

# DRIVE

## Monthly eNewsletter

Published by:

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:

<b>Dr. Waheeda Thomas</b>	<b>Chief Editor</b>
<b>Dr. Nishrin Pathan</b>	<b>Managing Editor</b>
<b>Mr. Sunil Chaudhary</b>	<b>Executive Editor</b>
<b>Ms. Reshma Pathak</b>	<b>Technical Editor</b>

## FROM THE CHIEF EDITOR'S DESK:

In a rapidly changing global business environment with intensified competition, changing consumer tastes and preferences, changing technology, varied socio-cultural environment across globe, changing political and regulatory environment, eminence of international economic organizations shaping the world economy, there is increased need for research and development, innovations on part of business organization(s) as well as social, academic, administrative and governance organizations. Economic Progress and Economic Development increasingly depends on research and development, business and service innovations, skill set possessed by human resources, development of creativity which to a large extent are shaped by the quality of education imparted to the learners. Educational Pedagogy is undergoing change with increasing focus on activity based learning, experiential learning, as learning by doing develops interpersonal skills, team-work, entrepreneurial skills, leadership qualities and creative solution to business challenges. Social Responsibility of Business is also an important aspect, as business organizations are part of Society and have Social Responsibilities towards various stakeholders of the business be it consumers, employees, investors, creditors, community, society and government.

NSS Camp was organized by the College to inculcate social awareness and social skills. Best Business Idea Competition was organized to develop entrepreneurial skills among the participants. Ad-making competition was held to develop creativity and ad-making skills of the participants. Short film making competition was held to develop creativity and social awareness among the participants. Sports Competitions were organized to develop sportsman spirit, discipline, team-work, and never give up attitude among the participants. Parent-Teacher Meeting was organized and student's academic progress, participation in co-curricular activities, extra-curricular activities were discussed. Information Technology Competitions such as Best Programmer, Best Website Designer, Best Image Creator, and Best Animator were organized for bringing out creativity and innovative thinking of the participants

The current issue includes article on Business Innovations, Customer Benefits and Marketing Success. Creativity, vision about future, constant innovations to meet changing consumer needs, wants, tastes and preferences is imperative for business survival, business growth, business expansion, business diversification, in nutshell business success is highlighted in the article. Consumer benefits are at the core of marketing innovations, be it product innovation, pricing strategy, promotional strategy or distribution strategy. Product innovation, Service Innovation, business process innovation, technological innovation resulting into consumer benefits holds promise of product, marketing and business success. Another article is on Government Accounting. Government accounting refers to the

accounting system implemented and followed by the government offices to record the financial transactions of the government. It includes the records of government revenue, expenditure, penalties, subsidies, grants, loans, etc. Government accounting refers to the process of recording, classifying, summarizing and interpreting the financial transactions of the government. There are information technology related articles on Web Services and Application Programming Interface and Virtual Reality.

**By:**

**Dr. Waheeda Thomas**  
**Principal**  
**SEMCOM.**

**IQAC Corner:**

**Research Article:**

**Abstract:**

**Education for Self Actualization: The Way towards Sustainable Development in India**

**Introduction**

Education is today considered to be the most effective instrument of social re-engineering and empowerment of people by imparting knowledge and skills and creating an informed citizen capable of setting agenda for good governance, great progress and harmonious socio –economic life. Education has also become the most vital tool of creating inclusive societies and inclusive mankind. The destiny of mankind is shaped in the class rooms. Education determines the level of prosperity, welfare and security of the people. Education alone can give the right direction to science and technology. Raising the standard of living of the entire mankind is the agenda of current Education policy in India. Exclusion on the basis of socio economic status, gender and faith, has to be properly address in India. Empowerment of the excluded and creation of an inclusive mankind can only be achieved through education in India. Education should be updated according to the need of both individual and society in India.

Education should be updated according to the need of both the individual and society in India. To meet the present need, the education of the learners should be changed from the world of school to the world of work or life. It is about shift of change of education design from the existing traditional to the innovative practice for the betterment of society. Education should be directed to the holistic development of the human life and so strengthening of respect for human rights and fundamental freedom, rationalize or modernize attitudes as well as to impact knowledge and skills. This is emergent change needed in India. This new environment also involves a change in the roles of both teachers and students.

