



CHARUTAR VIDYA MANDAL'S  
**SEMCOM**  
 What We Think, Others Don't  
 NAAC RE-ACCREDITED 'A'

# DRIVE - E-Newsletter

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**DRIVE is Monthly e-Newsletter Published by CVM's SEMCOM.**

- ◆ This e-newsletter deals in all aspects of Management, Commerce, Economics, Technology and Humanities.
- ◆ It is open for all students, alumni, teachers and professionals dealing with above stated areas
- ◆ All papers received by us will be published after the approval of our Editorial Team and Plagiarism Check

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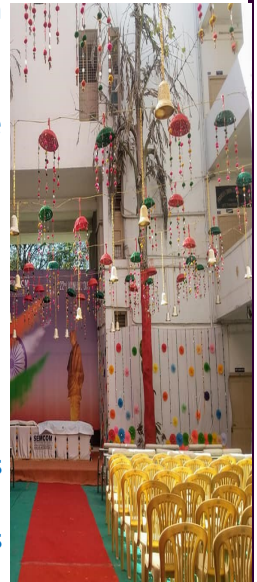
**VISION:** To contribute to the societal enrichment through quality education, innovation and value augmentation.

**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.



**Vibrant & Vivacious SEMCOM**



**“What We think, Others Don’t”.**

**Chief Editor:**  
Dr. Waheeda Thomas

**Editor :**  
Dr. Nishrin Pathan

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Ms. Reshma Pathak



## **What We Think, Others Don't**

### **From the Desk of Chief Editor**



### **Greetings !!**

SEMCOM publishes monthly E-Newsletter, DRIVE on college website since 2008 and 100 issues have been published till date. This month onwards, the format has been changed and new columns are added. Now students and alumni can also contribute their write-up. The issue will bring to you the views on varied topics discussed by teachers, students and alumni of SEMCOM. We have also made it more pictorial which will give you a glimpse of events taking place at SEMCOM.

This issue in particular presents before you columns on a review, on a classic motivational book, an environmental concern and plea to preserve ecology system through an article of an earth being an abode for all, livings, a technological issue of web scraping which is a common process today for extracting specific consumer data from websites by automated processes for further business analysis. The issue also vices about newer ways of marketing in the global economy and a concern like carbon accounting. In the student corner, this month, a second year student Pujan Soni talks about ancient Indian tradition of Yoga and its relevance today. We have alumnus, Sharad Brahmhatt speaking from Spain about an Art of saying Sorry in the corporate world.

SEMCOM Updates, as usual showcases the events taken place in the month. We are sure you will like this issue and hope for your continuous contribution. Send your comments and suggestions to: [drive@semcom.ac.in](mailto:drive@semcom.ac.in)

**Dr. Waheeda Thomas**



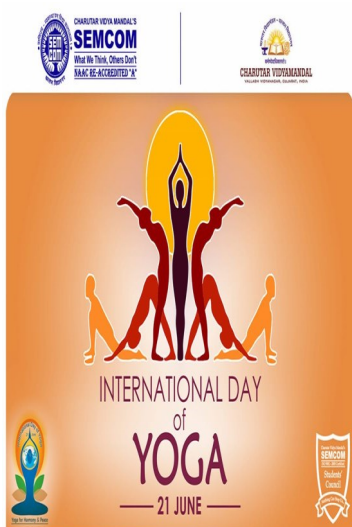
## SEMCOM Updates

### Welcoming Fresher Students

First Year Students were welcomed to the college on their first day. A formal Orientation Programme will be organized to make them acquainted with the overall functioning of the college. This first day was made a pleasant experience as the students embarked on the new journey of their life.



### International Yoga Day



SEMCOM participated in the 5<sup>th</sup> International Day of Yoga Celebration at Shastri Maidan, Vallabh Vidyanagar, on 21/06/2019 along with other CVM Institutes, NCC Vallabh Vidyanagar Division, and Anand District Collector Office. The faculty members and students joined the program with great enthusiasm and performed the yoga with zeal as per the Common Yoga Protocol video released by the Ministry of AYUSH, Government of India. Under the guidance of Dr. Waheeda Thomas, Principal of SEMCOM; Dr. Kamlesh Vaishnav, Dr. Yogesh Patel and Dr. Swati Parab coordinated the event successfully. SEMCOM also organized the Workshop for faculty members and students on 19/06/2019 for the practice of Common Yoga Protocol which was conducted by Shree Ketulbhai and his team, District President, Patanjali Yog Sansthan, Anand.

### Celebration of Mothers' Day with Mother Earth

SEMCOM celebrated mother day with mother earth. On 12th May 2019, as a part of Mother's Day celebration, SEMCOM NSS unit has organized a programme of hanging pot to serve birds for drinking water. This initiative was essential as summer was going on with scorching heat. Various species of birds are in need of this and the student volunteers of NSS unit have contributed enthusiastically for this animal welfare activity.



### World Environment Day

SEMCOM celebrated the World Environment Day on 5th of June at college campus. Tree plantation was undertaken by the students of NSS in the college campus. Nearly 10– 15 saplings were planted and students vowed to take due care of these sapling for their growth. Under the able guidance of principal Dr. Waheeda Thomas, Vice president of students council Dr. Swaty Parab along with Dr. Nehal Daulatjada, Dr. Rina Dave, Dr. Jaymin Trivedi and Ms. Jenita Patel remained present to motivate the students.



