

DRIVE

Monthly eNewsletter

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CHARUTAR VIDYA MANDAL'S

S.G.M. English Medium college of Commerce &
Management

SEMCOM



VISION: *To contribute to the societal enrichment through quality education, innovation and value augmentation.*

MISSION: *To build up a competitive edge amongst the students by fostering a stimulating learning environment.*

DREAM: *To establish a unique identity in the emerging global village.*

GOALS:

- *To focus on integral development of students.*
- *To offer courses and programs in tune with changing trends in the society as a whole.*
- *To update the curriculum as per the need of the business and industry.*
- *To create unique identity in the educational world at the national as well as international level.*
- *To institutionalize quality in imparting education.*
- *To incorporate innovations on a continuous basis in the entire process of education at institutional level.*
- *To create platform for the students for exhibiting their talent and for development of their potentials.*
- *To generate stimulating learning environment for students as well as teachers.*
- *To build cutting edge amongst the students to withstand and grow in the competitive environment at the global level.*

The overall mission is reinforced by the Punch Line

“WHAT WE THINK, OTHERS DON’T”.

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Editorial Board:

Dr. Nikhil Zaveri	Chief Editor
Ms. Nishrin Pathan	Managing Editor
Ms. T. Hepzibah Mary	Executive Editor
Ms. Reshma Pathak	Technical Editor

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From the Chief Editor's desk:

Quizzing:

- The word 'Quiz' was introduced by James Daly, a Dublin theatre owner, who wanted to popularize this nonsensical word then, in order to win a bet. The oldest Quiz in India was the Eddie Hyde trophy. The perks of quiz are several and diverse. For the learner it is the best tool to assess his strengths and weaknesses. It also provides the feedback, in-depth analysis and assessment on his learning capacity, comprehension, logical reasoning and analytical skills. This immediate pointer will help the learner to know and overcome his limitation and defect. It, thus, leads to further research, survey and scrutiny whereby the information and knowledge acquired are wholesome and relevant. The meticulous preparation to face a quiz test or competition has a telling effect on the personality and mental growth of the learner. It creates the compelling need to go beyond textbooks and classrooms giving birth to meaningful and relevant deliberations that generate new knowledge, new research and futuristic perspective. The learning exposes the learner to the latest in every field thereby encouraging and advancing new thinking and experience. Living in an era of knowledge economy has made obligatory the need for exploration of the unknown terrain that calls for a set of skills and talents and it is made possible by the preparation for a quiz. Complacency is a big evil into which everyone has the tendency to slip. Quizzing will serve as a motivator to make learners harder, prepare diligently and the performance stellar. Moreover, it consistently keeps the learner engaged and inquisitive. The different learning styles are experimented with and

the learner settles with the right learning equipment in accordance with his caliber, the course or the subject of his choice and the demands of his profession. Superficial learning does not suffice and hence quizzing brings learning and knowledge in their entirety. Learning this is generally laborious becomes a joyous experience with quizzing. It is the confluence of entertainment, joy and learning. It is the touch stone to measure the quantum and the vitality of learning. The learner masters many subjects and is also able to perceive the connecting link among the subjects. It proves the interrelatedness of one subject to another. It serves as an interface between the teaching and learning processes helping the teachers identify the gap between the two. Overcoming the hurdles brings the two parties together making them work towards better results and a better beneficial partnership. In a nutshell quizzing makes the learner keep abreast of the events happening around the world. Quizzing helps expand the horizon of general knowledge serves as amazing conversation starters. Quizzing improves lateral thinking coming in handy during interviews and competitive exams. A lot of companies are venturing into the business of knowledge solutions making quizzing a great branding opportunity which are not very expensive to conduct. A lot of premier colleges and cities have their own Quiz Clubs now SEMCOM's Thinking Hats is one such example.

By:

**Dr. Nikhil Zaveri
Director & Principal,
Chairman, IQAC
SEMCOM.**

IQAC Corner:

Research Article:

Sustainable Talent Management at Higher Education in India

Abstract:

In the recent years, India has witnessed a rapid multiplying of institutions of higher education. While the intention of making higher education accessible to the masses is noble, yet it must not be at the cost of the quality of education. As the corporates are becoming very selective about recruitment standards, the pressure increases on the educational institutions to satisfy in a meaningful manner. Various surveys conducted by reputed organizations clearly point out lack of quality in education at majority of the institutions in the country. Due to this, ultimately, the students, an important stakeholder of this industry, suffer a loss. Through this paper, an attempt has been made to limelight the requirement of Sustainable Talent Management, one important strategy of effective HRM, at higher education sector for instituting quality in education as well as accessing skills and competencies of students in order to create an employable workforce.

Introduction:

India's higher education sector is performing fantastically over the past few years. It has the highest number of educational institutes and a huge number of student enrollment, which is expected to grow progressively day-by-day. Still it faces several challenges like low and inequitable access to higher education, shortage of faculty, defective infrastructure as well as low-quality and inadequate research. Today, a key concern for India is the creation of an employable workforce to harness its demographic dividend to the maximum extent. To achieve this, the country needs an education system that can deliver quality in terms of a skilled and industry-ready workforce. This is

possible through appointing and sustaining best quality talent in industry.