The role of teacher will change from knowledge transmitter to that of learning facilitator, knowledge guide, knowledge navigator and co-learner with the student. ICTs provide powerful tools to support the shift to student centered learning and the new roles of teachers and students. To prepare students for 21st century, to achieve sustainable development in India, schools and universities are more actively using technology as an integral part of the instruction transmission, which is in fact encouraging sign.

**Context of Our Educational Development Policy**

Development cannot be attained by following a single way. We can achieve development by following a variety of paths or ways and even a cluster of ways. This cluster may form by taking into account the similarities and of approaches.

Before independence, Mahatma Gandhi (1937) viewed the national development through education and gave a model of Basic Education (Wardha Scheme of Education). The Model proposed skill development while learning, which is somewhat different from John Dewy's

“Learning by Doing” approach to education. While Dewy’s approach does not focus on “Doing “for skill development and does not relate to earning in future, Mahatma Gandhiji’s Basic Education Model prepares the children to some extent, for future livelihood because it is Skill centered education. Basic Education Model has sufficient provision for self-sustenance by empowering oneself through acquiring job oriented skills. These skills may be as simple as carpentry work, candlesticks preparation, spinning and weaving, etc.

Gandhiji’s concept of self-empowerment leads to self-reliance, which is the basis of national development. It is Mahatma Gandhiji who first talked about providing free and compulsory education for the children of 6 to 14 years. The crux of education should be some productive craft and education should be self-supporting.

Present policy of education gives highest priority to education both as human right and as means for bringing about transformation towards a more humane and enlightened society .But at present we are ignoring the rich treasure of traditional knowledge and wisdom.

### Teachers Education:

The success of any education system depends on how programmes are planned and implemented where teachers are key players. Education and training of teachers are always been recognized as one of the most crucial means of social and national development. ICTs provide powerful tools to support the shift to student centered learning and the new roles of teachers and students. At present, in development of literature, ICT has been characterized as having the potential to enable national development. ICT is important to all aspect of our life, like activities of operations, research and development, health services, amusement and also governance. Technological developments lead to changes in work and changes in the organization of work and required competencies for work. Gaining in importance are following competencies (UNESCO, 2002)

- Critical thinking.
- Generalist (broad) competencies.
- ICT competencies.
- Enabling expert work.
- Decision making.
- Handling of dynamic situations.
- Working as a member of a team.
- Communicating effectively.

The National Council for Teacher Education (NCTE)<sup>1</sup> with the view to promoting and motivating quality research in Teacher Education, constituted a Research and Programme Advisory Committee in June 2004. The NCTE’s concern is to enable teacher Education institutions to prepare a workforce of trained teachers who are fully conversant with the technology. It signed an MOU with INTEL Technology India Pvt. Ltd, Bangalore on 20th December 2006 with a view to achieve the objectives of imparting sustained professional development of all teacher educators from all recognized institutions and making ICT a part of Teacher Education Curriculum (Annual Report 2006-07). But then also training of teachers working in engineering colleges and technical institutions is somewhat limited compared to the growth of technical institutions for past two Decades.

### Self-Actualization: Concept

The Detailed description of Self-actualization was given by Maslow (1954) in his theory on Motivation and Personality .According to Maslow (1954) an average human being may have the following percentage of needs satisfaction:

Needs	Percentage
Physiological needs	80%
Safety needs	70%
Affection needs	50%
Self-esteem needs	40%
Self-actualization needs	10%

Characteristics of Self –actualization: Maslow (1970) studied the lives of people who in his judgment were self-actualized. Those persons were both living and historical. They include Lincoln, Jefferson, Einstein, Eleanor Roosevelt, William James, Albert Schweitzer, Spinoza and others. To teacher’s and education planners these characteristics of self-actualized persons are important, because without this knowledge it is difficult to apply the strategy. Following are the characteristics of self –actualizing people as observed by Maslow:

- They have more efficient perceptions of reality.
- They have comfortable relations with others, with deep kinship.
- Their behavior is marked by spontaneity, simplicity and is unaffected from any unnatural phenomenon.
- They have democratic character structure
- They are philosophical and have a friendly sense of humor.
- They are original and universally creative.
- They exist well within the culture.
- They have firm foundations of a value system.
- They accept others’ individuality and have respect for others.
- They are strongly ethical with definite moral standards.
- They like privacy and tend to be detached.

