audio.

E-learning services have evolved since computers were first used in education. There is a trend to move towards blended learning services, where computer-based activities are integrated with practical or classroom-based situations.

E-learning is naturally suited to distance learning and flexible learning, but can also be used in conjunction with face-to-face teaching, in which case the term Blended Learning is commonly used. E-Learning can also refer to educational web sites such as those offering learning scenarios, worksheets and interactive exercises for students.

The term is also used extensively in the business sector where it generally refers to cost-effective online training.

The recent trend in the E-Learning sector is screen casting. There are many screen casting tools available but the latest buzz is all about the web based screen casting tools which allow the users to create screencasts directly from their browser and make the video available online so that the viewers can stream the video directly. The advantage of such tools is that it gives the presenter the ability to show his ideas and flow of thoughts rather than simply explain them, which may be more confusing when delivered via simple text instructions.

Communication technologies used in E-learning

Communication technologies are generally categorized as asynchronous or synchronous. Asynchronous activities use technologies such as blogs, wikis, and discussion boards. The idea here is that participants may engage in the exchange of ideas or information without the dependency of other participants' involvement at the same time.

Electronic mail (Email) is also asynchronous in that mail can be sent or received without having both the participants' involvement at the same time.

Asynchronous learning also gives students the ability to work at their own pace. This is particularly beneficial for students who have health problems. They have the opportunity to complete their work in a low stress environment.

Synchronous activities involve the exchange of ideas and information with one or more participants during the same period of time. A face to face discussion is an example of synchronous communications. In an "E" learning environment, an example of synchronous communications would be a Skype conversation or a chat room where everyone is online and working collaboratively at the same time. Synchronous activities occur with all participants joining in at once, as with an online chat session or a virtual classroom or meeting.[1]

Levels of e-learning

E-learning falls into four categories, from the very basic to the very advanced. The categories are:

- Knowledge databases
- Online support
- Asynchronous training
- Synchronous training[2]
- Sources of Information (Survey)

In this research paper, I have used secondary source (online survey references) to examine the impacts and innovations of e-learning in teaching and learning.

Evolution of Education Technology[3]

As per my observation from the reference, now-a-days e-learning is at the highest mode of education (teaching and learning).

## I. Evolution of Education Technology<sup>[3]</sup>

As per my observation from the reference, now-a-days e-learning is at the highest mode of education (teaching and learning).

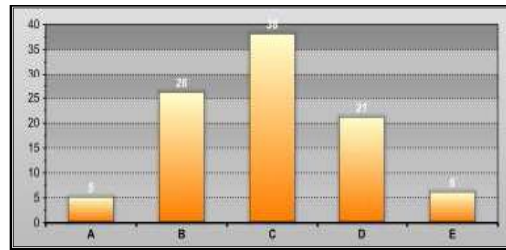
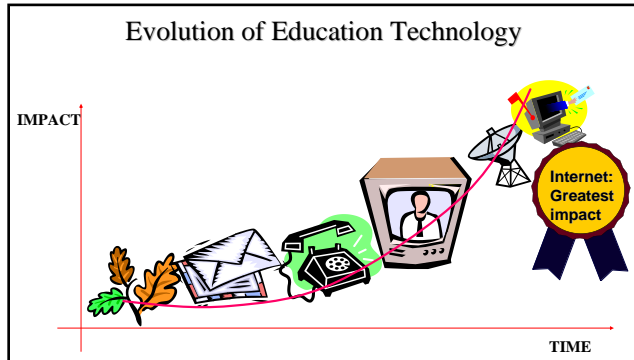


Figure: Responders present use of e-learning. A) To a large extent, B) Moderately

C) A little, D) Not at all, E) I don't know.

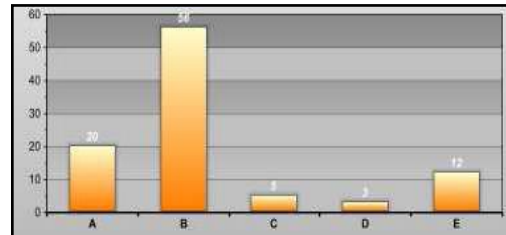


Figure: Responders expected use of e-learning over the next five years.