What exactly Sustainable Talent Management is?

Every organization is said to be incomplete, until it does not possess talented and intellectual workforce. For this, HR department of every organization needs to be on toes always for fetching and absorbing high quality talent and manpower for their organizations, so as to become more competent than other players of the industry. Talent management is one of the mechanisms of HRM practices for doing so. Talent management is an attempt to identify, attract, appoint, train, maintain and develop the high quality, knowledgeable and skilled workers available in the society.

Talent management is the systematic attraction, identification, development, engagement, retention and deployment of those individuals who are of particular value to an organization, either in view of their 'high potential' for the future or because they are fulfilling business/operation-critical roles.

While Sustainable Talent Management (from now onwards known as STM) may be understood as the creative and innovative administration of talent, skill, knowledge or expertise of the employees working in the organization in such a manner, so that it never degrades. Just as Sustainable Ecology refers to the importance of supporting our world's ecological systems to remain green and productive, same way, STM will ensure the current and future well-being of our higher education system for according qualitative and productive service to the students, industry and society.

Why Higher Education Institutions should be serious towards STM?

Like other Industries such as Manufacturing, Banking, Tourism, Medical etc., education is also considered as one of the important industries of economy. And as, manpower management is the only success factor for other industries of the

economy, same applies to education also. Level of competition, growing need for skilled and qualitative workforce in professional world, growth of international players in education etc. has forced the administrators and governors of education sector to exercise various strategies of HRM for the judicious and ethical consumption of manpower, STM is one such strategy. Moreover, several studies and other notable work carried out in this area also clearly reveals, the need for systematic STM at higher education in India.

As per the survey report of Deloitte India has been considered as the third largest higher education system in the world in terms of enrolments, after China and the US. India is acknowledged to have the largest higher education systems in the world in terms of number of institutes. The university and higher education system comprises 610 universities and in addition, there are 33,023 colleges. Ensuring quality in higher education is amongst the foremost challenges being faced in India today, only limited number of institutes has been successful enough in sustaining quality standards at higher education. Quality at higher education is evaluated in terms of various parameters like curriculum, teaching methodology, affiliation and accreditation, strong faculty team, infrastructure, and, industry linkage. STM, one of the most vital components of HRM at Education industry can be the only strategy to deal with all these issues for establishment of quality at higher education. Lawler states that Employee Involvement strengthens the relationship between individuals and the organization they work for. It really builds employees as a business partner, so they know more and they do more to make the organizations successful, particularly in industries like education, where the human component is most important.

Through qualitative training and learning programmes arranged for employees, it is possible to sharpen the skills and enhancing the knowledge of employees using which they may perform more productively which improves quality standards at higher education.

Rukly believes that, teamwork can unite the entire staff of the organization in the success of quality improvement. While in his speech at BHU, Prof. Chaudhary has very well pointed out that there is a shortage of qualified faculty to conduct research and mentor researchers and poor linkage of education institutes with industry and research bodies. There should be good mechanisms to support faculty and enable them to grow professionally. This would, for instance, include funding for research and access to conferences.

Survey by MHRD and CII claims that the student enrollment has shoot up by more than 100 times during 1950-51 to 2011-12 while the faculty recruitment during the period is only 40 times. Faculty shortages and the inability of the educational system to attract and retain well-qualified teachers have been posing challenges to quality higher education. A study conducted by the National Skill Development Corporation has estimated that there will be incremental requirement of about 31,71,000 teachers in higher education between 2008 and 2022 to ensure a student teacher ratio of 20:1. This is a huge challenge given that this target means a more than three-fold increase in the total number of teachers present in the system currently.

According to one report published in The Economic Times, there are thousands of capable executives in the corporate world, but campuses cannot take them on board as they are not PhDs. Ph.D. requirement and poor salary is the major drawback for creating a pool of talented and quality faculties at B Schools in India. This calls in the need to chalk out new mechanism and set of rules for attracting huge unexploited pool of talent for quality sustenance at higher education. Wide disparity among the pay packages offered to a fresh MBA, MCA or an Engineer on entry level in industry and pay packages offered to a faculty responsible for developing such MBAs, MCAs and Engineers in higher education is also a major setback for growth of higher education sector. It is not the shortage of qualified faculties but absence of "Quality" in faculties, which is highly essential now a day.

Though a teacher is Ph.D., he fails to link his efforts with industry requirements while he conducts his classes for teaching students.

The traditional university pattern of teaching where students enroll them, attend classes, give exams and receive Graduation of P.G. degree is out dated. What requires today is job based, career based or employment oriented teaching and learning pedagogy, and this is possible when organization possess most competent, dedicated and talented workforce. Following points suggest, what should be done to have sustainable talent management at higher education for creating a reservoir of productive manpower.