### Conclusion:

A visionary of the future mankind and education as a tool towards future, Maslow gave utmost importance to fulfillment of the basic needs, which are life sustaining needs. These needs are of utmost importance in India, where people also lack basic necessities of life. Talk of luxurious items is of no use. Having the feeling of security and belongingness he observed the progressive upward mobility of human being towards esteem needs, which are the basic motivating factors of scientific discoveries .These traits help a person to face the global challenges. Maslow theory is also quite relevant to Indian education system, high standards kept in Education policy remains unfulfilled if basic facilities remain far cry.

Through educative process it is possible to take individuals towards self –actualization. It can solve many issues of our country. A self-actualized individual like others, passes through many roles i.e. a child, a friend, a parent a teacher and above a responsible citizen. Only Self –actualized individual, person can address educational issues of India.



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**Notes:**

1 NCTE was established in India on 17th August 1995 by an Act of Parliament, namely the NCTE Act, 1993 (No.73 of 1993)

**Title of the Book: Quality Footprints – Sustainable Development of Higher Education Insitutions**

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**By:**

**Dr. Nimesh P. Raval**

**Assistant Professor,**

**SEMCOM**

**Vallabh Vidyanagar.**

**E-mail: nimeshpriyakant@gmail.com**

**And**

**By:**

**Mr. PratikShah**

**Assistant Professor,**

**SEMCOM**

**Vallabh Vidyanagar**

**E-mail:pratiktutor@yahoo.com**

## SEMCOM IQAC UPDATES:

### Parent's Teacher Meeting @SEMCOM College

SEMCOM College managed by Charutar Vidya Mandal organized Parent's Teacher Meeting on 9th of December 2018. To make the students more effective and to help them to face the challenges, parents were invited for interacting with the faculties. The objective behind this event was to build good teacher-parent relationship. 130 parents took part in this Parent's Teacher Meeting. Under the able guidance of Principal Dr. Waheeda Thomas and with the efforts put by the Vice President of Student's Council, Dr. Reena Dave, Staff Secretaries Professor Ami Trivedi and Joe Marry George the entire event was a great success.



## NSS CAMP 2018-19

Charutar Vidya Mandal's SEMCOM College organized National Service Scheme annual camp at Vadtal from 9th December to 15th December 2018 with 30 volunteers. The Camp started on tenth December 2018, and the opening ceremony was conducted in kanyashala. On 11th December 2018, NSS volunteers attended morning melodious prayer in high school. Then they went for survey in the village and interacted with the people there and it turned out to be a wonderful interactive session. Later in the evening an expert lecture on child protection scheme was organized, wherein Mr. Parth Thakkar told about various scheme and laws related to the protection of children. A free eye checkup camp was organized on 12th December 2018, with doctors from Shankra Hospital, around 80-85 people from the village came for the checkup. In the evening drawing competition in kanyashala and Kumarshala was organized. On 13th December 2018, NSS volunteers went to high school and introduced Digi Locker to students of 11th and 12th standard where students actively took part in the conversation. In afternoon to support Swatch Bharat Abhiyan NSS volunteers cleaned the road near kanyashala and panchayat hall where all college NSS volunteers participated actively. On 14th December 2018 at morning 11 o'clock valedictory function had been organized. Chief guest of valedictory function was Mr. Vipulbhai Patel. Mr. Vipulbhai Patel and Principal of the College congratulated all NSS Volunteers and motivated for further activities of NSS. All these four days were very meaningful and motivating. The event was well coordinated by Dr. Reena Dave, Dr. Jaymin Trivedi and Ms. Jenita Patel under the guidance of the Principal Dr. Waheeda Thomas.









