

CONTENTS

Pg. 2	From Chief Editor's Desk Dr Nikhil Zaveri Director & Principal, SEMCOM
Pg. 4	BOOK REVIEW MS. HARSHIDA PATEL ASSISTANT PROFESSOR SEMCOM
Pg. 5	ARTICLE MR. SUNIL V. CHAUDHARY ASSISTANT PROFESSOR, SEMCOM
Pg. 8	ARTICLE MR. ANKUR AMIN ASSISTANT PROFESSOR, SEMCOM
Pg. 9	FINTELLIGENCE DR. KAMINI K. SHAH ASSISTANT PROFESSOR SEMCOM
Pg. 14	COMMUNICARE MS. NISHRIN PATHAN ASSISTANT PROFESSOR SEMCOM
Pg. 16	MY VOICE Mr. Sunil Chaudhary Lecturer, SEMCOM
Pg. 17	MANAGEANT Dr.Vigna Oza Lecturer, SEMCOM
Pg. 17	BEING Mr. Dipan Bhat Lecturer, SEMCOM
Pg. 18	Swarnim GUJARAT Editorial Team, SEMCOM

Editorial Team:

Chief Editor	: Dr Nikhil Zaveri
Managing Editor	: Ms Nishrin Pathan
Executive Editor	: Ms Hezbibah Mary
Technical Editor	: Ms Reshma Pathak

DRIVE

From the Chief Editor's desk:

Technology and Education:

The modern world is characterized by speed, uncertainty, complexity and competition which are hurdles in the way of progress and development. Only education can counteract these hurdles. But the strongest point of contention is that can education imparted through traditional methods and conventional ways be of any help. It goes without saying that the answer is definitely no, for the traditional methods do not encompass a wide range of tools needed to work the miracle. With the incredible changes and the rate at which the world is growing in all areas, the need for technology in education has become an indisputable fact.

Technology has helped mankind make progress in leaps and bounds. The ever evolving technology has contributed to the comfort, welfare and growth of mankind in all possible ways and in ways beyond one's imagination and dreams. The penetration of technology has been unthinkable and it has brought about changes, quite poignant, by refining and synchronizing the different crucial aspects of planning, organizing and functioning in every field. The field of education is no exception and the field has undergone extraordinary changes with the magical touch of technology.

One cannot but acknowledge and accept that technology has replaced traditional pedagogical tools and this gives greater flexibility, cutting edge, appeal and application to teaching-learning process. Technology has promoted and facilitated e-learning and the introduction and use of technological devices like mobile phones, smart phones and tablets have caught the attention of academicians for their potential resources and inherent advantages that can be used and

manipulated in the teaching-learning process. It has redefined the meaning of teaching-learning and rewritten the concepts of pedagogy.

There is a paradigm shift in the teacher-student relationship and teaching-learning process. Education has become student centric where the teacher is no longer a dispenser of knowledge but a facilitator of learning. Students have become participants rather than spectators and this has resulted in the personalization of education. Rather than concentrating solely and merely on books, technology has helped to pool in the talents and skills of students by enhancing their creativity, imagination and perception that help in multidimensional approach to different aspects of their life and career. Traditional educational methods had no scope for research that is copiously provided through technology. Rather than dispensing knowledge, teachers have become through technology creators and generators of new knowledge and in the process they have themselves become lifelong learners. Lifelong learning is an important aspect of teaching-learning process for change is the only constant in the world. Parents who were sole spectators in the traditional methods have become active participants thus adding another important indispensable dimension to the concept of education.

Technology in education allows space for collaboration with society, institutions, organizations, government agencies, companies, etc. which paves way for a sound and whole development of personality, intellect and awareness. This kind of a healthy collaboration enhances cooperation, coordination, analytical skills, reasoning ability, problem solving skills, and decision making powers amongst students. It also helps in acquiring new skills, information and knowledge and helps students become better players in life and profession. The modern scenario is an era of specialization and technology helps students choose the right area in accordance with their aptitude and inclination and it is made possible through the extensive exposure and analysis given by technology. The empowerment it provides to teachers and students and to teacher-

student relationship brings about differences and results that are both qualitative and quantitative.

The raw facts that are given in classrooms are processed into refined data, useable knowledge and applicable truths with the help of technology. The process which requires a lot of time is achieved within the stipulated time with the help of technology. Technology helps in aiding and speeding up the process through greater inputs. It enables the raw facts to be arranged in a platter in a functional form according to the needs of the students and situations. In this method learning is not confined to the requirements and limitations of textbooks and prescribed books. It gives way to exploration, survey, research, investigation and enquiry. Thanks to the intervention of technology assignments and projects of complex nature which were totally unheard of in the earlier methods are tackled effortlessly, thereby adding much more to what is already learnt. This process of learning involves experiment, examination and scrutiny and hence what is learnt is lifelong, valuable, meaningful and relevant. Gathering information is not narrowed to one source but multiple sources that are more authentic and tested.

