

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:

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

FROM THE CHIEF EDITOR'S DESK:

Applied knowledge is power. Learning by doing is best learning. In today's highly competitive economy characterized by globalization, quality and value for money are critical for marketing and business success. Human resources with skills, knowledge, aptitude, relevant educational qualification(s), experience and motivation are an asset for organization's be it business organization, social organization, non-profit organization, bureaucracy etc. Innovation and gradual but continuous quality improvement in the product or service is the need of the hour. Scientific marketing research enables better understanding of the consumers and the markets leading to better match between consumer demand and market offering(s). Environmental pollution is a major challenge and there is a need to adopt environment friendly technology and consume ecology friendly products. Sustainable development is the need of the hour.

The current issue includes article on Marketing Tools for Marketing and Business Success emphasizing on consumer satisfaction and brand loyalty. Be it tangible goods or intangible services, the crux of marketing and business success is consumer satisfaction, consumer welfare and consumer brand preference and brand loyalty. Another article is on Accounting Framework for Political Parties. For political parties accounting Framework is concerned with General Purpose Financial Statements (here after referred to as 'Financial Statements') and a Cash Flow Statement, viz., the Balance Sheet, Income and Expenditure Account prepared under accrual basis of accounting. Such financial statements are prepared and presented at least annually and are directed towards the common information needs of a wide range of users such as the general public, regulators (Election Commission of India), and donor agencies. There is an article on Routing in ASP.NET MVC Framework. In an MVC Web Application, URL is not mapped to specific files or folder unlike tradition Web Application, but a special mechanism is used to process the URL and to return the appropriate response to user. This process is called Routing. Another article is on The Needs of Testing Web Application .Web Application Testing is a process of testing web based system for potential bugs test before its made live for end users, its need to check completely for user interface and functionalities.

Testing Web Application can make sure the web application system functioning properly and can be accepted by end users.

Modern higher education is at cross roads and faces the challenges of developing employable skills, knowledge, nurturing ethics, values and ensuring the development of persona which can take on challenges of any kind, posed by highly competitive global markets.

By:

Dr. Waheeda Thomas
Principal
SEMCOM.

IQAC Corner:

Research Article:

A Study of Transformational Best Practices in NAAC Accredited Colleges

Abstract:

Best Practices are powerful catalysts for quality improvement and a paradigm for effective management and transformation of ordinary colleges into colleges of quality. Benchmarking or best practices can be classified as transactional and transformational. Present study is an attempt to review the innovative and best practices of NAAC accredited colleges. The study uses content analysis method for the purpose.

Introduction:

Indian higher education system is one of the largest in the world. The institutional capacity of higher education sector has witnessed a tremendous growth since independence. The number of Universities/ University-level institutions has increased 18 times from 27 in 1950 to 504. There are 42 Central universities, 243 State universities, 53 State Private universities, 130 Deemed universities, 33 Institutions of National Importance (established under Acts of Parliament) and five Institutions (established under various State legislations). From a mere 578 registered colleges in 1950 the number has grown to more than 30,000 in 2011.³ Students graduating from Indian universities are employed across the world. With increasing competition from national and international institutes the challenges faced by institutes of higher learning in India as well as across the world are increasing. Traditionally, academia has largely been left independent. The freedom created a conducive environment for creativity, innovation and knowledge generation. With changing times the external pressures for change in universities and colleges are increasing. Funding by government is reducing; competition from national as well as international colleges and universities is increasing. Stakeholders and students are becoming more forthright about getting value for the money paid.

In these changing circumstances government scrutiny is increasing. External quality audits by public and private agencies are becoming more common. One of the Twelfth Plan (2012-2017) focus is to strengthen the quality in the existing universities and institutions. As on March 2010, only 32.3% (159) of the total number of Indian universities and 13.1% (4,094) of the colleges in the country had been accredited by the National Assessment and Accreditation Council (NAAC).⁴

Quality assessment for Higher education institutes in India has become an integral part of the institute's efforts towards its commitment to excellence in education. Increasing global competition has changed the way Indian educationists looked at higher education in India. Quality standards and recognition have become the measuring rods for overall performance. One of the criteria introduced under the new methodology of quality assessment by NAAC with effect from 1st April, 2007 is innovative and best practices. Innovative and best practices add commendable value to an institution and its various stakeholders. They are also known as benchmarking. It involves comparing programs, activities and institutions on an agreed set of quantitative and, on some occasions, qualitative tracking

measures. The results can be used to prove quality or to improve quality. Production of public performance reports caters to the quantitative tracking measures.

Whereas qualitative, refers to benchmarking for improvement where one institution shares its good practice on a particular measure with another institution which is performing less well on that measure.⁵ The self study report or re-accreditation report submitted to NAAC according to the new format have separately reported these best practices or benchmarks. The key to improved institutional performance is the simplification of internal procedures on a continued basis, which needs special attention. The institutions can benefit by sharing of the best practices on improved institutional governance.⁶

Objectives of the study:

In view of the above perspective the study has been undertaken to explore following two objectives -

1. To explore the traits of implementation of best practices in higher education system.
2. To review transformational best practices of re-accredited colleges having A Grade.