The results of the survey gave an overview of the present use of e-learning and problem-based learning in teaching and training. From figure it can be concluded that e-learning in most organizations only was used to a small extent (38 responders), thus five people answered that e-learning was used to a large extent, 26 “moderately” and 21 responders answered that they “not at all use e-learning”. A big majority (76 of the responder’s) answer that they believe in an increase in the use of e-learning over the next 5 years, 20 answered “extremely likely”, 56 “likely”, whereas only 8 people answered “unlikely” or extremely unlikely”.

## II. Teachers in meat topics expect an increased use of e-learning, a survey shows<sup>[4]</sup>

The survey was conducted during April and May 2007. It was sent electronically to people involved in the project and to the personal contacts of the project group. Two reminders were sent out and 100 responses were collected. The response rate was 40 % (100 responses of approximately 250 possible). Names of the responders were collected in order to make it possible to analyze each unique response and also to make personal contacts.

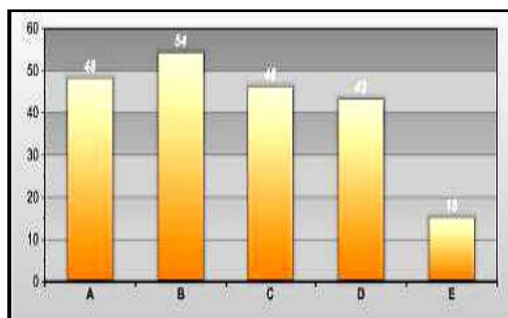


Figure: Number of responders teaching different target group.

A) Undergraduate students (48%), B) Graduate students (54%), C) PhD students (46%), D) Continuing education (43%), E) Other (15%).

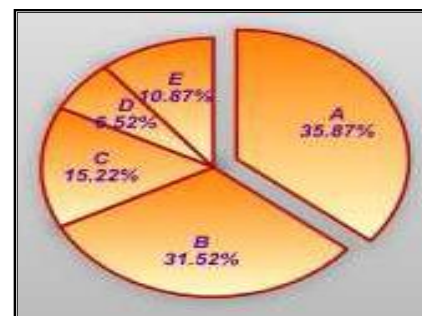


Figure: Proportion of responders who want to receive on-line training in the use of Electronic resources. (A) Yes, very interested (35.87%), (B) Moderately interested (31.52%), (C) Slightly interested (15.22%), (D) No interest (6.52%), (E) I don't know (10.87%).

## II. Survey on the use of ICT for learning and teaching purposes: [5]

Some of the most significant results of the research were related to the use of ICT for learning and teaching purposes:

64% of the respondents indicated that they used it for e-mail to staff and students

53% used it for provision of on-line resources

48% had a VLE (Virtual Learning Environment) resource for their students

36% had on-line discussion forums

Less than 20% used blogs, wikis, on-line forms of assessment or on-line multimedia

33% indicated that their students could submit their assignments via email

8 respondents indicated uses not directly mentioned in the survey, such as Adobe Connect and Turn tin

Student attitudes towards and beliefs about e-learning [5]

In terms of their attitudes towards and beliefs about e-learning, students responded as follows:

More than 80% indicated that it provides flexibility in terms of a learning space and that it increases flexibility in terms of staff/student contact time

80% thought that e-learning cannot be a substitute for face-to-face staff/student interaction

68% thought that e-learning is helpful for students with physical disabilities, and 54% thought that it is helpful for students with learning difficulties

82% thought that e-learning can help traditional teaching methodology become more effective

70% thought that incorporation of ICT in their learning will benefit them in terms of their personal career development

More than 40% disagreed with the statement that 'there is too much pressure to incorporate the use of ICT in teaching and learning'

More than 75% thought that their courses should provide them with experience in the use of ICT for the improvement of their job prospects, but..