## SEMCOM PREMIER LEAGUE (SPL-IX)

SEMCOM organized inter-stream cricket tournament SEMCOM PREMIER LEAGUE-IX at Shastri Ground Vallabh Vidyanagar. The event was inaugurated by Shri Mehul Patel, Hon. Jt. Secretary, Charutar Vidya Mandal on 22nd December 2018. In the final match held on 27th of December at Shastri Ground, Vallabh Vidyanagar, SEMCOM warriors defeated SEMCOM Alumni to emerge Champions of SPL-IX. In the girls tournament Management XI emerged Champions. The player of the tournament was won by Monil Patel of SEMCOM Alumni, the best batsman award was won by Tanmay Bariya of TY BBA and the best bowler award was won by Nisarg Parmar of SY ITM. The event was well organized by the coordinators Dr. Bharat Tarapara and Mr. Jagdish Suthar under the able guidance of Vice President of Students Council Dr. Reena Dave, and leadership of the Principal of the College Dr. Waheeda Thomas with active support of Student's Council of the College.













## Sports Day

CVM managed SEMCOM organized 22<sup>st</sup> annual sports day at Shastri Ground, Vallabh Vidyanagar on **28<sup>th</sup> of December 2018**. The Chief Guest of the function was Shri Mehul Patel, Hon. Jt. Secretary, Charutar Vidya Mandal. Best Athlete award for boys was won by Meet M Patel, and the best athlete award for girls was won by Ms. Priyanka D. Patel. The event was well organized by the coordinators Dr. Bharat Tarapara and Mr. Jagdish Suthar under the able guidance of Vice President of Students Council Dr. Reena Dave, and leadership of the Principal of the College Dr. Waheeda Thomas with active support of Student's Council of the College.









## Techno Fest

CVM's SEMCOM organized TechnoFest on 17th January 2019 as a part of its Mega Event "Management Conclave 2018-19". The aim is to improve the understanding of the students about the development in the field of Information Technology and to create awareness about practical skills required by ever growing IT Industry. 75 students have participated in competitions such as Best Programmer, Best Website Designer, Best Image Creator, and Best Animator with great enthusiasm and zeal. Exposure to practical learning aspect and skills required to implement the theoretical concepts to solve the real world problems were greatly appreciated by the participants. The event helped in bringing out creativity and innovative thinking of today's learners. Under the guidance of Dr. Waheeda Thomas, Principal of SEMCOM, Ms. Palak Patel and Mr. Jay Nanavati coordinated the event successfully.



## BEST BUSINESS IDEA COMPETITION (BBIC)

Flagship Institute of Charutar Vidya Mandal, SEMCOM organized AAKAR - ELECON Best Business Idea Contest (BBIC) on 18th January, 2019. The dais was graced by Dr. Bhavesh M. Patel, Kulpati, Charutar Vidya Mandal as The President of the function, Shri Mehul D. Patel, Honorary Joint Secretary as Chief Guest. Shri Dipak Pareek, CEO & Founder of MyCrop Technologies Pvt. Ltd, who was honoured as Technology Pioneer 2018 by World Economic Forum as the Key-note speaker of the event and Mr. Mukul Dwivedi, Vice-President, Marketing at EIMCO ELECON Ltd as The Guest of Honor and Dr. Nikhil Zaveri, Director General, Charutar Vidya Mandal.

Dr. Waheeda Thomas, Principal, SEMCOM introduced and welcomed the gathering. Keynote speaker Shri. Dipak Pareek motivated the students to become entrepreneurs and reach at the global level. He guided the students to lead a powerful life with purposes to become successful. Dr. Bhavesh Patel, Kulpati, Charutar Vidya Mandal gave the Presidential remarks. Shri Mehul D Patel Honorary Joint Secretary, Charutar Vidya Mandal congratulated SEMCOM for nurturing students to become entrepreneurs. Dr. Yashasvi Rajpara coordinator of BBIC presented a brief report on BBIC 2018-19 in which he mentioned that all the participants were given 60 hours guidance through workshops by eminent experts from various fields. Dr. Komal Mistry coordinator of BBIC proposed a vote of thanks at the end of the function. 240 students registered and 122 students are selected for final presentation of their business ideas. The students are presenting their business ideas namely Relish: Cherish Nourish Delish providing frozen vegetables and fruit juices without any preservatives, FLAVACO serving with wide range of food which detoxifies body, UV TECH: germs NOT ALLOWED is a UV towel dryer and sanitizer, Mr. Scraper is a plastic paving bricks and plastic wall tiles, SANU: Keldium Granules is a low sodium salt, etc. There are 18 business plans ready with the prototypes waiting for investors rolling out in the market.