Technology has given birth to new methods of instruction and learning. It ensures that the field of education remains in constant touch with the outside world for myriad reasons like mutual benefit, stability, development and growth. To be an active player and participant in the global economy and world market, students need to have interdisciplinary knowledge and approach. The world exists, thrives and progresses on the close, tangible and unbreakable bond that exists among the different disciplines, for the world needs the features of all the disciplines. It is acquired through the coverage given by technology. The end results are generation of new job opportunities and sustainable employability.

Technology ensures that education does not stop with school or college but continues even at home or everywhere the student goes. The students carry with them a storehouse of knowledge and a wealth of information which can be used or

disseminated depending on the situation. The most important outcome would be that since all the tasks are accomplished within a short span of time, students have abundant time to pursue their passions, dreams, hobbies, etc. It results in a sound overall development of time. It prevents students from becoming bookworms or couch potatoes and helps them nourish their spiritual, physical, mental and psyche wellbeing.

Success requires students to have a global perspective. Technology brings students of different countries together and makes them into a team that enables better learning, understanding and assimilation. Technology is of great help to students with learning disabilities for it aids them in learning at their own pace and level. It keeps students in constant touch with what is being taught and learnt. Technology makes communication and interaction with experts round the world possible which further strengthens the learning and widens the horizon of knowledge. Furthermore technology dispels disparities among the haves and the have nots by enabling students to have access to the same source of information. So education has become a continuous process.

Technology has made teaching learning process enjoyable and significant. Students rather than being the end result of the process have become an essential part. The time has come for not how and what teachers want to deliver, but how and what students want to receive.

By:

Dr. Nikhil Zaveri

Director & Principal,

SEMCOM.

Book Review: NANOTECHNOLOGY

BY: J. Menon

About the Author:

J. Menon (born 1968) has done his M. Tech in Nanotechnology. He has written various articles on science and nanotechnology for magazines and periodicals which have been useful for students. Presently he is doing advance research on nanotechnology and other sciences.

Description and summary:

If you are going to read one non-technical book on nanotechnology, this is the one. The book explains how we can think about technologies that have not yet been developed.

This book explores both the opportunities and the perils that these technologies will present, and discusses how we can prepare to cope with them. This book provides an excellent introduction to nanotechnology. For those already familiar with the concepts, it makes more concrete the possible early stages of implementation and the effects upon day to day human life.

For any new technology, public perception plays a critical role in its eventual deployment and commercial acceptance. Nanotechnology is not an exception, despite being considered by many as the newly emerging, ultimate technology with abundant promises to solve all sorts of problems faced by humanity. On the other hand, opponents accuse this as being too 'far-fetched' and fictitious with undue publicity and this has been widely criticized as a mere waste of public money with inherent dangers of the unjustified hype by the invisible nano world.

Irrespective of these opposing views, there has been plenty of excitement with new fundamental phenomena and in this respect the book by J. Menon brilliantly exposes many methods to synthesize nano particles, disperse them in a carrying fluid to form a composite and exploit its extraordinary properties.

This book describes what nanotechnology will mean in practical terms, so that more people can think more realistically about the future.

The basic things about nanotechnology are described with day to day examples in the introduction. This book focus on the areas like how nanotechnology can affect in our life, nanotechnology for cancer treatment, environmental regulations, forest product industries, nanotechnology in agriculture and food, nano science research for energy needs, nanotechnology solutions for water, space development programs, environmental risks of nano particals, nano particals in workplace, nanotechnology in developing countries, ethical and political implications of nanotechnology, intellectual property rights in nanotechnology.

Nanotechnology in our life has detailed discussion on different areas like security, superior, lightweight materials, advance computing, increased situational awareness, powerful munitions, healthcare, diagnostics, novel drugs, resources, energy, water, robotics etc. What can we expect from nanotechnology? What will be improved? What will be new? - are some of the questions discussed in the book. It really adds much knowledge to the reader. In fact we use nanotechnology in our day-to-day lives without much realizing it.

In environmental regulation the environmental risks and benefits of nanotechnology is explained.

J. Menon very competently argues that "objects are constructed by tiny molecular machines, such as cells and organelles, working from the bottom up". (Page 45)

J. Menon has discussed environmental risks of nanoparticles by how deposition in the lung parenchyma may eventually lead to the development of a chronic diffuse interstitial fibro nodular lung disease, like silicosis and asbestosis, or to lung cancer. He has also given idea about the adverse health effects of particle exposure at the work place. (Page 219)

He has clarified the underrating of nanotechnology and synthesized discussions on issues of relevance, appropriateness and distribution with respect to

developing countries. In support, recent developments in nanotechnology and healthcare are provided. (Page 241)

He has also discussed some economic and technological barriers as well as application obstacles oppose the utilization of nanotechnology components in space. (Page 165)

J. Menon has focused on the interrelationships between nano scale material characteristics and the resulting product endues property improvements.

I read this book twice and I personally advise everyone to read this book. The author has explained technical things in easy language. My favorite part of this book is "Nanotechnology in Agriculture and Food". Developing countries such as Iran have adopted their own nanotechnology programs with a specific focus on agricultural application.