Less than 20% either try to convince their Departments/Schools to incorporate more ICT in their teaching or try to convince themselves or other students to learn more about how to incorporate ICT in their learning

V. Table: Impact of e-learning on lecturers' teaching and learning activities [6]

Teaching activity	More effectively	No change	Less effectively	Don't know	Not applicable	No response
	%	%	%	%	%	%
Research and access teaching materials	76	18	1	2	3	2
Create teaching materials	75	18	1	2	3	1
Present information in front of the class	66	25	2	2	4	2
Make course materials available to learners	64	26	2	2	4	2
Develop learners' understanding of the subject	57	34	1	3	3	2
Share course materials with colleagues	57	33	2	2	4	2
Prepare my scheme of work/lesson plans	53	38	2	2	5	1
Meet the needs of learners with different learning styles	47	40	2	5	5	2
Communicate with learners outside of the classroom	45	37	2	4	10	2
Deliver differentiated lessons	36	50	2	5	5	2
Test learners' understanding	35	50	3	4	6	2
Track learners' progress	33	52	2	5	7	2

Teaching activity	More effectively	No change	Less effectively	Don't know	Not applicable	No response
	%	%	%	%	%	%
Achieve more in less time	33	42	13	6	4	2
Measure learners' progress	28	55	3	5	7	2
Manage individual target setting for learners	22	58	2	7	9	2
Assist in giving one-to-one attention to learners in the classroom	19	59	4	8	9	2
<b>N = 2295</b>						



*A series of single response items  
Due to rounding, percentages may not always sum to 100  
A total of 2273 respondents answered at least one item in this question  
Source: NFER Survey of college lecturers, 2005*

It can be seen from Table that lecturers had mixed perceptions of the impact of e-learning on teaching and learning activities. The majority of lecturers who responded indicated that e-learning had assisted them in ways which could be associated with using e-learning as a preparation and presentational tool for teaching and learning.

**BENEFITS OF E-LEARNING:**

- Cost effective
- Flexibility
- Personalized Learning
- Develops knowledge
- Resources[2]
- Flexibility, Accessibility, Convenience
- Cross platform
- Low delivery costs
- Ease of update
- Collaborative learning
- Scalability[7]
- Browsers and Internet Connections are Widely Available
- Inexpensive Worldwide Distribution
- Ease of Updates
- Savings in Travel Cost and Time[8]
- More effective learning
- More learning
- Better learning
- Students communicate better in a web based environment than in the traditional classroom.

**DISADVANTAGES OF E-LEARNING:**

- Access
- Software and files
- High motivation
- Isolation
- Resource[9]

**CHALLENGES OF E-LEARNING:**

- E-learning's time requirement challenges instructor
- Technical Issues assume a new importance to faculty
- E-learning technical issues for student
- Instructor and student technical challenges[10]
- Access to Technology
- No ranking, evaluation of current modules

**OVERCOMING FROM THE CHALLENGES:**

- At initial stage, Local Learning Software can be used to cope up with technical issues
- New pedagogical solutions have to be developed.
- New teaching and learning methods have to be developed.
- New and innovative communication methods will have to be developed
- Teachers are required to create a culture of e-learning.

**FUTURE SCOPE OF E-LEARNING IN INDIA [11]:**

Trends in e-learning	
Business-to-employee initiatives will address e-learning	Companies will build B2E intranets or corporate portals to conduct business with employees, and provide them self-service for access to benefits, forms and information. B2E capabilities will become increasingly important tools for recruitment, retention, and employee-relationship management.
■ e-learning will extend to customers	■ CRM initiatives might include customer education. According to Gartner, companies can use e-learning to introduce new products, educate customers in self-service techniques, and compare competitors' products and services.
■ Simulation, gaming and interactivity will enrich e-learning	■ Research shows that student understanding and retention improves when they learn by experience. Technologies such as collaboration, interactivity, modelling, simulations, virtual reality interfaces and gaming will help students experience the skill while being taught.
■ There will never be enough of the right skills	■ Along with technologies and business practices, some skills are changing so quickly that they're outdated within a few months of introduction. In addition, the number and range of skills required of the average employee is increasing.