1) Eliminate problem of mismatch by having right kind of people at right Job. Normally in education, a sort of mismatch is observed between qualification of a teacher and subjects and duties allocated to him/her. This demotivates the teacher, which adversely effect on the sustenance of quality.

2) There should be transparency observed in communications. Well-communicated and clearly understood messages eliminate the possibilities of any ambiguity and defects in role and responsibility performance.

3) Alignment of Talent management strategy with overall corporate strategy, so as to have a team of such personnel which may be vital in achievement of overall objective of academic organizations "offering quality education and creating industry ready workforce".

4) Participation of employees in all types of academic as well as nonacademic events is must by every educational employer. Employee perceptions and feelings must be taken into consideration before execution or drafting of any programmes. This would ultimately lead towards better engagement of employees.

5) Practice of pious and ethical wages and salary administration. It must be in accordance with actual performance of employee, governmental norms and market conditions. This will help higher education institutions in realizing highly dedicated workforce.

6) Amicable and enthusiastic work environment with all sort of required facilities would always

motivate teachers to perform better and in way that is more creative.

7) Higher education institutes must nominate their qualified and eligible staff at various academic and nonacademic bodies and committees. This would result into more productive and responsible team of employees. Moreover it will also help employees in developing their external relations with different stakeholders, for the institutional growth and development.

8) Recruitment and selection as well as career advancement criteria must be uniformly set. Teacher with the highest required qualification, when shift from one academic format to another academic format (for ex. from U.G. to P.G. or reverse), the governing bodies like UGC, AICTE, University and Education Department must make it sure that criteria remains same. Moreover ambiguity in selection and advancement norms also restrain people to take initiative.

9) Financial funding and assistance for various academic activities like research projects, participation at conferences and workshops must be practiced faithfully and on continuous basis by academic authorities. The funding by government must be right from the school level; from there it should flow to higher studies level in order to maintain continuity in research.

10) Talent management should be considered as investment strategy for generating a pool of intellectual asset for organization and not as a cost or expenditure incurred by academic organizations.

Conclusion

Several measures have been taken by government under 12thFive-year plan to cope with different HR issues observed at higher education sector of India. A few higher educational institutes like ISB, MIT, and SOIL have also came up with several initiatives for managing talent of manpower. However, these all are either scattered in nature or applicable to a limited class of education fraternity. In today's global competitive era, the survival of higher educational institutions of India largely depends on sustaining "quality" at all frontiers of teaching and learning. STM is one such area, which needs to be

handled in qualitative manner. If required, HEI must make sure that talent management must be woven with vision and mission of the organization, which would enable employees to maximize their contribution towards organization's primary objective of offering quality education and cultivating employable workforce.

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ARTICLE

Night Vision Technology

Night vision technology, allows one to see in the dark. It is originally developed for military use. Humans have poor night vision compared to many other animals. With the proper night-vision equipment, we can see a person standing over 200 yards (183 m) away on a moonless, cloudy night. Federal and state agencies now routinely utilize the technology for site security, surveillance as well as search and rescue. Night vision equipment has evolved from bulky optical instruments in light weight goggles the advancement of image intensification technology

➤ Night Vision Approaches

1. Spectral Range – Night-useful spectral range techniques make the viewer sensitive to types of light that would be invisible to a human observer.
2. Intensity Range – Sufficient intensity range is simply the ability to see with very small quantities of light.



➤ Night Vision Device (NVD)

❖ Scopes



They are monocular normally handheld or mounted on a weapon. Since scopes are handheld, not worn like goggles, they are good for when you want to get a better look at a specific object and then return to normal viewing conditions.

❖ Goggles

While goggles can be handheld, they are most often worn on the head. Goggles are binocular (two eye-pieces) and may have a single lens or stereo lens, depending on the model. Goggles are excellent for constant viewing, such as moving around in a dark building.

There are 2 types of goggles. 1. Active night vision goggles 2. Passive night vision goggles.



❖ Cameras

Cameras with night-vision technology can send the image to a monitor for display or to a VCR for recording. When night-vision capability is desired in a permanent location, such as on a building or as part of the equipment in a helicopter, cameras are used.

Types of Night Vision (Working of night vision device)

It is broadly classified into two types:

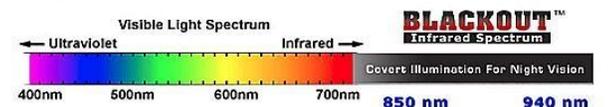
1. Biological Night Vision – Molecules in the rods of the eye undergo a change in shape as light.
2. Technical Night Vision – Image intensification (light amplification), Thermal imaging (infrared)



➤ Image intensification (light amplification)