The applications of nanotechnology is discussed in the production of various kinds of detergents, paints, ceramics, air conditioning systems, vacuum cleaners, home appliances, shoes and garments. The impact of nanotechnology on food industry and products entering the market, the safety of food will remain prime concern. This will ensure food security and safety, as well as technology which alert customers and shopkeepers when a food is nearing the end of its self-life.

The Critical Analysis:

This book is worth reading and provides much nano information about nanotechnology. But there are certain printing errors in the book. The information can be made rich by adding photographs for relevant information. So, read it and add to your knowledge.

BY:

MS. HARSHIDA PATEL

ASSISTANT PROFESSOR,

SEMCOM.

Article: Organizational Climate and Culture

Organizational culture "consists of the norms, values and unwritten rules of conduct of an organization as well as management styles, priorities, beliefs and inter-personal behaviours that prevail. Together they create a climate that influences how well people communicate, plan and make decisions". Strong values let people know that is expected of them. There are clear guidelines as to how employees are to behave generally within the organization and their expected code of conduct outside the organization. Example Herman Miller, Dell, Southwest airlines.

"Organizational culture is concerned with how employees perceive the basic characteristics like individual autonomy, structure, reward, conflicts and consideration. Every organization has a unique and distinct culture of its own. Therefore, one organization can be distinguished from other in terms of culture" - J. P. Campbell

Elements of Organizational Culture

The basis of organizational culture lies in the following elements:

1. Individual Autonomy: The degree of responsibility, freedom and opportunities of exercising initiative that individuals have in the organization.
2. Structure: The degree to which the organization creates clear objectives, performance expectation and authority relationships.
3. Management Support: The degree to which managers provide clear communication, assistance, warmth and support to their subordinates.

4. Identity: The degree to which members identify with the organization as whole rather than with their particular work-group or field of professional expertise.
5. Performance Reward System: The degree to which reward system in organization like increasing salary, promotions etc. is based on employee performance rather than on seniority, favouritism and so on.
6. Risk Tolerance: The degree to which employees are encouraged to be innovative, aggressive and risk-taking.
7. Conflict Tolerance: The degree of conflict present in relationships between colleagues and work-groups as well as the degree to which employees are encouraged to air conflicts and criticism openly.

Characteristics of Organizational Cultures

- Distinctive – Organizations, like fingerprints, are unique. Each has its own history, patterns of communication, systems and procedures, mission statements and visions, stories and myths which, in their totality, constitute its distinctive culture.
- Stable – Cultures are relatively stable in nature, usually changing only slowly over time. Exceptions to this condition may occur when a major crisis threatens a firm or when two organizations merge with each other.
- Implicit – Most organizational cultures have historically been implicit rather than explicit. More recently, though, organizations have begun talking about their intended cultures, and many top leaders see one of their major roles as speaking about the kind of environment they would like to create within their firms
- Symbolic – A defining characteristic of most cultures is that they are seen as symbolic representations of underlying beliefs and

values. Employees make inferences about it from hearing stories about the way things are done, from reading slogans that portray corporate ideals, or from watching ceremonies in which certain types of employees are honored.

- Integrated – Cultures will be more easily recognized when their elements are generally integrated and consistent with each other.
- Accepted – Most members must at least accept, if not embrace, the assumptions and values of the culture.
- A reflection of top management – Most cultures evolve directly from top management, who can have a powerful influence on their employees by what they say. However, management's actions are even more important to watchful employees, who can quickly detect when managers give only lip service but not true support to certain ideals, such as customer service and quality products.
- Subcultures – A culture may exist across an entire organization, or it may be made up of various subcultures- the environment within a single division, branch, plant, or department.
- Of varying strength – Finally, cultures have varying strengths - they can be characterized as relatively strong or weak, depending largely on the degree of their impact on employee behaviour and how widely the underlying beliefs and values are held.

Organizational Climate

“Organizational climate is a set of characteristics that describe an organization and that: (a) distinguishes one organization from another, (b) are relatively enduring over a period of time, and (c) influence the behaviour of people in the organization” - G. A. Forehand and B. V. H. Gilmer

Organizational climate is the summary perception which people have about an organization. Organizational climate is the manifestation of the

attitudes of organizational members toward the organization itself. An organization tends to attract and keep people who fit its climate, so that its patterns are perpetuated at least to some extent.

Elements of Organizational Climate

1. Individual Autonomy – It implies the degree to which employees are free to manage themselves, have considerable decision-making power and are not continuously accountable to higher management.
2. Position structure – It refers to the degree to which objectives of the job and methods for accomplishing it are established and communicated to the employees.
3. Reward Orientation – It means the degree to which an organization rewards individuals for hard work and achievement.
4. Task Orientation – If the management is task oriented, the leadership style will be autocratic. The employees will have to speed up the pace of work to please their bosses.
5. Relations Orientation or Consideration – The organizational climate will be considerate and supportive if the managers are relations-oriented while dealing with the workers. This will produce team spirit in the organization.
6. Job satisfaction – The workers feel happy if the jobs are designed to allow the workers to use their innovative skills.
7. Morale – Morale represents a composite of feelings, attitudes and sentiments of organizational members towards the organization, superiors and fellow members. If it is high, there will be an atmosphere of cooperation in the organization.
8. Control – The control systems may be either rigid or flexible. If the control is

rigidly followed, there will be impersonal or bureaucratic atmosphere in the organization. The scope for self-regulation will be minimum.