## CONCLUSION:

■ “E-Learning is the delivery of individualized, comprehensive, dynamic learning content in real time, aiding the development of communities of knowledge, linking learners and practitioners with experts.” e-Learning offers opportunity to raise educational standards. Educational institutes are increasingly emphasizing teaching and learning in response to the effect of globalization, the ubiquity of digital technologies, and the changing needs of society. Today’s students require more than information. They wish to have communication and problem-solving systems to see from various perspectives, to reason justly, to work effectively in teams, to be able to create new knowledge, and to be lifelong learners. By our survey, we can conclude that the feedback of the usage of e-Learning is positive in education (in teaching and learning). E-learning provides greater flexibility in terms of where and when students can participate in learning activities. It increases confidence and enthusiasm of teachers as well as learners. Time and technology issues are major challenges of e-Learning. The best solutions to solve these problems are (1) To create Local Learning Software and (2) By increasing usage of internet chatting, e-mailing etc.

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## My Voice: Nothing to Write, Nothing to Share

Wrote a lot, spoke a lot, shared a lot  
Dreamt of happy and prosperous life  
House built of sand, home built of love  
Thought mankind will be full of trust, love and openness  
Forgot journey of life is not bed of roses  
Forgot about thorns which come with roses  
Road of life has some beautiful gardens,  
Mountains, rivers, and the last remnants of pure weather  
But then there are steep valleys,  
thunderstorms Happiness and Sorrow  
Two sides of the coin  
Both give us inspiration to write something  
What to write and what to share?  
People are smart  
They know what is good for them  
The play of life  
Supposed to be written, produced and directed by  
almighty god  
Have elements of love, happiness, pain, sorrow,  
surprise, disgust, anger, goodness, treachery, lust,  
selfishness, power, politics, beauty and what not?  
A super-hit play with superb performances  
God, spirituality and his message Honesty,  
Ethics, and a good way of life  
Was Challenge, is Challenge and prediction is will  
continue to be challenge.  
Traces of humanity, traces of goodness still exist or  
are mistake of stanza?  
Are like rays of Sun  
Hope Sun Shines better and brighter  
Nothing to say, nothing to write, nothing to share....  
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## ManagAnt:

### **Total Quality ManageAnt:**

We live in a world driven by excellence and the will to excel. Competition being the buzzword of industry ensures that one has the optimum productivity in order to survive in the market. Total Quality Management is a ManageAnt because the business has grown dramatically over the last decades. Total Quality ManageAnt helps us in meaningful aspects like: the Governmental reforms which lead to deregulation of services, increasing competition, raising the income level of the middle class and also for the rapid applications of information technologies. And the most important is to provide a significantly high in quality, product updation, to give better service and also take competitive and comparative advantages. In fact, service organizations need new approaches to address the challenges.

In recent years, many organizations have implemented Total Quality Management Programs. By this, it entails not specific procedures, policies, and practices but a philosophy that commits the organization to continuous quality improvement in all of its activities; such as: to achieve competitiveness, leadership and focusing the entire organization on customer needs, to give employees commitment towards their workforce, and affecting organizational culture. Total Quality ManageAnt is thus, an umbrella under which the management includes everything that considers important for its success.

According to Johnson, "Leadership makes the high visibility and powerful statement". [1]

There are few benefits of Total Quality management: [2]

A satisfied customer will likely recommend the product to other buyers.

Manufacturing cost is reduced by reducing wastes. Total Quality Management increases employee productivity and equipment productivity.

Total Quality Management reduces mistakes, thus savings are increased.

Increased price of workmanship among individual workers.

Better justification for budgets because of efficient operation.

Total Quality Management ensures better profitability for the organization.

Improved sustainability caused by extended time between equipment failures.

Streamlined maintenance and production processes.

Thus, it can be summarized that the success of Total Quality Management largely depends upon the active involvement of the senior management in providing leadership to the movement. Besides, it needs commitment and sincere efforts of workforce to succeed and make the company more competitive in local as well as international market place and especially in the competitive business as on today. [3]

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It is not the end; looking forward!