Research Methodology and Scope of the study:

Present study is a review of best practices adopted by institutes of higher learning in India. These institutes have institutionalised the quality system in their functioning and day to day operations. The study is based on the secondary information collected from the self study reports or re-accreditation reports of NAAC accredited colleges. The sample 15 colleges is drawn from NAAC accredited colleges having 'A' grade i.e., 3.0 or more CGPA between the year 2010 and 2013. Also the best practices of autonomous colleges and colleges having the status of centre for excellence are a part of the sample. Due care is taken to include the colleges representing various states of India. The methodology adopted for the study is content analysis. The study analyses the qualitative information reported under criteria innovative and best practices.

Findings and Discussion:

The use of connotation 'best practices' by NAAC, is broader than the one reflected in dictionary meaning. These are best as a class of practices, not individually, and they are the best chiefly because they are found to enhance quality in general. Best practices are quality-enhancing academic/administrative/infra structural strategies adopted by highly accredited institutions of higher learning. While this is the general meaning, one has to describe the practice in terms of specific characteristics. These characteristics therefore, may be treated as criteria which determine the practice.⁷ Best practices have certain characteristics and important predictors of the success. A practice requires widespread acceptance of stakeholders and social systems. Only then it becomes successful to be put into practice by the organization and will be adopted by other organisations in the long run. For successful implementation, best practices require following traits –

Identification of Best Practices: It should add value to an institution and its various stakeholders. The primary requisition is identification of best practice. Following are some of the guidelines issued by International Network of Quality Assurance Agencies in Higher Education (NQAHE) for the identification and application of good practices.

- It should be dynamic and revisited periodically,

- It should recognize diversity and cultural and historical contexts,
- It should not lead to dominance of one specific view or approach, and
- It should promote quality of performance.

Adoption and Dissemination of best practices: Best practices can be adopted from others through interaction with external agencies. Lack of interaction with external agencies hinders this process. Even within an institution, at times communication gaps affect the expected outcome of the practice. It causes building on experience and reviewing the practice difficult. Effective use of recording and reviewing, creating a database of good practices, review forums, recording evidences for success are contribution of Internal Quality Assurance Cell (IQAC) in an institution.

Adaptation of best practices: Successful adaptation of best practices depends on individual characteristics, leader's attitude to a practice and the institutional context. When the head is receptive and is willing to adopt an innovation half the barrier to implement the practice is overcome. If the interplay between the individual and institutional factors is fruitful, the practice is adapted successfully resulting in expected outcomes.

Sustainability of best practices: The best practice must be successful and sustainable. It should become a part of the working culture of everyone in the institution. Institutionalization and internalization will lead to sustain ability of the best practice.

The best practices can be broadly classified as (i) Transactional and (ii) Transformational Transactional practices are affecting the quality in day to day functioning in the organisation whereas transformational practices contribute towards over all development of the institution and the society. Transactional practices are internal and transformational are external in nature.

Some of the transformational best practices adopted by sample colleges are as follows-

- Community oriented schemes to reach out to the less privileged fellow-beings
- Widen the access of education by awareness camps, scholarships and other inclusive practices
- School adoption program
- Empowering lesser privileged women through skill development and counseling
- Language Partnership Program
- Social involvement program
- Awareness on Human Rights
- Hostel for SC/ST Students
- Scholarships for less privileged students
- Special care for physically disabled people
- Adult Literacy Program
- Slum Development Program
- Village adoption
- HIV and AIDS awareness campaign

It has been found that colleges which are having best transformational practices are also having robust transactional practices within the campus.

Limitation of the study:

The study is based on best practices reported by the colleges in their respective self-study report submitted as a part of NAAC accreditation. Due to paucity of resources only 15 colleges have been included.

Conclusion:

Colleges which are carrying out the best practices in which they reach out to society at large are in the reckoning for higher grades in the quality assessment. Such practices instill in students' community a sense of social responsibility. It also empowers the students to reach out to the less fortunate. In fact creating social consciousness in itself is pedagogy. The involvement of students with the less fortunate truly educates and sensitizes the students' community.

Through the involvement of the students transformational changes are brought into the society. People who are marginalized and who have lost their voice found the outreach programmes empowering.

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ISSN NO 2277 2510

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

Published by SEMCOM,

Vallabh Vidyanagar

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SEMCOM IQAC UPDATES:

Green Business and Technology Fair 2019

Charutar Vidya Mandal managed SEMCOM College organized “Green Business and Technology Fair along with Smart eye Photography “ on 18/02/19 and 19/02/19. The main aim of this event is to boost up ecological entrepreneurs, innovators and organization working with an aim to protect earth.

An exhibition cum sale included more than 150 variety of ecofriendly products & innovative technologies and of course an organic food festival with varieties of food with an aim to highlight chemical/ pesticide free food along with an Exhibition of Photography with the theme of “Natural Pattern” will also be a highlight for the event. More than 250 students have participated in this 2 day event.