## AD-MAKING COMETITION & CINECON SHORT FILM MAKING COMPETITION

Flagship Institute of Charutar Vidya Mandal, SEMCOM organized AD-Making Competition and Short Film Competition under the topic “Rise of Women Entrepreneurs in E Commerce Era” on 19th January, 2019. Shri Manish Patel, Vice President, Charutar Vidya Mandal presided over the function, Mrs. Geeta Goradia, Managing Director, Jewel Consumer Care Pvt. Ltd, Baroda was Chief Guest and Dr. Hina Shah, Founder and Director, ICECD, Ahmedabad as Key Note Speaker. The other eminent speakers of the function were Ms. Maltiben Chaudhary, Rural Women Entrepreneur. She was awarded for an innovative dairy farming leading to highest milk production, Ms. Vidya Manan, Owner & Founder of Comedy Factory and Ms. Neeja Shah Founder & Owner of Enso Advertising & Solutions, Ahmedabad.

Dr. Waheeda Thomas, Principal, SEMCOM introduced and welcomed the gathering. Dr. Hina Shah addressed the gathering and motivated the students to become entrepreneurs. She added that a women entrepreneur need to be more focused on various areas such as attitude to grow, setting goals, product identification, establishing the business, financial aspects, operation & management & information. Chief Guest of the function Mrs. Geeta Goradia addressed the students & spoke about her journey of entrepreneurship, use of E commerce in her business and what is happening around the world. She added that to become an entrepreneur one should have the following qualities such as courage, ethics, hardworking, laser like focus, SWOT analysis, etc. She also talked about the importance of being good at E portals for becoming successful entrepreneurs in E commerce era. Shri. Manish Patel in his presidential remark said that today women have shown immense courage in life and he trust that SEMCOM will continue in the same line.

## SEMCOM Organized AD-Making Competition 2018-19

Flagship Institute of Charutar Vidya Mandal, SEMCOM organized NOVELUS - AD-Making Competition under the topic “Rise of Women Entrepreneurs in E Commerce Era” on 19th January, 2019. 180 students registered for the competition and 120 students are selected for the final AD-Making Competition. In all 16 television ads and 9 radio ads are prepared by 18 teams of students. Some of the titles of television ads are – Talking Speaker, Baseball Bat, Exam Pobia, Organ Donation, Menstrual Myophia. Some of the titles of radio ads are – Sunglasses, Baby Dipers, Orchestra, Engine Oil. During the year the registered students were trained through a series of workshops and in house mentoring by the faculty members Dr Ajay Vyas and Mr Renil Thomas. Students of SEMCOM have chosen social as well as commercial theme for the advertisements. A panel of experts consisting of Mr. Pranav Jani, Dr. Dipan Bhatt, and SEMCOM Alumni Mr. Avinash Gadhvi and Mr. Pratik Raj judged the event.





### **SEMCOM Organized CINECON – Short Film Making Contest 2018-19**

Flagship Institute of Charutar Vidya Mandal, SEMCOM believes in imparting holistic education through learning by doing by organizing CINECON – Short Film making Contest. 14 short films are prepared by 19 teams of students. 14 short films will be presented on the various titles like Ek Sach: Crime Against Women, Teenage Problems, Stop Suicide Attempt, Stop Taking Drugs, Stop Online Games, etc. During the year the registered students were trained through a series of workshops and in house mentoring by the faculty coordinators Dr. Preethi Luhana, Mr. Sunil Chaudhary and Mr Renil Thomas. The event will be judged by the panel of experts namely Mr. Pranav Jani, Dr. Dipan Bhatt, Faculty Alumni of SEMCOM, Mr. Avinash Gadhvi and Mr. Pratik Raj, Student Alumni of SEMCOM.