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## **Being: CAN A BLACK BALLOON FLY?**

I have a habit of sharing quote of the day with students in classes. An enthusiastic student in a class asked me about the source of these quotations and my inspiration behind it. I simply replied that I bring all these quotations from internet, there are many websites which give such motivational quotes. He was not convinced with my arguments. He kept on saying that the quotations I give are different and not usual. And his last question reminded me of a beautiful motivational story. He asked me, "Do you believe in your quotations"?

There was a Negro boy. He was neglected in his family and in school. Nobody used to talk with him. Slowly, he developed the thinking that, people do not talk with him because of the colour of his skin, i.e. black and he became an introvert. Nobody used to call him to play games in the garden. Gradually, he stopped asking others to play games as well. He used to sit at a bench in a garden and see children of his age playing different games.

One day a balloon man came to that garden. All the children rushed to the balloon man with joy and happiness. They bought different coloured balloons. The Negro boy was observing all these things. Children were buying balloons, they released them in air, balloons would fly high in the sky and they would buy balloon again.

After sometime when the boy found the balloon man alone, he approached him and asked him question in his little, sweet, quivering but eager tone, "Can a black balloon fly?" The balloon man, being a mature man, could very well understand the reason behind that boy's question. He smiled and gifted a black balloon with helium gas inside it. He then asked that boy to release that balloon in air. The boy did so and the balloon, within few seconds flew very high in the sky.

The balloon man, then very tenderly told that boy, "Dear boy, it is not the colour of the balloon which decides its flight, it is the helium gas inside a balloon which decides the flight of a balloon. The more gas one has inside, the more it flies in the

sky.” The boy smiled and went home with a smile on a face.

I could see the same eagerness in the eyes of that student who asked me the question about my belief in the quotations. He wanted to know the truth like that Negro boy. His question was as innocent as that Negro boy’s. Before I answered his question, the story came to my mind and I replied, “Yes, I do believe and follow the quotations

I share, because if these words in my notebook can motivate me magically, then I would be motivated completely if I follow these motivational quotes. Because I believe if a person is strong enough from inside, and work upon his mistakes, he/she can fly high, can achieve heights.

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## **Green Corner:**

### **GREEN INDIA**

The increase in environmental awareness has resulted in a spate of activities to conserve it. The perception that we have always been and will continue to remain at the mercy of nature is very clear. As active citizens of this planet, we are duty bound to play our parts today, in order to secure our tomorrow.

The Government of India has been a keen observer of the effects on the environment and has been in the forefront to help protect it. The Ministry of Environment & Forests- External website that opens in a new window has been actively involved in monitoring and formulating ways to preserve India's natural beauty and maintain a healthy ecological balance. From the promotion of Organic farming to the implementation of stringent industrial waste treatment rules, the government has provided facilities and policies to help us protect nature.

### **COMBATING CLIMATE CHANGE**

One of the key reasons behind the adverse impacts on our water resources, health, agriculture and food production is the threat of climate change. This emanates from the accumulated Greenhouse Gas (GHG) emissions generated by the increase in industrial growth and high consumption lifestyle.

The Greenhouse effect is the rise in temperature that the earth experiences because of the heat confined in by certain gases like water vapor, carbon dioxide, methane, nitrous oxide etc. The term 'greenhouse effect' is used because like the glass panes in a greenhouse, the greenhouse gases traps the heat from the sun resulting in the increased heat.

India has been working on the issue of its Greenhouse Gas (GHG) emissions for several years now. Based on results of Climate Modelling Studies, India's aggregate and per capita GHG emissions over the next two decades will remain modest. The estimated average per capita GHG emissions of India in 2020 are expected to be well below those of the developed countries. Nevertheless, India is acutely conscious of the need to address the issue of climate change and hence the Indian government has a robust National Action Plan on Climate Change- (NAPCC) in place which is a mix of



both mitigation and adaptation measures. India has undertaken 24 initiatives to combat climate change under the areas of Science & Research, Policy Development, Policy Implementation, International Co-operation and Forestry.