The objective of the event was activity based learning for the student simultaneously with creating awareness about eco-friendly products, technologies and organic food. Shri Mehul D. Patel, Hon. Joint secretary , Charutar Vidya Mandal inaugurated the event and Dr. Bhavesh Patel, Kulpati, charutar Vidya Mandal also visited the GBT fair 2019 and encouraged the students.

The event was successfully coordinated by the teamwork of co-ordinators of Green Business and technology fair Dr. Swati Parab, Dr. Yogesh Patel, Ms. Hiral Patel, Dr. Jaimin Trivedi, Mr. Augustin R., Mr. Bhaumik Shah and co-ordinators of Smart eye photography Ms. Palak Patel and Mr. Pratik shah under the guidance of Principal Dr. Waheeda Thomas and Dr. Rina Dave Vice President of Students’ council.







SEMCOM College Celebrated 22nd Annual Day

Charutar Vidya Mandal's SEMCOM celebrated 22nd Annual Day on 21st February, 2019.

The annual day function was graced by Dr S.G. Patel Hon.Secretary Charutar Vidya Mandal as President and Mentor Secretary for SEMCOM Mr Mehulbhai Patel. Chief guest of the function was Dr. Dinesh Awasthi Adviser, Society for Research and Initiatives in Sustainable Technologies and Institution (SRISTI), an Ahmedabad and Former Professor & Director, Entrepreneurship Development Institute of India (EDI). Principal SEMCOM Dr. Waheeda Thomas welcomed the Guest and presented the academic report of the year 2018-19. Vice President of Student's Council Dr. Rina Dave presented the activity report of the year. Dr. Dinesh Awasthi addressed the gathering on Success mantra: Only earning money should not be goal in life but serving down trodden should be. He related Short stories from his Social Service Activity Life.

The Best Student Female award was given to Ms. Priyanka Patel of TYBBA General and the Best Student Male award was given to Mr. Radhin Shah of TYBCA. Recognizing the contribution of Alumni SEMCOM, Enlighten Alumni award was given to Mr. Deep Vaidya & Excelsior Award was given to SEMCOM Alumni Mr Khayaal Patel. Recognizing the contribution of parents in the progress and achievements of their ward parents of Ms Gayatri Bhagwani of TYBBAITM, Mrs Vinita Bhagwani and Mr_Ghanshyam Bhagwani and Ms Esha Arora of TYBCOM Mrs_Shefali Arora were honored.

The entire function was livestreamed on SEMCOM official link <http://www.semcom.ac.in/live> which was witnessed by many across the world.

At the end Managing General Secretary of Student's Council Ms. Divya Patel proposed a vote of thanks. The annual day was organized by the team consisting of Dr. Waheeda Thomas, Principal SEMCOM, Dr. Rina Dave Vice President of Student's Council, faculty members and student's council.











National Seminar organized by SEMCOM

CVM managed SEMCOM College organized one day National Seminar on Prevalent Practices in Commerce, Management and Information Technology on March 19, 2019.

The seminar aimed at Identifying and presenting research & share knowledge on prevalent trends, facilitating international information exchange on various issues pertaining to business & technology, developing arena for network building among managers and researchers and providing platform for future research. It also aimed at providing a forum for the intellectual discourse on prevalent issues, challenges and practices in the field of Commerce, Management and IT. The outcome of the seminar was useful to the academicians, Industry people and students at large. Further it provided networking opportunities for the academicians, researchers, and business & industry practitioners.

Nearly two hundred researchers have participated in this seminar and presented their research paper.

The seminar was inaugurated by the chief guest Dr. Shirish Kulkarni, Vice Chancellor of Sardar Patel University, Dr. Bhavesh Patel, Kulpati, Charutar Vidya Mandal and Hon. Joint Secretary Shri Mehulbhai

Patel. To document the research contribution a souvenir was launched at the inaugural session. The session began by keynote address by Dr. Aashish Argade, Assistant Professor of IRMA.

The technical sessions were chaired by eminent scholars from the campus. Dr. Sandip Bhatt, Head, Department of business studies, Dr. Ketki Seth, Principal BJVM, Dr. Sunny Thomas, Principal, ILSAAS, Dr. Nimesh Joshi, Dean, DDIC, Dr. Kamini Shah, Asso. Prof. Department of business studies, Dr. S S Kalamkar, professor, Department of Economics, Dr. Maulika Patel, Head, Computer Department, GCET and Dr. Hitesh Parmar, Assistant Professor, Department of Mnaagement, S P University graced the chair to evaluate the research papers. Under the able guidance of principal, Dr. Waheeda Thomas, and with the enthused support of all the faculty members, the seminar was successfully convened by Dr. Yash Rajpara and Dr. Nishrin Pathan.