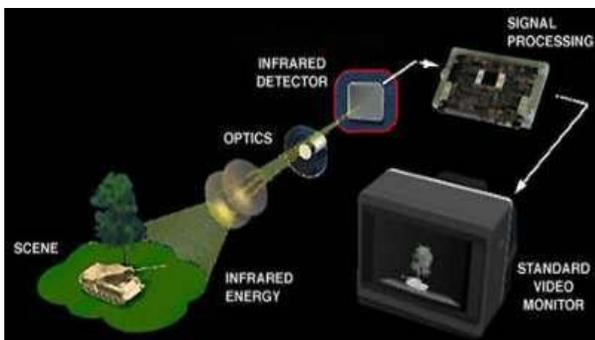


- Durable & Long Lasting
- Non-Reflective Matte Finish
- Temperature & Chemical Resistant
- Quick & Easy To Install
- Cover 850 nm Operation
- Works With All I² Night Vision



Most consumer night vision products are light amplifying devices. Light amplification is less expensive than thermal. Light amplification technology takes the small amount of light, such as moonlight or starlight, that is in the surrounding area, and converts the light energy (scientists call it photons), into electrical energy (electrons). The electrons hit a screen. The energy of the electrons release photons and create green image on the screen. The green phosphor image is viewed through another lens.

Thermal imaging (infrared)



Thermal imaging working is based on light. The amount of energy in a light wave is related to its wavelength: Shorter wavelengths have higher energy.

A lens focuses the infrared light. The focused light is scanned and creates a temperature pattern. The pattern created is translated into electric impulses. The impulses are sent to a circuit board that translates the information into data for the display. The signal-processing unit sends the information to the display, and it appears as various colors. Thermal images are black and white in nature.

➤ Applications

- ✓ Military
- ✓ Hunting
- ✓ Law enforcement
- ✓ Surveillance
- ✓ Wildlife observation
- ✓ Security
- ✓ Entertainment

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By:

Ms. Krishna Vaidya

Assistant Professor,

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SEMCOM IQAC Updates:

Guest Talk:

A Guest Talk by an alumna of SEMCOM, Ms. Khyati Kharadi on Entrepreneurial Skills was conducted on 9th October 2015. MEB students were the beneficiaries and Ms. Hiral Patel coordinated the event.

Workshop:

A Workshop on Websites was conducted for MEB students on 29th October 2015 that was coordinated by Dr. Sarvesh Trivedi.

Movie Screening:

“Sardar”, the movie on the Iron Man of India was screened on 30th October 2015 followed by a lecture talk on Sardar Vallbhbhai Patel and the event was coordinated by Mr. Nimesh Raval and Mr. Sunil Chaudhary.

Diwali Celebration:

On 11th November 2015 there was Diwali celebration exclusive for SEMCOM staff and families. It was a small get together.

Fintelligence

NEFT and RTGS

National Electronic Funds Transfer

The Reserve Bank of India had initiated several measures to reduce risks, especially settlement and systemic risks, in payment systems. After the Electronic Funds Transfer (EFT) System and Special EFT (SEFT), NEFT is a further initiative in that direction. Unlike in SEFT, the transactions in National Electronic Funds Transfer System move electronically from end to end using more robust security procedure (Public Key Infrastructure) and integrated with Structured Financial Messaging Solution (SFMS) of the Indian Financial network (INFINET). Thus, National Electronic Funds Transfer (NEFT) is a nation-wide payment system facilitating one-to-one funds transfer. Under this Scheme, individuals, firms and corporates can electronically transfer funds from any bank branch to any individual, firm or corporate having an account with any other bank branch in the country participating in the Scheme. NEFT started live operation on November 21, 2005. The objective is to establish an Electronic Funds Transfer system to facilitate an efficient, secure, economical, reliable and expeditious system of funds transfer between banks in the banking sector using Structured Financial Messaging Solution (SFMS) backbone. The commencement of NEFT has resulted in the discontinuation of SEFT. With the SFMS facility, the bank branches can participate in both the RTGS System and the NEFT System. While RTGS is an electronic real time gross settlement funds transfer product, NEFT is an electronic deferred net settlement funds transfer product. For the time being there was a single settlement per day at 12.00 noon. To begin with 8 banks (Canara Bank, Bank of Baroda, Punjab National Bank, Dena Bank, ABN AMRO Bank, HSBC, ICICI Bank and HDFC Bank) had participated in the live run. Subsequently other banks have joined the System in a phased manner depending on their full technical and other preparedness. At present, 167 Banks and 127427