## MY VOICE

### BUSINESS INNOVATIONS, CUSTOMER BENEFITS AND MARKETING SUCCESS

Creativity, vision about future, constant innovations to meet changing consumer needs, wants, tastes and preferences is imperative for business survival, business growth, business expansion, business diversification, in nutshell business success. There is a difference between reactive marketing and proactive marketing. Reactive marketing consist of identifying the needs of consumer(s) and developing the market offering(s) and marketing mix to serve consumer needs, wants, tastes and preferences. Proactive marketing is all about launching or introducing innovative market offering(s) with immense consumer benefits leading to consumer appreciation, satisfaction and happiness with the market offering(s) resulting into marketing success. There are certain marketers who serve markets by responding to identified consumer needs and there are certain marketers who create markets by offering or launching innovative market offering(s) which are very well appreciated by consumers, leading to bumper sales and which revolutionize the specific industry. Micro Computers replaced room size computers with superior data processing efficiency and storage facility, with the advent of smart phones connected with internet, computing ability is right at the palm of the consumer(s). Smart phones with internet facility can be used for variety of transactions including railway reservation, booking airlines ticket, booking movie show, online shopping of various merchandise(s) and service(s) to mention a few. The emergence of e-intermediaries in various sectors of the economy be it car rental business, hospitality industry, e-commerce sites is changing the marketing landscape. Established manufacturers besides traditional channels of distribution are also using online marketing to sell their products and services to the consumers.

Business history has ample illustrations where the vision and foresight of the business leader(s) resulting into innovations in the business processes, market offering(s), changed the business and industry landscape forever leading to business success and creation of business empire. Be it the strategy of offering affordable car, car for every purse for every consumer, everyday discount stores selling products at lower prices, the concept of developmental marketing with the feature of income augmentation, improvement in the standard of living of the people, creation of employment opportunities thereby solving the problem of unemployment to some extent, micro finance assisting small scale, hand loom, handicraft and cottage industries are brilliant illustrations of business innovations contributing to the economic progress, economic development with social responsibility of business.

Consumer benefits are at the core of marketing innovations, be it product innovation, pricing strategy, promotional strategy or distribution strategy. Product innovation, Service Innovation, business process innovation, technological innovation resulting into consumer benefits holds promise of product, marketing and business success. There are ample opportunities for business innovation to tackle various societal challenges be it solar energy, environment friendly market offerings also called



green products, organic farming, organic vegetables and fruits, technology to provide affordable and clean drinking water to the masses, cost effective medical and healthcare facilities for the masses to mention a few. Entrepreneurs may consider various economic and social challenges as the opportunities for product innovation, service innovation, and business process innovation contributing to business success. For an enterprising entrepreneur every business challenge is an business opportunity to be capitalized by unique, creative and innovative product solutions.

The business slogan Innovate or Perish aptly sums up the mantra for survival, growth and development of the business in the highly competitive global markets of today. Globalization is a reality and the way to face global and domestic business competition is through continuous innovation, research and development, product and service improvement, total quality management, and creating markets by launching innovative market offering(s) with immense customer benefits, value for money market offering(s) and aiming for consumer satisfaction. Innovation Management is an integral part of business, and enables the business firm(s) to convert business challenges into business opportunities and convert business weakness into business strength(s). The illustrations of highly successful business or businesses in most cases one common feature called Innovation Management, sums up the significance of Innovation Management for business survival, growth and business development. Innovation management by contributing to business development also contributes to the economic development of nations.

**By:**

**Mr. Sunil V. Chaudhary**

**Assistant Professor**

**SEMCOM**



## Accounting Aura:

### Government Accounting:

#### Concept of Government Accounting

Government accounting refers to the accounting system implemented and followed by the government offices to record the financial transactions of the government. It includes the records of government revenue, expenditure, penalties, subsidies, grants, loans, etc. Government accounting refers to the process of recording, classifying, summarizing and interpreting the financial transactions of the government.

"Government accounting is the process of recording, analyzing, classifying, summarizing, communicating and interpreting financial information about government in aggregate and in detail, reflecting all transactions involving the receipts, transfer and disposition of government funds and property."-Oshisami and Dean

In conclusion, government accounting is the act of recording, classifying, analyzing, summarizing, interpreting and communicating the records of government financial information like government revenues and expenditure in different administrative and development works.