Conclusion

The advantages of sound organizational culture are ultimately reflected in employee performance and satisfaction. The study of the organizational climate is necessary for an insight into important dimensions such as communication, cooperation, creativity, employee satisfaction, morale etc. All these determine the effectiveness of the organization.

References:

- (1) L.M. Prasad, Organizational Behaviour, (Sultan Chand & Sons, New Delhi 2005)
- (2) T.N. Chhabra, et. al., Management and Organizational Behaviour, (Sun India Publications, New Delhi 2007)

BY:

MR. SUNIL V. CHAUDHARY

ASSISTANT PROFESSOR

SEMCOM

Article: The Sixteen Monumental Approaches of Guerrilla Marketing

1. Commitment – You will have to make an unwavering commitment to market your business. You must have commitment to your marketing program.

2. Investment – For your marketing efforts to work, you must invest yourself and your resources in your guerrilla marketing tactics – not just a token effort and quit. So think of the program as an investment.

3. Consistent – Everything you do for your guerrilla marketing must be done consistently, not haphazardly and you see to it that your program is consistent.

4. Confident – The reasons people patronize a business are because of your process, selection, service, and quality (what they get out of it). They must be confident in all these areas to buy from you. You must make your prospects confident in your firm.

5. Patient – You must be patient to build that confidence in the market. You must be patient in order to keep a commitment.

6. Marketing is not advertising – It is an assortment of weapons. You must test many of them. Look at the results and ruthlessly eliminate those tactics that do not hit it out of the park, in terms of resulting sales. You must see that marketing is an assortment of weapons.

7. Make it convenient – There is a dirty lie in business that time is money – do not believe it, rather time is life. Value your client or prospects time and they will value you more. You must know that profits come subsequent to the sale.

8. Subsequent to the sale – The real money is in the lifetime value of the new client. Recognize that that is when the money will roll in. You must aim

to run your firm in a way that makes it convenient for your customers.

9. Amazement – Be sure to tell your prospect the amazing things you offer – the things you take for granted in your business. They will not know it unless you tell them. Put an element of amazement in your marketing.

10. Measurement – This one is hard to use. You need to try lots of marketing tools and measure each one. Ask every prospect and client where they heard of you. Only if you measure your marketing efforts can you eliminate the wasted 50%. Use measurement to judge the effectiveness of your weapons.

11. Involvement – Listen to customers. Involve them in what you are doing, what you are delivering to the market. Respond to what they say, follow-up with newsletters. Prove your involvement with customers and prospects by your regular follow-up with them.

12. Dependent – We are in an interdependent society now (more so on internet). Recognize this and use it to market to your audience. Learn to become dependent on other businesses and make them dependent on you.

13. Armament – Armament is the appropriate equipment to wage a particular battle. In business now, that means being technologically astute and applying technology wherever we can. You must be skilled with the armament of guerillas, which means technology.

14. Initiate – The intention of your initial marketing is to get their consent to engage with you, and then you can broaden that to lead them where you want them to go with you. Use marketing to gain consent from prospects, and then broaden that consent so that it leads to the sale.

15. Sell Content – Make it lush; so it blows their mind; be sure it is fresh. Absolutely, sell the sizzle. But remember that people buy the steak. Sell the content of your offering rather than the style; sell the steak and the sizzle, because people are too sophisticated to merely buy that sizzle.

16. Augment your marketing all the time – You cannot sit on your laurels. You must refine and add to your guerrilla marketing tactics all the time. After you have a full-fledged marketing program, work to augment it rather than rest on your laurels.

BY:

DR. ANKUR AMIN

ASSISTANT PROFESSOR

SEMCOM.

Fin**te**lligence

Emerging Trends in Banking:

Banking Laws Amendment Bill, 2011

The government introduced a bill in the Lok Sabha that seeks to align voting rights in private banks with shareholding, enhance the central bank's regulatory powers over banks and give greater freedom to state-run banks to manage their capital.

The Banking Laws (Amendment) Bill 2011 proposes to raise the ceiling on voting rights of shareholders of nationalized banks from 1% to 10%. The higher voting rights will help the government attract capital in state-run banks. It also empowers state-run banks to issue bonus shares and make rights issues to raise capital for expansion and meet regulatory requirements. For private sector banks, it removes the voting right restriction of 10% and aligns it with actual shareholding. The amendments will also enhance the regulatory powers of the Reserve Bank of India (RBI) and enable nationalized banks to increase or decrease their authorized capital with approval from the government and the RBI. These banks have a capital ceiling of 3,000 crores. In addition, the Bill proposes to confer powers upon the RBI to impose conditions it deems necessary while granting approval for acquisition of 5% or more share capital of a banking company.