Bank branches are part of the NEFT funds transfer network. Individuals, firms or corporates maintaining accounts with a bank branch can transfer funds using NEFT. Even such individuals who do not have a bank account (walk-in customers) can also deposit cash at the NEFT-enabled branches with instructions to transfer funds using NEFT. However, such cash remittances will be restricted to a maximum of Rs.50,000/- per transaction. Such customers have to furnish full details including complete address, telephone number, etc. NEFT, thus, facilitates originators or remitters to initiate funds transfer transactions even without having a bank account. There is no restriction of any geographical area within the country. The NEFT system takes advantage of the core banking system in banks. Thus, the settlement of funds between originating and receiving banks takes place centrally at Mumbai, whereas the branches participating in NEFT can be located anywhere in India. At present, NEFT operates in hourly batches - there are twelve settlements from 8 am to 7 pm on week days (Monday through Friday) and six settlements from 8 am to 1 pm on Saturdays. The beneficiary can expect to get credit for the NEFT transactions within two business hours from the batch in which the transaction was settled. Besides personal funds transfer, the NEFT system can also be used for a variety of transaction including payment of credit card dues to the card issuing banks, payment of loan EMI etc. NEFT offers many advantages over the other modes of funds transfer e.g. The remitter need not send the physical cheque or Demand Draft to the beneficiary, the beneficiary need not visit his/her bank for depositing the paper instruments and he need not be apprehensive of loss/theft of physical instruments or possibility of fraudulent encashment thereof. It is cost effective. Credit confirmation of the remittances is sent by SMS or email. Remitter can initiate the remittances from his home / place of work using the internet banking also.

Real Time Gross Settlement

The acronym “RTGS” stands for Real Time Gross Settlement. An RTGS Payment system is one in which payments instructions between banks are processed and settled individually and continuously throughout the day. This is in contrast to the net settlements, where payment instructions are processed throughout the day but inter-bank settlements takes place only afterwards. Payment instructions processed on a continuous or REAL TIME basis and settled on a GROSS or individual basis without netting the debits against credits. Settlement in “REAL TIME” means payment transaction is not subjected to any waiting period. “GROSS Settlement” means the transaction is settled on one to one basis without bunching with any other transaction. Payments so effected are final and irrevocable. Settlement is done in the books of the RBI. Minimum amount for RTGS transaction is Rs.2 lac and there is no maximum limit for transaction. RTGS can be used for Inter Bank as well as Intra Bank transfers. IFSC code is required for RTGS transaction and now, it has been mandatory to remit the amount of Rs.10 Lac and above through RTGS/NEFT. All the bank branches in India are not RTGS enabled. Presently, there are more than 100,000 RTGS enabled bank branches.

How is NEFT different from RTGS?

NEFT is an electronic fund transfer system that operates on a Deferred Net Settlement (DNS) basis. A major reason for the falling exports lies in the fact that oil prices have been falling for a while now. At the beginning November 2014, the price of Indian basket of crude oil was at around \$81 per barrel. Since then price of oil has fallen to \$34 per barrel, a fall of around 58%.

But how does that impact Indian exports? India imports 80% of the oil that it consumes. Given this,

which settles transactions in batches. In DNS, the settlement takes place with all transactions received till the particular cut-off time. These transactions are netted (payable and receivables) in NEFT whereas in RTGS the transactions are settled individually. For example, currently, NEFT operates in hourly batches. [There are twelve settlements from 8 am to 7 pm on week days and six settlements from 8 am to 1 pm on Saturdays]. Any transaction initiated after a designated settlement time would have to wait till the next designated settlement time. Contrary to this, in the RTGS transactions are processed continuously throughout the RTGS business hours.

By:

Dr. Kamini Shah

Assistant Professor

SEMCOM

SEMANTIC WEB:

Introduction

The web is an immense repository of scattered data designed for humans to read and browse by association. This information is unstructured and difficult for computer programs to manipulate or use it meaningfully. The current web is a decentralized platform for distributed information. This needs to be transformed to a decentralized platform for distributed knowledge. The Web should be useful not only for human-human communication, but the machines should be able to participate and help. The information, with well-defined semantics, the meaning will not be evident to a webbot. The Semantic Web is an approach of developing languages to represent semantically structured information to increase machine-readability and enable machines to respond to complex human requests based on their meaning. These technologies will support semantic interoperability and machine-to-machine interaction by the promotion of use of Ontologies, which will support reasoning. The Semantic Web is a collaborative movement led by World Wide Web Consortium (W3C). According to the vision of W3C, "The Semantic Web provides a common framework that allows data to be shared and reused across application, enterprise, and community boundaries." [<http://www.w3.org/2001/sw/>]. Examples of Semantic Web data sources are LiveJournal®, Geonames®, Dbpedia®, and the RDF Book Mashup®.

By:

Dr. Nehal Daulatjada

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SEMCOM

Article

Why Exports of India have fallen 12 months in a row

Merchandise exports (goods exports) for the month of November 2015 were down by 24.4% to \$20 billion. What it tells us is that the performance on the exports front has been much worse during the second half of 2015. During the first six months of the year the total exports fell by 16.4% in comparison to the same period in 2014. Between July and November 2015, exports have fallen by 19.7%, in comparison to July and November 2014.

<i>Month</i>	Exports (in \$ billion) in April 2015	Exports (in \$ billion) in April 2014	% fall
<i>January</i>	23.90	26.90	11.15%
<i>February</i>	21.50	25.40	15.35%
<i>March</i>	23.90	30.30	21.12%
<i>April</i>	22.10	25.60	13.67%
<i>May</i>	22.30	28.00	20.36%
<i>June</i>	22.30	26.50	15.85%
<i>July</i>	23.10	25.80	10.47%
<i>August</i>	21.30	26.80	20.52%
<i>September</i>	21.80	28.90	24.57%
<i>October</i>	21.30	25.90	17.76%
<i>November</i>	20.00	26.50	24.53%

Source: Ministry of Commerce, Govt of India.

www.commerce.nic.in

A major reason for the falling exports lies in the fact that oil prices have been falling for a while now. At the beginning November 2014, the price of Indian basket of crude oil was at around \$81 per barrel. Since then price of oil has fallen to \$34 per barrel, a fall of around 58%.