University Examination 2018-19

In the month of April 2019 the college students sincerely prepared and peacefully appeared for the Term End University Examination. The college, being one of the exam centers, conducted examination as per the university protocol. Under the able guidance of Principal Dr. Waheeda Thomas, the examination was coordinated by Dr. Sarvesh Trivedi, Dr. Preethi Luhana, Dr. Swati Parab, Dr. Rina Dave, Dr. Yash Rajpara and Dr. Ajay Vyas.

SEMCOM College felicitated by Indian Red Cross society

On 8th May 2019, Red Cross society of India felicitated CVM managed SEMCOM College for collecting and donating 87 bottles of blood by awarding certificate. The blood donation camp was coordinated by Ms. Jenita Patel.

MY VOICE

Marketing Tools for Marketing and Business Success

In an era of technological revolution, development of information and communication technology, business landscape has changed drastically. Emergence of E-Intermediaries and M-Intermediaries connecting business with consumers be it restaurants business, car rental business, hotel business to mention a few is a resounding success. Be it tangible goods or intangible services, the crux of marketing and business success is consumer satisfaction, consumer welfare and consumer brand preference and brand loyalty. In the age of globalization and intensified competition brand loyalty is difficult to achieve and maintain. In case of tangible products like fast moving consumer goods product quality, price, branding decisions, distribution decisions, promotional decisions are significant. In case of consumer durable, product quality, style, features, durability, after sales service, warranty, pricing decision, promotional and distribution decision are important. In case of intangible services, service quality standards are critical. Intangible Services need to have tangible evidence regarding their quality, in form of physical infrastructure, well qualified, trained and motivated human resources willing to serve consumers.

The 80-20 principle of Marketing reveals that 20 percent of the consumers account for 80 percent of the profits and 80 percent of the consumers account for 20 percent of the profits. Businesses obviously will focus on identifying and better serving its highly profitable consumers, profitable consumers, would strive to convert moderately profitable consumers to profitable consumers and convert unprofitable consumers to profitable consumers. Patronage and Loyalty Rewards are also offered by businesses be it airlines, hotels, departmental stores, manufacturers of consumer durable products to mention a few to retain brand loyalty of the consumers. In case of fast moving consumer goods advertising is used to create brand preference and brand loyalty and sales promotion incentives like gifts, discount, samples, coupons, prizes to mention a few are used to break consumer brand loyalty and stimulate immediate consumer purchase of products. Consumer's positive experience with the brand and marketing elements or marketing entities be it product, pricing, promotion, distribution, customer care service, marketing services, efficient human resource management of the business organization(s) is critical. A satisfied consumer becomes a repeat consumer and can speak favorably about the brand leading to favorable word of mouth publicity and word of web publicity.

Brand Communities is a concept whereby businesses besides creating economic exchange of market offerings against money, also aims at creating and nurturing social relations between the brand and its loyal consumers, community of consumers of particular brand exchanging their views on brand or attending get together organized for loyal consumers of particular brand, enhances brand loyalty and brand satisfaction. Brand resides in the hearts and minds of the consumers and is the summary perception of the consumers regarding product attributes, pricing, promotion, and distribution, value for money and consumer's consumption experience with the brand, attitude towards brand sponsor

and people associated with the brand. It is imperative for the business organizations to create, maintain, sustain and enhance positive and favorable consumer experiences with the brand(s).

Market Segmentation, Market Targeting and Market Positioning; with marketing mix tailored to the needs of target market is basic to achieve marketing success, higher sales, profits, and market share and consumer satisfaction. Niche Marketing, Customized Marketing, One to One Marketing, Relationship Marketing, Customer Relationship Management, Strategic Marketing, and Supply Chain Management are critical areas of marketing contributing to marketing and business success.

In the age of social media marketing, consumer analytics, mobile revolution, it is apt to use social media for promoting market offerings. Social Media Marketing enables the entrepreneurs, to reach vast audience, convey desired marketing message at relatively lower cost. Company's own website can also be effective marketing tool, besides organizational electronic e newsletters can also be an effective marketing tool familiarizing the people and the consumers with the organizational activities. Sponsoring sports events, sponsoring marketing of social causes, social ideas like water conservation, energy conservation, consumption of environment friendly products, safe driving to mention a few can also enhance corporate image and brand image. Social responsibility of business is an integral part of business and can enhance organizational image, leading to higher brand equity. Consumer satisfaction is not only the responsibility of the marketing department, but it is the responsibility of each and every employee working in the business organization. Accurate billing, plant maintenance, prompt reply to consumer queries to mention a few results into favorable consumer experience with the brand. Marketing Success leading to business success can be achieved with sound business planning, organizing, directing and controlling of business activities with team work, cooperation and coordination. Leadership plays a critical role both in marketing planning, marketing execution and marketing control to ensure achievement of marketing goals and marketing objectives be it higher sales volume, higher profits, enhanced consumer satisfaction, better brand equity to mention a few. Marketing in nutshell serves market and creates market with the objective of consumer satisfaction at profit.

By:

Mr. Sunil V. Chaudhary

Assistant Professor

SEMCOM

Accounting Aura:

Accounting Framework for Political Parties

As election for central government are around the corner, I have thought to cover this topic .