The amendment will also empower the banking regulator to seek information and returns from associate enterprises of banking companies besides inspecting them.

Guidelines for “Licensing of New Banks in the Private Sector”

The Reserve Bank of India issued the final guidelines for new bank licenses, allowing any type

of company to apply for a permit, paving the way for new banks after nine years. RBI said it would allow applications till July 1. No specific industry was barred from applying, although draft rules issued in August 2011 had barred real estate companies and brokerages.

But the central bank has put stiff conditions. For example, the guidelines said a promoter group's "business model should not be misaligned with the banking model" and its business should not potentially put the bank and the banking system at risk on account of "group activities which are speculative or subject to high asset price volatility".

New Lender Guidelines:

RBI said successful applicants have a year to set up a bank.

The new banks must make a stock market listing within three years.

It said the aspirants will have to set up non-operative financial-holding companies (NOFHC), which should hold a minimum 40 per cent of the equity capital in the bank. This has to be reduced to 20 per cent within 10 years and 15 per cent in 12 years from the date of start of business. A NOFHC will be registered as a non-banking financial company with RBI and will be governed separately.

At least half the directors at such holding companies should not be connected to the founder groups, RBI said. "Entities, groups should have a record of sound credentials and integrity, be financially sound with a successful track record of 10 years".

The minimum equity capital required for setting up a bank under the new rules is Rs. 500 crores. Foreign shareholding should not exceed 49 per cent in the first five years.

The new banks must open at least a fourth of its branches in rural areas – a condition, many experts said, almost impossible to achieve.

RBI said applicants meeting the eligibility criteria might not get a permit. Feedback on the applicants will be sought from enforcement and investigative agencies, it said. Public sector entities will be allowed to apply for a license. The draft norms had talked about private sector entities only. Companies that have expressed interest in setting up banks include L&T Finance Holdings, Aditya Birla Financial Services, Shriram Transport Finance, Tata Capital, Reliance Capital and Bajaj Finserv., Religare Enterprises and Mahindra Financial Services.

Banks urging individual borrowers to buy covers

Banks in the country are urging individual borrowers to secure their loans by purchasing insurance policies amid growing concerns that non-performing assets (NPAs) are likely to increase in the country.

The country's banks have enjoyed lower levels of NPAs. However, there are growing concerns that many borrowers might be unable to repay loans in the coming months. According to banking officials, both public and private sector banks are convincing their customers to buy policies to cover their personal loans and overdraft facilities

RBI scraps limit on mobile transactions

Reserve Bank of India (RBI) has announced its decision to do away with the limit of Rs 50,000 per customer per day imposed on mobile transactions. The limit on mobile transactions was imposed in 2009 by the regulator. Under the new rules, the banks will be allowed to fix their own limit on mobile transactions for customers in the country. The RBI had issued guidelines on mobile banking transactions in India in 2008 and had placed certain monetary restrictions on fund transactions.

Banks should have to reduce their bulk deposits

Recently, RBI has instructed the banks to shed off their bulging bulk deposit portfolio. Some banks in the country have started including BOB for which even they may reduce rates for bulk deposits. This move will help the banks to go for the race to increase savings account interest rates in order to attract more customers. However, state-run banks appear more cautious in increasing their rates.

Deregulation of Savings A/c interest rate

Recently, the RBI said banks are free to determine their savings bank deposit interest rate, subject to the following two conditions:

Each bank will have to offer a uniform interest rate on savings bank deposits up to Rs 1 lakh, irrespective of the amount in the account within this limit.

For savings bank deposits over Rs 1 lakh, a bank may provide differential rates of interest, if it so chooses but should not be discriminated from customer to customer.

Till date barring few small banks, no any bank has changed the SB interest rate.

RBI tightens salary account opening rule

The RBI has directed banks to ask for one more proof such as Passport, Driving License, PAN card, Voter's Identity Card or utility bills, in addition to the certificate issued by the employers while opening salaried bank accounts. RBI feels that insistence on two documents will reduce the chances of misuse of account.

Banking by 2015

The survey was conducted by IBM research unit on future banking scenario, which revealed five key trends that will determine market success in 2015:

Customers take control - Customers will be smart, informed and savvy users of financial services. They will only be interested in service providers that can meet their very specific individual needs.

Specialized niche competitors - Market consolidation will continue, making the mega banks even bigger. But they will face many competitors including community banks, industry specialists and non-bank banks that specialize in providing specific services. Partner-competitor relationships will arise.

A new workforce - The need for productivity and efficiency will create new labour and work practices. But there will also be intense competition to attract and retain talent.

Regulated transparency - The need to comply with globally enforced standards of transparency and accountability will force the adoption by banks of integrated, enterprise-wide systems and processes.

Sharply focused technology - The enabler of all this change will be technology that supports rapid, accurate decision making and greater operational flexibility and efficiency. The successful specialists will be those who can track and analyze specific customer needs and speedily meet them with profitable, reliable products.