But how does that impact Indian exports? India imports 80% of the oil that it consumes. Given this, any fall in the price of oil is usually welcome. The oil marketing companies need to spend fewer dollars in order to buy oil. At least that is the way one looks at things in the conventional sort of way. What most people do not know is that in October 2014, petroleum products were India's number one export at \$5.7 billion. Several Indian companies run oil refineries which refine crude oil and then export petroleum products.

In November 2014, petroleum products were India's second largest export at \$ 4.7 billion. In November 2015, the export of petroleum products was down by 53.9% to \$2.2 billion, in comparison to a year earlier. Also, petroleum is now India's third largest exports behind engineering goods and gems and jewellery. This is a clear impact of the fall in price of oil price.

How do things look if we were to take a look just at exports of non-petroleum products? Exports of non-petroleum products in November 2015 was down by 18.3% to \$17.8 billion. This does not look as bad as fall of 24.4% of the overall exports, but is bad nonetheless.

How are India's other major exports doing? Engineering goods are currently India's number one export. In the last one year they have fallen 28.6% to \$4.7 billion. Gems and jewellery are India's number two export. In the last one year they have fallen 21.5% to \$2.9 billion. A simple explanation here is that the global economy as a whole has not been doing well and that is bound to have an impact on Indian exports as well. When other

countries are not doing well, they import less and this has had an impact on Indian exports.

The cyclical component of exports will move up when cyclical factors (world GDP growth, prices) turn favourable, but structural factors, if not addressed, will continue to act as a drag on India's export performance. Falling competitiveness is one of the structural factors restricting export growth. For key export items such as gems and jewellery and textiles, revealed comparative advantage has come down over the years. So Indian exports have come down also because their competitiveness vis a vis goods from other nations has gone down over the years. It is not just about slowing global economic growth.

How are things looking on the imports front? Imports in the month of November 2015 fell by 30.3% to \$29.8 billion. This is primarily on account of a huge fall in oil imports due to plummeting oil prices. Oil imports during November 2015 fell by a whopping 45% to \$6.4 billion.

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Article:

Women Entrepreneurship in Rural India

India is developing country marginal savings of rural India contribute to the GDP. Women Entrepreneurs may be defined as the women or a group of women who initiate, organize and operate a business enterprise. Women entrepreneurs are being considered as an important part for economic development. For women, entrepreneurship is essentially a journey out of poverty and towards equality and equity. Pandit Jawaharlal Nehru, India's first Prime Minister, realizing the situation of women, stated, — in order to awaken people, it is the woman who has to be awakened. Once she is on the move, the household moves, the village moves, the country moves, and thus, we build the India of tomorrow. Government and non-government organizations are playing important role for the same.

In India, women constitute 48 per cent of the total population, 60 per cent of the rural unemployed and 56 per cent of the total employed population. In this context, it is essential to develop women's entrepreneurship qualities in order to expose them to various profit generating avenues.

Major traits are:

Self-confidence: Women entrepreneurs need the ability to stick to their goals through mental capacity and positive thinking and optimistic approach creates a favorable atmosphere to get things done.

Risk taking:

It implies an individual or business that tends to behave in a way that can potentially cause physical harm or financial loss, but might also present an opportunity for a rewarding outcome. Women entrepreneurs should be capable enough taking calculated risk. Women entrepreneurs who operate ventures in rural areas normally take low risk or moderate risk.

Leadership and motivation: Leadership is the common lacking factor of women entrepreneurs. Economical soundness and to help family financially is the major motivating factor among women entrepreneurs.

Human relations: The most important trait is that contribute to the success of enterprise are emotional stability, personal relations creations and tactfulness. Maintenance of interpersonal relation is an important factor.

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COMMUNICARE

Language Skills for Online Workplace

Recent researches in the areas of English as second language learning and teaching, online translations, technical writings, applied linguistics, sociolinguistics, and vocational education have highlighted lot of scope for skill based education and vocational training. This has questioned processes of language learning and teaching, ways of imparting specific occupational skills, and even the curriculum capability to develop employability skills. Globalized workplace where success is knowledge-based, increasingly mobile talent, digital workplaces and transnational migrations have necessitated the need for language proficiency that offers not only employability but also ensures faster individual development and career succession. With developed economies worldwide, the demand for specialized human resource has increased. Demand for people with language proficiency has increased more than ever in various work areas such as E-business, digital marketing, business process outsourcing, Blogging, online translations, technical writing and branding. Unlike vocational education, which follows non-academic format, there has to be a course which is a blend of academic and practical skill set that offers newer avenues for today's tech-savvy youth. The need is to study the loopholes with present Indian education system, and explore the scope for developing and improving workplace language and soft skills which can ensure better employability prospects. The need is to highlight the role of English teachers working with schools, colleges and institutions and their contribution in preparing globally employable students.