For political parties accounting Framework is concerned with General Purpose Financial Statements (here after referred to as 'Financial Statements') and a Cash Flow Statement, viz., the Balance Sheet, Income and Expenditure Account prepared under accrual basis of accounting. Such financial statements are prepared and presented at least annually and are directed towards the common information needs of a wide range of users such as the general public, regulators (Election Commission of India), and donor agencies. These users have to rely on the financial statements as their major source of financial information and cannot prescribe the information they want from an organization. The General Purpose Financial Statements should, therefore, be prepared and presented with their needs in view. Special purpose financial reports, for example, computations prepared for taxation purposes or others having the authority to obtain the type of information they need are outside the scope of this Framework. Where the General Purpose Financial Statements prepared in accordance with the recommendations contained in this Guidance Note do not provide such specific requisite information, it would be appropriate to prepare a separate statement for the specific purpose envisaged in the relevant statute/regulation or specified in the donor requirements. The recommendations contained in this Guidance Note may be applied to such specific purpose statements to the extent appropriate.

With a view to recommend suitable accounting system for Political Parties, it would be imperative to understand the major ingredients of an accounting framework as discussed in the following paragraphs:

(a) Elements of financial statements basically comprising Income, Expenses, Assets and Liabilities

The framework aims to identify the items that should be considered as income, expenses, assets and liabilities by Political Parties (here after referred to as 'entity') for the purpose of including the same in the financial statements by defining the aforesaid terms.

'Assets' are resources controlled by an entity from which future economic benefits or service potential is expected to flow to the entity. It may thus be noted that the definition of 'asset' would remain the same whether an entity is a business enterprise or a Political Party, insofar as expectation of the future economic benefits is concerned. In other words, what is considered as an asset by a business entity e.g., Land, Building, Furniture and Equipment etc., would be considered as asset by a Political Party also. However, in case of a Political Party, certain items which may not have future economic benefits but have service potential would also be considered as assets. Many assets, for example, computers and buildings have a physical form. However, physical form is not essential to the existence of an asset. Hence, intangible assets such as copyrights and computer software are also assets, if they are controlled by the Political Party and future benefits from their use are expected to flow to the Political Party.

‘A liability’ is a present obligation of the entity arising from past events, the settlement of which is expected to result in an outflow from the entity of resources embodying economic benefits.

An essential characteristic of a liability is that the entity has a present obligation. An obligation is a duty or responsibility to act or perform in a certain way. Obligations may be legally enforceable as a consequence of a binding contract or a statutory requirement. This is normally the case, for example, with amounts payable for goods and services received and taxes, if any, to be paid. Obligations also arise, however, from normal practices followed by the entity, custom and a desire to maintain good relations or act in an equitable manner.

‘Income’ is increases in economic benefits during the accounting period in the form of inflows or enhancements of assets or decreases of liabilities that result in increases in owners’ interest, other than those relating to contributions from owners.

Revenue arises in the course of ordinary activities of an organization.

Revenue in case of Political Parties is in the form of

- (a) Grants from government/foundations/donor agencies on the basis of duly approved grant letters, specifying the timeframe/guidelines for grant accrual;
- (b) Donations;
- (c) Fee and Subscription from Members;
- (d) Sale of Publications, if any;
- (e) Interest and dividend from investments; and
- (f) Collection from sale of coupons.

Gains represent other items that meet the definition of ‘Income’ and may or may not arise in the course of the ordinary activities of Political Parties. Gains represent increases in economic benefits and as such are no different in nature from revenue. Gains include, for example, profits arising from the disposal of fixed assets and sale of investments. When gains are recognized in the income and expenditure account, they are usually disclosed separately.

‘Expenses’ are decreases in economic benefits during the accounting period in the form of outflows or depletions of assets or incurrences of liabilities that result in decreases in owners’ interest, other than those relating to distributions to owners.

The definition of ‘Expense’ encompasses both expenses that arise in the course of the ordinary activities of Political Parties as well as losses. Expenses that arise in the course of the ordinary activities of Political Parties include monetary expenses such as election expenditure; office administration/maintenance expenses; salaries and other employee costs; and non-monetary expenses such as depreciation. The expenses take the form of an outflow or depletion of assets or enhancement of liabilities.

Losses represent other items that meet the definition of ‘Expense’ and may or may not arise in the course of the ordinary activities of Political Parties. Losses represent decreases in economic benefits and as such they are no different in nature from other expenses. Losses include, for example, those resulting from disasters such as fire and flood, as well as those arising from the disposal of fixed assets. The definition of expenses also includes unrealised losses. These losses are generally recognized in the Income and Expenditure account, and are usually disclosed separately.

(b) Principles for recognition of items of Income, Expenses, Assets and Liabilities

These principles lay down the *timing* of recognition of the aforesaid items in the financial statements of Political Parties. In other words, these principles lay down *when* an item of Income, Expense, Asset or Liability should be recognised in the financial statements.