Even, banks will source products and services from many specialized and best-in-class service providers, including independent and other banks providing white-label products and services. Innovation in products, processes, relationships and business models will be the primary path to sustainable growth.

Damodaran committee recommendations on Customer Service

The Committee, headed by former SEBI chairman M. Damodaran, was set up by the central bank to

look into the issues of customer services and evaluate the existing system of grievance redressal mechanism prevalent in banks, its structure and efficacy and recommend measures for expeditious resolution of complaints.

Top of Form

The Reserve Bank of India (RBI) has accepted 88 out of the 230 recommendations made by the Damodaran Committee on customer services. Sources say that the 88 recommendations, where bankers had consensus, include recommendations such as banks should sell standalone financial products and not bundle it with any other product, have been accepted by the RBI. Some pending recommendations such as not imposing pre-penalty on foreclosure of home loan and suggestions made on mobile and internet banking, RBI will have a discussion with IBA (Indian Banking Association).

Tightening Shadow Banking activities

The Reserve Bank of India (RBI) is looking at “shadow banking” activities closely and has tightened the regulations accordingly. “Next on the agenda is increasing the surveillance on shadow banking”.

According to RBI, the unprecedented increase in shadow banking was a reason for the global financial crisis of 2008. Strengthening regulations on such businesses have been addressed in the Basel-III norms, proposed to become applicable from 2017-18.

Lately, non-banking finance companies (NBFCs) have attracted the central bank’s attention for various reasons. RBI said, “We are pro-NBFC, but it being essentially a part of the shadow banking system, it has to be tightened under Basel-III norms”.

According to the draft, banks would get time up to March 2017 to meet capital adequacy norms. Basel implementation has been made longer to ensure

least disruption, as banks’ earnings are likely to come under pressure due to the higher capital requirements. Banks would need to raise productivity to protect return on equity. RBI has set up a committee to look into ways of developing a fixed rate loans model in the current interest rate environment.

Installing ‘Off-site ATM’

As per the guidelines of RBI, the customer maintaining Saving Bank Account may withdraw the money from any Bank’s ATM, 5 times with ceiling of Rs.10000 per transaction during any calendar month without any charge. Now, even balance enquiry also considered as a transaction (towards max.5 free transaction). But for such transactions certain charge has been prescribed by RBI which is to be paid by the Customer’s Bank to the Bank whose ATM is being used. Also, this facility is available free of cost to only Saving bank account holders and other account holders may enjoy this facility at Rs. 20 per transaction.

So, now individual bank has to formulate its strategy regarding installation of new ATMs or sharing of other Bank’s ATM. This has emerged as a new area of commission income and even banks are now focusing on other Bank’s ATM where queue is there, so that an additional ATM can be installed, just to tap the commission income.

Dealing with Dishonoured Cheque:

As part of Customer Service guidelines, RBI has framed the following rules to be followed by banks, in case of dishonor of cheques:

Returning of dishonored cheques - These instruments should be dispatched to the customer promptly without delay, in any case within 24 hours.

Procedure for return/dispatch of dishonoured cheques

(i) The paying bank should return such cheques presented through clearing houses strictly as per the return discipline prescribed for respective clearing house in terms of Uniform Regulations and Rules for Bankers' Clearing Houses.

(ii) In relation to cheques presented direct to the paying bank for settlement of transaction by way of transfer between two accounts with that bank, it should return such dishonoured cheques to payees/holders immediately.

(iii) Cheques dishonoured for want of funds in respect of all accounts should be returned along with a memo indicating therein the reason for dishonour as "insufficient funds".

Dealing with incidence of frequent dishonor:

(i) Banks should introduce a condition for operation of accounts with cheque facility that in the event of dishonour of a cheque valuing Rs.1 crore and above drawn on a particular account of the drawer on 4 occasions during the financial year for want of sufficient funds in the account, no fresh cheque book would be issued. Also, the bank may consider closing current account at its discretion. However, in respect of advances accounts such as cash credit or overdraft account, the need for continuance of these credit facilities and the cheque facility relating to this account should be reviewed by appropriate authority higher than the sanctioning authority.

(ii) For introduction of the condition mentioned at (i) above in relation to operation of the existing accounts, banks may, at the time of issuing new cheque book, issue a letter advising the constituents of the new condition.

(iii) If a cheque is dishonoured for a 3rd time on a particular account of the drawer during the financial year, banks should issue a cautionary

advice to the customer drawing his attention to the condition and consequential stoppage of cheque facility in the event of cheque being dishonoured on 4th occasion on the same account during the financial year. Similar cautionary advice may be issued if a bank intends to close the account.

Foreign banks must be locally incorporated:

After the global financial crisis, regulators the world-over are insisting local incorporation to ensure that local businesses are not hurt if there is any unpleasant event. Incidentally, in case of banks present in India, such protection is already present, as foreign bank branches are required to maintain capital locally and meet prudential guidelines on capital adequacy and exposure limit. Even that, RBI now wants the conversion of foreign bank branches into wholly-owned subsidiaries, to exercise better control over the operations of foreign banks in India.