Online work place asks for various language skills like script and technical writing. Blogging, creating website content, coordinating and collaborating with virtual teams look for globally accepted communication skills. Language skills are required for oral presentation while creating audio visual content for online and offline conversation.

Impeccable and logical delivery of speech is very much important for preparing online lectures and publishing through online web space like you tube. Paralanguage components like tone, stress, pitch and pace are equally important to be considered while preparing web content. We see use of lot of slangs on social media which are many a times affected by local cultures and current affairs. For global acceptance of language usage, one must use the vocabulary and expressions which are globally recognized and understood. Online communication is very dynamic and hence it is important to learn usage of online language which again can be developed online only!

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MY VOICE:

Reading, Viewing and Listening: The Key to Good Writing, Research and Teaching

The profession of teaching demands in-depth expertise of the subject which is not possible without exhaustive reading on the subject, listening and viewing audio-visual resources to get better understanding of the subject. In the age of information technology, learners have access to vast amount of data and information on the subject. But then the good health is achieved not only by what you eat but more importantly how much you digest. The information available on the on-line sources may not be easily understandable by the learners and hence the role of teacher or professor is to provide learning resources in such a form, that it becomes easy to learn, understand and remember by the learners. The profession of teaching demands substantial skills of subject expertise, command over the language of teaching, oratory or communication skills, leadership and managerial skills. The profession of teaching is such that the quality of teaching is directly dependent on the subject expertise and continuous updating with further reading, attending seminars and conference to be abreast of the recent developments in the subject and writing quality research papers on the subject.

The current model of teaching in higher education emphasizes teaching, learning, research and extension. Teaching and learning focuses on understanding of the theories, concepts and principles with their application through participation in various curricular and extra-curricular activities. Research is an integral part of teaching. The subject of research methodology provides the basic concepts, principles and theories

of research. Teachers and learners are motivated to pursue research activity by writing, presenting and publishing research papers in various journals which are peer reviewed and have higher impact factor. The various activities like business idea competition, ad making competition, summer internship report, and industrial project report preparation do have elements of research for the learners. The activities like book review, article review, management skit, case study, develop the analytical and interpersonal skills of the learners.

Various expert talks, interaction with the experts, talks by the people from the industry, service sector, government agencies facilitates the knowledge about the current trends in the economy and contributes to the effectiveness of class teaching. Movies can also be used as a medium of educating the learners with respect to identification of business or managerial problem, the various alternatives for solving the problem(s), developing empathy, interpersonal skills, leadership and managerial skills. The modern teaching pedagogy in management and commerce education makes use of lectures, discussion, case study, role playing, viewing educational movies, book review and article review, industrial visits, internship to mention a few, to achieve holistic understanding of the discipline.

The 17 year old boy based on his observation started an online application called OYO ROOMS, with the goal of providing affordable rooms, standardizing the services of budget hotels and providing low cost affordable rooms to travelers. The business idea based on entrepreneur's own observation with respect to the need of customers for affordable budget hotels with proper facilities is a huge success and has received funding from various foreign and national investors.

Ritesh Agarwal (born November 16, 1993) is an Indian entrepreneur and the founder and CEO of OYO Rooms. At 21, Agarwal is considered to be one of the youngest CEOs in India. Agarwal started his entrepreneurial journey at the age of 17. He is, supposedly, the first Indian drop-out entrepreneur to have had a successful run. He is also the first resident Indian to win the Thiel Fellowship.

Japanese telecom and internet major SoftBank Group has made its fourth investment in the booming start-up ecosystem in India. The group has led an investment of \$100 million (Rs 630 crore) in budget-hotels marketplace OYO Rooms. OYO's existing investors Greenoaks Capital, Sequoia Capital and Lightspeed India also participated in the fresh round of funding. From a single hotel in May 2013 to over 2500+ hotels at present, OYO has been an inspiring journey from a smart idea to India's largest branded network of hotels with the dream of becoming the world's largest branded network of hotels. OYO are India's largest branded network of hotels spread across 124 cities with 2500+ hotels offering standardized stay experiences at an unmatched price. Sensing the opportunities, start-ups like Zo Rooms, Oyo Rooms, Room on Call (ROC) and many others are mushrooming in this space. They are not only seeking great customer traction, but also attracting high quality investors towards themselves.

Research is not just statistics, rather it is what you derive out of data in terms of information, business intelligence and how it is put to practice for business success, with the aim of achieving organizational goal(s), mission and vision.

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Accounting Aura:

Accounting skills for day to day activities

Accounting is the process of gathering, recording, summarizing and analyzing financial transactions or data. Accounting skills can be used to apply to your everyday life, and for a life-long learner thirsting for knowledge and intellectual stimulation there are many great applications. Life as an online learner can be much more manageable if you are armed with accounting skills.