There is no difference in the application of the recognition principles to business enterprises and Political Parties. For example, the timing of the recognition of a grant/donation/contribution as an income in the financial statements of an organisation does not depend upon the purpose for which the organisation is run. A grant is recognised as income in the financial statements, under accrual basis of accounting, when it becomes reasonably certain that the grant/donation/contribution will be received and that the organisation will fulfill the conditions attached to it. Thus, a business enterprise and a Political Party would both follow the aforesaid criteria for recognition of grant as income. Similarly, principles for recognition of other Incomes, Expenses, Assets and Liabilities would be the same for other entities and Political Parties for which Framework for the Preparation and Presentation of Financial Statements as in case of commercial entities, may be referred.

Recognition Criteria for Items of Income

An item that meets the definition of income becomes eligible to be recognised in the financial statements if:

- (a) it is probable that the inflow or other enhancement of future economic benefits has occurred; and
- (b) the inflow or other enhancements of future economic benefits can be measured reliably.

Recognition Criteria for Items of Expense

An item that meets the definition of 'expense' becomes eligible to be recognised in the income and expenditure account when and only when:

- (a) it is probable that the consumption or loss of future economic benefits resulting in a reduction in assets and/or an increase in liabilities has occurred;
- (b) the consumption or loss of future economic benefits can be measured reliably.

Under accrual basis of accounting, expenses are recognised on the following basis:

- (a) *Identification with revenue transactions:* Costs directly associated with the revenue recognised during the relevant period (in respect of which whether money has been paid or not) are considered as expenses and are charged to income for the period.
- (b) *Identification with a period of time:* In many cases, although some costs may have connection with the revenue for the period, the relationship is so indirect that it is impracticable to attempt to establish it. However, there is a clear identification with a period of time. Such costs are regarded as 'period costs' and are expensed in the relevant period, e.g., salaries, telephone, travelling, depreciation on office building, etc. Similarly, the costs the benefits of which do not clearly extend beyond the accounting period are also charged as expenses.

Expenses relating to a future period are accounted for as 'prepaid expenses' even though they are paid for in the current accounting period. Similarly, expenses of the current year, for which payment has not yet been made as 'outstanding expenses', are charged to the Income and Expenditure account for the current accounting period.

Recognition of Assets

An asset should be recognised in the Balance Sheet when and only when:

- (a) it is probable that the future economic benefits embodied in the asset will be received; and
- (b) the asset possesses a cost or value that can be measured reliably.

Assets can be classified into various categories depending on their nature and life such as fixed assets; intangible assets; investments – both current and long-term; and current assets – inventories, loans and advances, cash and bank balances.

Recognition of Liabilities

A liability should be recognized in the balance sheet when and only when:

- (a) it is probable that any future sacrifice of economic benefits will be required; and
- (b) the amount of the liability can be measured reliably.

Contingent liabilities:

Terms 'contingent liability' is defined as below:

"A contingent liability is:

- (a) ***a possible obligation that arises from past events and the existence of which will be confirmed only by the occurrence or non-occurrence of one or more uncertain future events not wholly within the control of the entity; or***
- (b) ***a present obligation that arises from past events but is not recognised because:***
 - (i) ***it is not probable that an outflow of resources embodying economic benefits will be required to settle the obligation; or***
 - (ii) ***a reliable estimate of the amount of the obligation cannot be made."***

"Possible obligation – an obligation is a possible obligation if, based on the evidence available, its existence at the balance sheet date is considered not probable."

A Political Party should not recognise a contingent liability on the face of financial statements, but it should make the following disclosures, for each class of contingent liability, in the notes to financial statements, unless the possibility of any outflow in settlement is remote:

- (a) a brief description of the nature of the contingent liability;
- (b) an estimate of its financial effect;
- (c) an indication of the uncertainties relating to any outflow; and
- (d) the possibility of any reimbursement.

Where any of the information required in the paragraph above is not disclosed because it is not practicable to do so, that fact should be stated.

(C) Principles of measurement of items of Income, Expenses, Assets and Liabilities

These principles lay down at what amount the aforesaid items should be recognized in the financial statements. Measurement is the process of determining the monetary amounts at which the elements of the financial statements are to be recognized and carried in the balance sheet and statement of Income and Expenditure. This involves the selection of the particular basis of measurement. Ordinarily, the same principles of measurement would be applicable in case of Political Parties as those for business enterprises. A number of different measurement bases are employed to different degrees and in varying combinations in financial statements such as

historical cost, current cost, realizable (settlement) value and present value depending on the nature of the asset.

(c) Presentation and disclosure principles

These principles lay down the manner in which the financial statements are to be presented by Political Parties and the disclosures to be made therein. In so far as presentation of financial statements is concerned, the principles in case of Political Parties may differ from those applicable to other entities. Similarly, there may be some specific disclosures which the Political Parties may be required to disclose.