News having impact on banking:

Postal department gets RBI nod for launch of prepaid debit cards (Rs.1000 to Rs.50000) and to install ATMs.

RBI allows RRBs to open branches in Tier- II centre without prior approval.

Bank-wide portal for best services, where customer can enquire about the return on deposit, cost of advances, etc.

RBI wants to do away with post-dated cheques in all fresh loans and is also debating to put the charge on cash deposits and withdrawals in current accounts above certain limits by the banks.

Setting of a Centralized KYC Registry Cell for the entire financial sector through implementation of UCIC (Unique Customer Identification Code).

Disclaimer: This article is based on study material of BOB as a part of their promotion exercise updated till February 28, 2013.

BY:

DR. KAMINI SHAH

ASSISTANT PROFESSOR,

SEMCOM.

CommuniCare: Content Creation for Mobile TLP (Teaching Learning Process)

It is for sure now that mobile devices are changing the academic environment in general, and of teaching - learning process and teacher performance in particular. Mobility has ushered in a new generation of learning. And there is a high demand of always getting connected, interactive, and social. Tablet devices, especially after the adoption of Apple iPad, are having major impact on teaching and learning. Factors like larger screens and touch navigation are conducive to effective impart of learning content and interactive multimedia.

Many companies are coming in to education market to provide with state-of-the-art devices, say Tablets, Wi-Fi hotspots, and lecture capturing and distributing systems. We are truly experiencing the high-tech teaching – learning culture. These devices and applications are only to enhance of T- L mobility. However, without content, these devices are merely portable communication gadgets.

The challenge for most educators is the creation of learning content and the teaching methodology that suits new-generation learning. Many institutes, who have opted for mobile TLP find themselves with a significant gap between their existing content and the demands of today's learners.

Mobile devices are a new way of learning for students who have grown up with them and will continue to use them in some form for the rest of their lives.

Following are five apps of Apple-iPhone which can help teacher's mobile device to facilitate TLP.

Keynote (iOS) / PowerPoint (Android) — an app to create, edit and share professional-looking presentations

Pages (iOS) / **Word** (Android) — a word-processing app

Numbers (iOS) / **Excel** (Android) — an app for making spreadsheets, tables, charts and forms...and for tracking attendance

[Note: If you are an Android user, the QuickOffice Pro app bundles together PowerPoint, Word and Excel.]

A whiteboard app — try ShowMe Interactive Whiteboard (iOS) or Whiteboard Pro (Android)

Apple App Store (iOS) / **Google Play** (Android) — the app stores that come preloaded on every mobile device, both of which have education specific sections Apple and Google

Mobile devices have transformed the entire education system. Several resources are available to help and support this trend. The process of TLP through mobile has emerged in a way that forces the teacher to give control to the learner. When a classroom is equipped with iPads, iPods, Tablets, or Phones the learning is literally put in the hands of the students. The teacher only has to facilitate learning and manage the learning.

Here are some Mobile Learning resources which will help any educator who is a novice to integrating mobile with his or her Teaching Learning Process.

<http://ro.uow.edu.au/newtech/> New technologies, new pedagogies: Mobile learning in higher education

http://issuu.com/jackiegerstein/docs/mobile_learning

Mobile Learning Guide Pt 1: Designing it Right by Kineo

Wise Pastry:

<http://primarypad.com>

(Web-based word processor that allows pupils and teachers to work together in real-time)

BY:

MS. NISHRIN PATHAN

ASSISTANT PROFESSOR,

SEMCOM.

MY VOICE:

Major Lawn Tennis Championships (Grand Slams)

Numerous lawn tennis championships are played throughout the year. But the success of lawn tennis players is measured in terms of winning grand slam lawn tennis championships. There are four grand slam lawn tennis events namely, Australian open, French open, Wimbledon and US open. Australian Open is generally played in the month of January followed by French Open in the month of May, Wimbledon in the month of June-July and US Open in the month of August-September.

Australian Open and US Open are played on hard courts, French Open is played on clay court and Wimbledon is played on grass court. All the three surfaces require lawn tennis players to be quite versatile and adjust their game to the requirements of the surface. French Open is played on clay court, and generally suits the players who can dominate the game from the baseline. There are lots of rallies and players have to be at their athletic best to win the points. Wimbledon is played on grass court, which is a faster surface than clay court. Players who have huge serve, are good at serve and volley, and can play best from both the baseline and the net have better chances of winning Wimbledon. The difference in playing surface and their impact on performance of players can be understood by the fact that in history of lawn tennis there are only few players like Bjorn Borg, Rod Laver, Andre Agassi, Roger Federer, Rafael Nadal, Steffi Graf, and Martina Navratilova who have won both the French Open and Wimbledon. There are players who have won Wimbledon but could not win French open in their career and vice versa. Fabulous players Pete Sampras, Stephen Edberg, Boris Becker Won Wimbledon but could not win French open, Ivan Lendl won French Open but could not win Wimbledon. Don Budge, Rod

Laver, Steffi Graf and few other players have won all the four major championships. The list of players winning grand slams (all the four major championships) is suggestive and not exhaustive.