For example, as a student, accounting skills can be used to analyze the grades you received from assignments and exams. By recording and summarizing that data in a spreadsheet, you can analyze it and pinpoint the subject areas that you need the most help with; then you can easily focus on ways to improve your grades. Also, you can further break down the recorded data and analyze the amount of time you spent on each of those assignments. Once you identify the subject areas that you are weak at, you can devote more time to them or seek out tutoring services.

Additionally, accounting skills can come in handy when it's time to manage your spending. With college tuition, books and supplies, and living expenses, your cash outflows can get out of your control. Obviously, if your cash outflows are greater than your cash inflows, then you are not budgeting wisely. However, if you record and summarize your cash flow activities in a spreadsheet, such as Microsoft Excel, you can easily analyze that financial data and adjust your spending habits accordingly.

Furthermore, accounting skills can also be applied when it comes down to making smart financial investments. With accounting skills, especially when acquired from an accounting degree program, you are able to make wise investment decisions. For example, if you decide on investing your hard-earned money on a company's stock, being able to compute profitability, liquidity and debt ratios, you can analyze a company's publicly

disclosed financial statements; and thus make good investment decisions based on your analysis.

Best of all, accounting skills are well sought after by employers. Practically every organization requires an accountant with accounting skills to help keep track of the day to day financial activities. In fact, according to one estimate, the projected employment growth rate for accountants and auditors between years 2010 and 2020 is 16%, while the average growth rate for all occupations is only 14%. Therefore, employment prospects are bright for those with the required accounting skills.

Accounting skills are very practical, and can be applied to many areas of your life. As mentioned, accounting skills can be applied when analyzing course grades, managing expenses, or making smart financial investments. Also, accounting skills are in demand by employers. For that matter, you should acquire the necessary accounting skills and make life easier.

(Source: [onlinelearningtips.com/...](http://onlinelearningtips.com/))

I found this interesting:

Balance Sheet of Life

Our birth is our opening balance!

Our death is our closing balance!

Our prejudiced views are our liabilities

Our creative ideas are our assets

Heart is our current asset

Soul is our fixed asset

Brain is our fixed deposit

Thinking is our current account

Achievements are our capital

Character & morals is our stock-in-trade

Friends are our general reserves

Values and behaviour are our goodwill

Patience is our interest earned

Love is our dividend

Children are our bonus issues

Education is our brand patent

Knowledge is our investment

Experience is our premium account

The aim is to tally the balance sheet accurately.

Altogether, let's balance our life!

(Source:
<http://khamneithang.blogspot.com/>)

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Article:

Digital Locker

Central government has launched a scheme called DigiLocker, an initiative under Digital India programme, to help citizens digitally store their important documents. Anyone having an Aadhaar Card can register with the site www.digitallocker.gov.in. However, this restriction is removed recently and any one can create account for Digital Locker providing documents for Identity and Address proof. Thus, there are two ways to sign up for a DigiLocker account:

1. **Aadhaar based method:** You can voluntarily use Aadhaar (issued by UIDAI) to sign up using mobile OTP or biometric fingerprint device.
2. **Non Aadhaar method:** You can authenticate your mobile number and then submit your proof of address and identity documents for manual verification. On manual verification, your account will be generated.

After registration, one can upload scanned copies of all the important documents like mark sheets and certificates of various degrees, Electric Bills, PAN Card, Driving License, Passport, etc. Whenever you are in a need to produce these certificates for verification with government agency, you can simply give your locker number and no physical document is required to be produced.

You can upload scanned copies of their important documents which if required, can be digitally signed. The locker is also a repository of e-documents issued to you by government or any valid (registered) Issuer such as some Bank or Electric Board.

There are three parties Involved: Owner of Digital Locker, Issuer (who issues e-documents), Requester (who are in need to access the e-documents).

The following are the some of the highlights of the scheme:

Digital Locker will provide secure access to government-issued documents. It uses authenticity services provided by Aadhaar. Documents will have authenticity to eliminate fakes. People will be held liable for genuineness of documents uploaded.

Digital Locker is aimed at eliminating the use of physical documents and enables sharing of verified electronic documents across government agencies. It allows Sharing of e-documents online with any registered requester. Secure access for requesters to documents in digital lockers.

Digital Locker provides a dedicated personal e-storage space to citizens. It provides free space of 1GB to securely store documents and links of official e-documents. It also provides eSign service to digitally sign documents online.

Digital Locker will reduce the administrative overheads of government departments and agencies created due to paper work. It will also make it easy for Indian citizens to receive services by saving time and effort as their documents will now be available anytime, anywhere and can be shared electronically.

Options for several documents: Educational Certificates, PAN Card, Voter ID Card, Passports, College Admissions, Driving Licenses

As on 2/1/2016, 10,51,200 users have been registered on this site and 14,56,148 documents have been uploaded to this site.

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