(Source : ICAI –guidelines)

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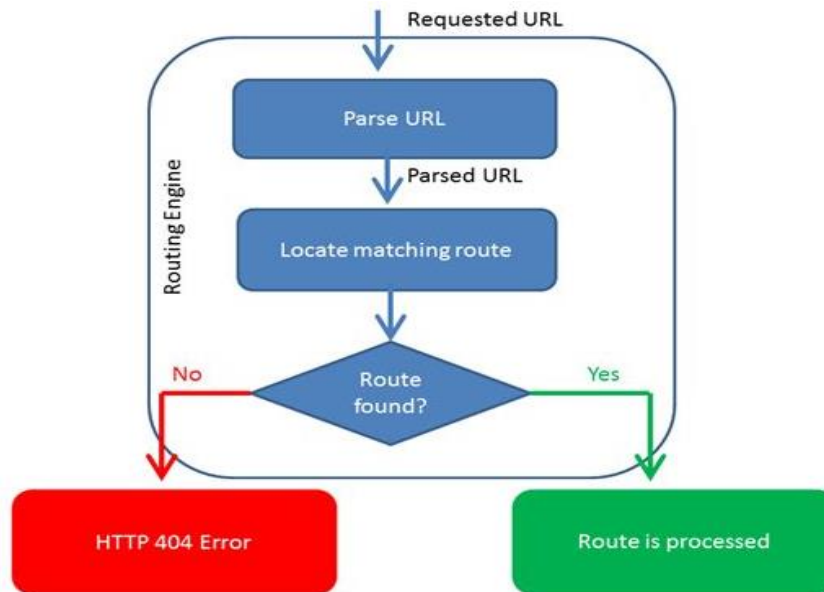
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Routing in ASP.NET MVC Framework

In an MVC Web Application, URL is not mapped to specific files or folder unlike tradition Web Application, but a special mechanism is used to process the URL and to return the appropriate response to user. This process is called Routing.

Routing is a process that maps incoming browser requests to particular MVC controller actions.



By default, every new ASP.NET application created is already configured to use Routing. Routing is enabled in with four predefined sections in Web configuration file (Web.config), and a route table is created during the Application Start event of Global.asax file. The default Global.asax file for an ASP.NET MVC application is shown below.

```

using System.Web.Mvc;
using System.Web.Routing;

namespace MvcApplication1
{
    public class MvcApplication : System.Web.HttpApplication
    {
        public static void RegisterRoutes(RouteCollection routes)
        {
            routes.IgnoreRoute("{resource}.axd/{*pathInfo}");
            routes.MapRoute(
                "Default", // Route name
                "{controller}/{action}/{id}", // URL with parameters
            );
        }
    }
}
  
```

```

        new { controller = "Home", action = "Index", id = "" }
        // Parameter defaults
    };
}
protected void Application_Start()
{
    RegisterRoutes(RouteTable.Routes);
}
}
}

```

Properties of Route

A URL passed to Routing Engine may consist of the following Route properties:

- **Route Name:** A route is a URL pattern that is mapped to a handler (controller that processes the request).
- **URL Pattern:** It can contain literal values and variable placeholders (called URL parameters) delimited by the slash (/) character.
- **Defaults:** When defining a route, we can assign a default value for a parameter. The “defaults” is an object that contains default route values.
- **Constraints:** A set of constraints to define more specific URL pattern.

```

public static void RegisterRoutes(RouteCollection routes)
{
    routes.IgnoreRoute("{resource}.axd/{*pathInfo}");

    routes.MapRoute(
        name: "Default",
        url: "{controller}/{action}/{id}",
        defaults: new { controller = "Home", action = "Index",
            id = UrlParameter.Optional }
    );
}

```

When an MVC application starts, the Application_Start() method is called, which, in turn, calls the RegisterRoutes() method. The RegisterRoutes() method builds/creates the route table.

The default route table contains a single route, named Default, which maps the first segment of a URL to a controller name, the second segment to a controller action, and the third segment to a parameter named **id**.

So, if you enter the following URL into your web browser's address bar:

/Home/Index/3

The Default route maps this URL to the following parameters:

- controller = Home
- action = Index
- id = 3

Hence, it calls index method of HomeController with parameter 3.

The Default route assumes defaults for all three parameters. If you don't supply a controller, Home is assumed. If you don't supply an action, the Index is assumed. If you don't supply an id, an empty string is assumed.

Examples

URL	Maps to		
	Controller	Action	Parameter
/Home	HomeController	Index	Empty String
/Home/Index/3	HomeController	Index	3
http://localhost:4736/	HomeController	Index	
http://localhost:4736/Book/	BookController	Index	
http://localhost:4736/Book/Show	BookController	Show	
http://localhost:4736/Book/Edit/2	BookController	Edit	2

More on Routing

In routing, we can also specify part of URL as a static segments and remaining as dynamically passed variable. For example,

```
routes.MapRoute(  
    name: "Book",  
    url: "Book/{action}/{id}",  
    defaults: new { action = "Index", id = UrlParameter.Optional }  
);
```

Requires URL to be entered as <http://localhost:63087BookController/Index>

There are two types of routing in ASP.NET MVC 5.