Major Lawn Tennis championships on different playing surfaces, require adaptation, adjustment and versatility as well as test of Lawn Tennis skills. It also educates us, that to be successful in any worthy human endeavor be it teaching, business administration one has to be versatile, adaptable and skilled. In some of the grand slam matches the players saved the match point and went on to win the championship. This also suggests that not only Lawn Tennis requires good playing skills but also strong positive attitude and never give up attitude.

Web References:

[en.wikipedia.org/wiki/Grand_Slam_\(tennis\)](http://en.wikipedia.org/wiki/Grand_Slam_(tennis))

BY:

Mr. SUNIL CHAUDHARY
ASSISTANT PROFESSOR,
SEMCOM.

ManageAnt:

Physical marketing is utilized to effectively promote various products and services that we use in our everyday life. In Physical marketing the person himself goes to the market and gives awareness to target customers. Common examples of products marketed by this method include everything from detergents, FMCGs, vehicles and music systems to televisions, computers, furniture etc. Physical marketing is also used to promote certain services like telecommunication, travel tickets, internet services and many other such subscription services.

There are certain features of Physical Marketing Management:

- It manages with cash on delivery.
- Bargaining can be done by an individual.
- There is a common market for all.
- Demonstration is shown before buying products.
- Trial facility is available with Physical marketing.
- All types of products are available.
- It is easy to illiterate person.

Physical marketing Management is a painstaking and lengthy process which is used to create media hype and market buzz. Physical marketing involves cold calling, direct marketing, print media advertising and electronic media advertising through which marketers promote their products and services very effectively. Physical marketing affects a large segment of the overall population. A large budget is required for effective physical marketing campaigns. Human resource requirements for a physical marketing campaign are typically in 2 digits. Physical marketing can only target a specific geographical location. It is difficult to target specific customers with physical marketing.

Looking Forward!!!

BY:
DR. VIGNA OZA
ASSISTANT PROFESSOR,
SEMCOM.

Being: Why does it happen with me???

It was a Sunday morning. Atul, age 30, went to a Shiv Mandir near his home. He was unhappy with the atmosphere and the politics at his job place. He had many complaints and questions – Why the people around him targeted him? Why he was given more duties and not others? Why, at the same time, he was considered to be a person who did less work? He went there in order to get solution, moreover – mental peace. In frustration, he started complaining to God. There was only a saint in that Shiv-Mandir and he was busy with his meditation. Atul, then, asked a question to God,

“Why does it happen to me and not others? Why only me?” At the very moment that saint turned his face and called Atul. He then said a simple thing to Atul and it changed his entire life. The saint said, “When you got the appointment letter from the very same firm, did you ask the same question to God?”

It does look a simple line but it carries deep meaning. In our daily life, we face many problems. It is said that every day is a new challenge and a struggle is waiting for us spreading its arms. And in this daily struggle, we have to face some unwanted things and comments which force us to ask a question to God - Why it happens to me and not others? The thing, which was told by the saint to Atul focuses on the psychology of human beings. We, always, ask this question to God, when something bad happens to us, and not when something good happens to us. When something good happens to us, we are, at that time, also chosen by God, so why do we not ask the same question to God - Why it happened to me and not others?

We, human beings, think that nothing bad should happen to us. Our bucket of life should be filled with good-good things. No speed breakers should

be there on the way of progress. Our life should always be like the bed of roses. It is not possible for mortals. If there is something good in this world, there is going to be an opposite as well. When you talk about God, you also believe in the existence of Evil. Similarly, when someone is criticizing you, it does mean that the other is praising you. When someone says at your job place that you are not doing any work, the other is with you. At the same time, we must understand that, no situation is permanent in this world. Whether the situation is good or bad, it is not going to be there forever. We must respect, whatever is given by the almighty to us.

A child cries a lot, when the doctor injects it, but looking at its tears no father says that he would not want this injection for his child. The father or mother has to be strict and hold the child tightly. The injection hurts a lot. All of us remember that pain till date. But, we also know that, the injection was for our betterment.

We must respect and receive the blessings of God in whatever way He gives. Whether He gives some bitterness or He gives roses and admiration, they are for our betterment. Never neglect the gift of God, because He never gives something bitter to one child and admiration to another forever.

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.

BY:

MR. DIPAN BHATT

ASSITANT PROFESSOR,

SEMCOM.

Contributors:

“DRIVE” is regular monthly e-news letter published by **SEMCOM**. This e-news letter deals in all aspects of management, commerce, economics, technology and Humanities. It is open for all students, alumni, teachers and professionals dealing with above stated areas.

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

You are requested to send your article to kpatel@SEMCOM.ac.in

OR

mail at:

SGM English Medium College of Commerce & Management (**SEMCOM**)

Opp. Shastri Ground
Vallabh Vidyanagar - 388 120
GUJARAT
INDIA

Tel. No. : +91 2692 235624, 231811
Fax. No. : +91 2692 235624