#### Objective of Government Accounting

- To record government revenues and expenses.
- To get control over the expenditure within the ceiling of the budget.
- To provide information about allocated expenses and their utilization.
- To provide financial information and data for budget preparation.
- To safeguard the government property.
- To make auditing simple and economical.

The principles of Government Accounting may be summarized as under:

##### (a) System of Accounting:

The Government usually follows the Single Entry System of Accounting. But, in some cases, (viz., Loans and Borrowings) the system of Double Entry has been followed. Because, in order to ascertain this arithmetical accuracy by preparing a Trial Balance and to determine the balance of the account as well, Double Entry System has to be taken into consideration.

##### (b) Commercial Enterprises under Public Sector:

In public sector enterprises, however, Double Entry System has been followed under mercantile basis like commercial accounting. Because, for ascertaining the results of the undertaking, the Profit and

Loss Account and the Balance Sheet are to be prepared. But, in some cases, however, various management techniques, Cash Flow Analysis, Funds Flow Analysis, Ratio Analysis etc. and some charts and diagrams with the help of statistical data, are taken into consideration.

(c) Classification of Incomes and Expenditures:

According to the requirements of the Government, it is necessary to classify the incomes and expenditures of the services under various heads and sub-heads.

For example, revenue of the Central, Budget is classified into:

(i) Tax Revenue and

(ii) Non-Tax Revenue

Tax-Revenue again sub-divided into:

1. Taxes on incomes and expenditures;
2. Taxes on property and capital transactions;
3. Taxes on commodities and services, etc.

Similarly, Non-Tax Revenue is again sub-divided into:

(i) Interest Receipts;

(ii) Dividend and Profits;

(iii) Others.

At the same time, expenditure in the form of different services are also classified under various heads and sub-heads, as under:

(i) General Services,

(ii) Social Services,

(iii) Economic Services and

(iv) Grant-in-aid and contribution.

Now, general services are again sub-divided into:

(i) Administrative services:

(ii) Defense services;

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(iii) Servicing of debts;

(iv) Fiscal services etc.

(d) Consolidated Transaction:

In Government accounting, although the transactions are recorded primarily under various heads of accounts, later they are consolidated in order to show the combined result for the period concerned.

**By:**

**Mr. Pratik Shah**

**Assistant Professor**

**SEMCOM**

## **BITS & BYTES**

### **RESTful API**

#### **Web Services and API (Application Programming Interface)**

Both APIs and web services serve as a means of communication between consumers (clients) and providers (server). In case of Web Service the communication is govern by some protocol such as SOAP. A client invokes a service by sending a request (usually in the form of an XML message), and the service sends back an XML response. In case of Web API communication process is specified using the web's protocol (HTTP). The clients don't required specific knowledge about individual procedure to be called on the server. It uses a set of HTTP commands/verbs and it is up to the receiving system to what to do with it. For example, the HTTP verb "GET" is used to retrieve data. Such systems are considered to be more loosely coupled (when compared to web services). All Web services are APIs but reverse is not true.

#### **REST (Representational State Transfer)**

REST is software development architectural style (not a protocol) for creating Web Services/API. It is an approach to provide communication amongst applications. It defines a set of constraints to be used while developing an API (Application Programming Interface). Web services developed following this style are called RESTful Web Services (RWS). RWS provide better interoperability between different systems, especially, over the Internet. It allows the client to access and manipulate Web Resources using a uniform and predefined set of stateless operations unlike SOAP (Simple Object Access Protocol) Web services which uses its own arbitrary sets of operations.

The following six constraints forms guideline for REST API design

- **Client-Server:** The client-server constraint works on the concept that the client and the server should be separate from each other (separation of concerns) and allowed to evolve individually and independently. It supports scalability and modifiability.
- **Stateless:** REST APIs are stateless, i.e., no dependency is assumed across the calls to server. Each call contains all necessary data to re-establish its identity and to maintain the session continuity. Session State Information, if any, is maintained on Client.
- **Cache:** A stateless API requires all necessary data to be included in each call to server. This increases request overhead due to large data to be passed on network. Thus, a REST API should be designed to support caching mechanism on Client whenever it is possible. A request can be implicitly or explicitly labeled as cacheable or non-cacheable.
- **Uniform Interface:** It allows independent evolution of the application and lets the client talk to the server in a single language, independent of the architectural backend of either. Usually, it

uses HTTP (client to server) and JSON (server to client). However, RAPI can return data in other formats such as HTML and XML.