- **Convention based routing** - to define this type of routing, we call MapRoute method and set its unique name, url pattern and specify some default values.
- **Attribute based routing** - to define this type of routing, we specify the Route attribute in the action method of the controller.

The parameters in route are not case-sensitive and are relative to the application root even when it don't start with a forward slash (/) or virtual path designator (~/).

Benefits

Without Routing we have to code an application that uses URLs as shown below to display items of different category requested by user.

- www.myproducts.com/electronics.aspx?catId=8
- www.myproducts.com/electronics.aspx?catId=5

It is not readable to user. With Routing, these URLs can be replaced with more readable URLs (called Hackable URLs) as shown below.

- www.myproducts.com/electronics/products/tv
- www.myproducts.com/electronics/products/laptop

Reference

- <https://docs.microsoft.com/en-us/aspnet/mvc/overview/older-versions-1/controllers-and-routing/asp-net-mvc-routing-overview-cs>
- https://www.tutorialspoint.com/asp.net_mvc/asp.net_mvc_controllers.htm
- <http://www.dotnetfunda.com/articles/show/3029/different-types-of-routing-in-aspnet-mvc>
- <https://www.c-sharpcorner.com/UploadFile/3d39b4/routing-in-mvc/>
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The Needs of Testing Web Application

- **A Web Application is a computer program that is stored on remote server and delivered over the internet through a web browser.**
- **Now a day's companies can build better image through their website.**
- **The more informative, simple, user friendly, accessible, secure and faster the web application is, the better perception and image that is built in their customer minds.**

What is Web Application Testing.?

- **Web Application Testing is a process of testing web based system for potential bugs test before its made live for end users, its need to check completely for user interface and functionalities.**
- **Testing Web Application can make sure the web application system functioning properly and can be accepted by end users.**

How to Test Web Application?

- **There are different testing types and techniques may be performed depending on your web testing requirements.**

Web Application Testing – Techniques

1. Functional Testing:-

- **In functional testing check product is as per the functional specifications and functional requirements mentioned in product development documentation provided by business analyst.**
- **Functional testing includes all types of link (internal, external, Anchor, MailTo), database connection, forms validations, forms input-output, and cookie testing.**
- **Initially testing is performed by manual tester and at a later point automated scripts can be run for regression testing.**

2. Usability Testing:

- **This is a process of testing a web application by which determine how user friendly the web apps and human-computer interaction characteristics of system are measured.**
- **Check ease of use, simplicity, user-friendliness compare to their competitor website.**
- **Website should be easy to use and information provided should be very clear.**

- The attractiveness of website in comparison to their competitor.
- Checking for content of website like grammatical errors, spelling errors.
- Content should be logical and easy to understand.

3. Interface Testing

- There are three areas to be tested here Application, Web and Database server.
- Interface testing is a process of testing communication between Application, web server and database server.
- **Application Testing:** - This testing ensures that the request sent to the database server and output at the client side displayed correctly.
- **Web Server Testing:** - This is to ensure that the server is able to handle all application requests without any service denial.
- **Database Server Testing:** - This is to ensure that queries sent to database server gives expected result.

4. Compatibility Testing

- This testing is the process of ensuring that the web application displayed correctly across the different devices, web browsers and operating systems.
- **Browser Compatibility Test:** - Ensure that the website being displaying and functioning correctly across the different web browsers. This also includes checking of JavaScript, Ajax, web sockets, browser notifications and authentication request are working as design.
- **Tools that can be used for testing:** - Browsera, Browser sandbox and Browsershots.
- **Operating system compatibility Test:** - In this testing ensure that website being working smoothly on different operating systems.
- **Tools that can be used for testing:** - selenium.
- **Mobile Compatibility Test:** - In this testing ensure that application runs well on different mobile devices with different operating systems.
- **Tools that can be used for testing:** - Appium, Selendroid.

5. Performance Testing

- This test ensures that the application can work stable under different workload and also check responsiveness.
- That can be evaluate under two categories:
- **Load Testing:** - In load testing, we test application for different level from low level to high level to determine its stability in varied conditions such as different hardware and operating system platforms, greater the number of users, and with low internet speed.
- **Stress Testing:** - Meaning of stress is starching the application beyond its specific limit. We test the application by increasing the stress on the application to determine its breaking point and its check for how the system reacts to stress and how it recovers from crashes.

6. Security Testing

- Security testing is one of the most important tests for the web applications that carried out after completion of the entire test.
- In this test ensure that the web application in secure enough to protect website from unauthorized access and harmful actions caused by viruses or other malicious software.
- Test different pages of website by entering its URL in address bar without login, internal pages should not open.
- After logged in to website try to change URL values directly, access should be denied for the user to view other stats.
- Verifying the application SSL.
- Restricted files cannot be open without proper authorization.

Here is the list for some rest to be carried out while performing security testing on web application

- Network scanning
- Authentication
- Session management
- Log Reviews
- Cryptography

ISSN NO 2277 2510

- Data Validations
- Functionality testing

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- **Web Reference:** - <https://www.softwaretestinghelp.com/>
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