\* Source : Ministry of Environment & Forestry,  
[www.india.gov.in](http://www.india.gov.in)

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Area	Initiative / Event	Contribution
Science & Research	1. Indian Network for Climate Change Assessment (INCCA)	Network of 120 research institutions and 250 scientists launched; major conferences planned in May and November 2010
	2. Himalayan Glaciers Monitoring Programme	Comprehensive programme to scientifically monitor the Himalayan glaciers – Phase I completed; Phase II launched; Discussion Paper on State of Himalayan Glaciers released
	3. Launch of Indian Satellite to Monitor Greenhouse Gases	ISRO to launch a micro-satellite in 2010 to study aerosols (soot particles), followed by a comprehensive satellite in 2011 to monitor GHG gases; India to join elite club of countries to do so
	4. India's Forest and Tree Cover as a Carbon Sink	Research estimates the value of India's forests as a carbon sink – assessment shows that they neutralise 11% of India's annual GHG emissions
	5. India's GHG Emissions Profile	India's GHG Emission Pathways until 2030 under different assumptions made public; shows India will remain a minor per capita emitter even in 2030
Policy Development	6. Expert Group on Low Carbon Economy	Planning Commission-led Group set up to develop strategy for India as a low carbon economy; to feed into twelfth plan process
	7. State Action Plans on Climate Change	Delhi becomes first State to release Climate Change Action Plan; other States finalising their Plans
	8. National Policy on Biofuels	National Policy on Bio-fuels approved by Cabinet to promote cultivation, production and use of Bio-fuels for transport and in other applications
Policy Implementation	9. National Missions under National Action Plan on Climate Change	National Missions on Solar Energy, Energy Efficiency and Strategic Knowledge approved; other Missions in final stages of preparation
	10. First National Conference on Green Building- Materials and Technologies	Conference to stimulate green building sector; to set an example the Govt proposes that all its new buildings will be GRIHA 4+ compliant subject to site conditions
	11. 30 "Solar Cities"	In-principle approval given to 30 'Solar Cities' with aim of 10% deduction in projected demand of conventional energy through a combination of energy efficiency and renewables
	12. Energy Efficiency Standards for Appliances	Energy efficiency ratings made mandatory for 4 key appliances – refrigerators, air conditioners, tubelights and transformers from January 7, 2010; more to follow through 2010
	13. Fuel Efficiency Norms	Plan for fuel economy norms for vehicles announced; to be made operational in two years
	14. CDM Program	India assessed as Best CDM Country; Indian projects to neutralise 10% of emissions by 2012
	15. India to host 'Rio+20'	India to host 11 <sup>th</sup> COP of Convention on Biodiversity (CBD) in 2012, mark 20 <sup>th</sup> anniversary of Rio
International Cooperation	16. UN Climate Technology Conference	India successfully hosts global Conference on technology, Delhi Statement adopted
	17. SAARC Environment Ministers Conference	India successfully hosts SAARC Ministers Conference and agrees joint actions on Climate Change; 2010 SAARC Summit to be on the theme of Climate Change
	18. India's Submissions to UNFCCC	Report documenting India's 12 proactive submissions to UNFCCC released
Forestry	19. State of Forests Report 2009	Latest State of Forest Report released; shows continued rise in India's forest cover
	20. Launch of CAMPA	Ambitious Rs 11,700 crore (USD 2.5Bn) Programme for forest conservation launched
	21. Green India Mission	New mission under NAPCC to fast-track re-forestation being finalised
	22. Capacity Building in Forestry Scheme	New Rs 369 crore (USD 80Mn) scheme for HRD for forest personnel
	23. Intensification of Forest Management	New Rs 600 crore (USD 125Mn) scheme to improve forest management, infrastructure, fires, etc.
	24. Inclusion of Forestry within NREGA	Forestry related activities included as part of India's flagship employment guarantee scheme to fast-track reforestation; Pilots being implemented

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