- Layered System: It is a layered system such that each layer provides/consumes the services to/from next/previous layer and don't "see" beyond the immediate layer with which they are interacting. Every layer has a specific functionality and responsibility.
- Code on Demand: It allows the code/programming unit (e.g., applets and scripts) to be transmitted to client using the API for client side execution. It extends the client-side functionality and simplifies the programming/development model.

## RESTful API (RAPI)

A RESTful API uses HTTP requests to perform different operations on data.

Typically, a RAPI uses

- GET is normally used to retrieve a resource
- PUT is normally used to update/change the (state of) resource.
- POST is normally used to create the new resource
- DELETE is normally used to remove the resource.

A RAPI breaks down a transaction to create a series of small modules. Each module implements specific task/part of the transaction. This modularity supports high level of flexibility.

As all calls to RAPI are stateless, it is very useful in cloud applications. Stateless components are easy to redeploy in case of failure as no prior tie-up with client is assumed by them. It also supports scalability by adding/removing such components so as to match load requirement. Also, any request can be directed to any instance of a component.

REST is preferred to SOAP (its alternative) because REST consumes less bandwidth. Hence, it is more suitable for Internet Applications.

RAPI allow users to easily consume Cloud Services such as provided by Amazon, Google, LinkedIn, and Twitter. In addition to Cloud Computing, it is also used in the development of Micro-Services.

## Advantages of RESTful System

- Simplicity of a Uniform Interface
- Modifiability of Components to meet changing needs.
- Fast Performance
- Reliability
- Scalability
- Re-usability of Components

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**By:**

**Dr. Kamlesh Vaishnav**

**Associate Professor**

**SEMCOM**

## Web InfoTech:

### VR (Virtual Reality)

- Virtual Reality comes naturally from definition of both 'Virtual' and 'Reality', Meaning of virtual Reality is to experiencing things through Smart device that don't really exist.
- ✓ Use of computer technology to create simulates environment, Simulating with environment means user should not only viewing, computer is transformed into viewer to artificial world and many senses as possible, like vision, hearing, touch and even smell.
- ✓ VR gives 3D experience to users instead of viewing screen in front of them.
- ✓ Users are shrouded and able to interact with 3D World.
  
- **A Reposeful**, interactive 3D computer created virtual world and believe that, or the illusion of virtual reality will disappeared.
- ✓ **Believable**: You really need to feel like you are in real world.
- ✓ **Interactive**: you can experience 3D world. as you move around, VR world need to move with you.
- ✓ **Computer-Generated**: Powerful machine with realistic computer graphics, Make believable, Interactive, alternative word change in real time as we move around them.
- ✓ **Explorable**: VR World need to be big and detailed enough for you to explore.
- ✓ **Immersive**: VR needs to be engaged your body and mind.
  
- **Types of Virtual Reality**
- ✓ Fully immersive
- ✓ Non-Immersive
- ✓ Collaborative
- ✓ Web-based

## ➤ Application of Virtual Reality

- ✓ VR in Military
  - Fight simulation
  - Medic Training
  - Virtual boot camp
- ✓ VR in Healthcare
  - VR Reality diagnostics
  - VR Robotic surgery
- ✓ VR In Business
  - VR tour of business Environment
  - 360 view of products
  - Training of employees
- ✓ VR in Environment
  - Virtual Museum
  - Theatre
  - Discovery centres
  - Galleries
  - Virtual Theme Park
- ✓ VR in Engineering
  - VR and Design Vehicles
  - VR and Rail construction

**By:**

**Mr. Bhaumik Shah**

**Trainee Teacher**

**SEMCOM**



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OR

Mail at:

S. G. M. English Medium College of Commerce and Management (SEMCOM),  
Opposite Shastri Ground,  
Vallabh Vidyanagar - 388 120.  
Gujarat  
India

Tel. No. : +91 2692 235624, 231811

Fax. No. : +91 2692 235624

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