## BOOKSHELF

Dr. Nishrin Pathan



**Name of the Book:** Wuthering Heights

**Author:** Emily Bronte ( 1818-1848)

**Genres:** Novel, Gothic fiction, Romance novel

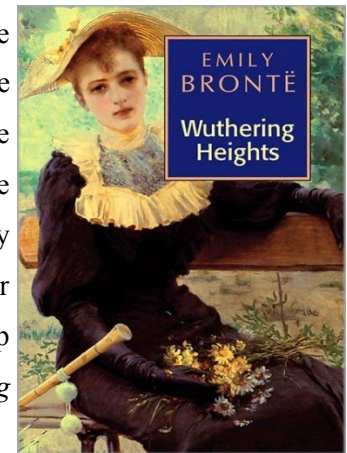
**Publication Details:** Peacock Book (Atlantic Publishers and Distributors), 1993 (India) . Originally Published by Thomas Cautley Newby in December 1847.

**ISBN:** 81-248-0009-X

**Price:** Rs. 50/- US \$ 3.50

### About Author:

**Emily Bronte** (Jane) 1818-48, sister of other famous writers, Charlotte Bronte and Anne Bronte, was the fifth child of Patrick Bronte and Maria Branwell. She attended the school at Cowan Bridge for a short time with her sister Charlotte during 1824-25. The girls were provided education at home only, and it is here where she got close chance to understand her sister Ann. Both, having literary inclination created the imaginary world of Gondal, the location for many of her best poems. She was deeply attached to the scenery of heath, (named 'Top Withens', the ruin on the moors near Haworth that inspired *Wuthering Heights*). She ardently loved nature and animals.



It can be inferred from her writings that she must have had spiritual experience which had a insightful influence on her works, especially her poetry. She is best known for her novel but she is basically a poet. Her poems like Remembrance, The Old Stoic, and Last Lines are known as her poems. She died on December 19, 1848, at the age of thirty. She could not witness the success of *Wuthering Heights* which received huge appreciation and popularity.

### Wuthering Heights:

*Wuthering Heights* is the unforgettable story of love between Heathcliff and Catherine which even death could not destroy. Heathcliff, picked up as an orphan of unknown parentage in the streets of Liverpool, is brought up to live at *Wuthering Heights*, where he falls in love with Catherine, who returns his affection even though she feels it would be degrading to marry him. Marriage of Catherine to a well-to-do neighbor, Edgar Linton, drives Heathcliff to despair and revenge. His vengeance leads to the death of Catherine. In the end, he, after all passion spent, longs for the death that will reunite him with Catherine. He dies leaving the second generation hopes of richer life.

The novel brings out Emily Bronte's mastery of an exemplary intricate structure, beautiful recreation of milieu, poetic magnificence of vision, and keen craftsmanship in handling of Gothic Romantic features available with very few original works. A beautiful reading experience indeed !!

**ManageAnt****Earth -Abode for all**

Dr. Jaimin Trivedi

**Abstract:**

This article attempts to create general understanding of lay man about the Earth and the roles and responsibilities of individual to contribute for the environmental initiatives as we all are living in that and the life of every living creature is depend on that. This article contains the theoretical explanation about major concerns of the present scenario and steps to be taken for the conservation of natural resources and life on the mother earth. the whole article is descriptive in nature.

**Key words:** Earth, Major Concerns, Remedial measures

**Introduction**

Our mother earth is home for all. It is the creator and preserver of the life of every living creature. It's the only planet known to have an atmosphere containing free oxygen, oceans of water on its surface and, of course, life.

Earth is the fifth largest of the planets in the solar system. It's smaller than the four gas giants —Jupiter, Saturn, Uranus and Neptune — but larger than the three other rocky planets, Mercury, Mars and Venus.

Earth has a diameter of roughly 8,000 miles (13,000 kilometers) and is round because gravity pulls matter into a ball. But, it's not perfectly round. Earth is really an "oblate spheroid," because its spin causes it to be squashed at its poles and swollen at the equator.

Water covers roughly 71 percent of Earth's surface, and most of that is in the oceans. About a fifth of Earth's atmosphere consists of oxygen, produced by plants. While scientists have been studying our planet for centuries, much has been learned in recent decades by studying pictures of Earth from space.

**Abode for All**

Earth is abode for all such as human, birds, animals, plants, trees and the other species. It provides suitable atmosphere for the sustainable life to the all living creatures living in itself. Natural resources like water, air, land etc. are provided by earth which is essential for all to sustain.

Each one has role to play on the earth. And has right to live on this earth. The explanation for how the earth can be considered as abode for all is here below

**For Animal**

Earth is a place where there is existence of forest and so many centuries where animals can stay and survive. Forests are the habitat for the wildlife and other species where animals can get food and natural atmosphere for their survival.

**For Human**

Human is social animal and he requires food, cloth and shelter as his basic needs which can be possible on this earth. Moreover, for any economic activity like agriculture and allied activities or for industrial development or for service sector, the required support system and natural resources are available on this earth so man can work for survival.

**For Birds**

They required clean air which is available on the earth. they also required food like fruits and other eatables which are available on the trees and plants.



**ManageAnt****Earth -Abode for all****Conti.****Plants and Life on Earth**

The environment is everything that lives on Earth plus the air, sun, water, weather, and the Earth itself. Plants help the environment (and us!) in many different ways such as:

**Plants make food:** Plants are the only organisms that can convert light energy from the sun into food. And plants produce ALL of the food that animals, including people, eat. Even meat. The animals that give us meat, such as chickens and cows, eat grass, oats, corn, or some other plants. **Plants make oxygen:** One of the materials that plants produce as they make food is oxygen gas. This oxygen gas, which is an important part of the air, is the gas that plants and animals must have in order to stay alive. When people breathe, it is the oxygen that we take out of the air to keep our cells and bodies alive. All of the oxygen available for living organisms comes from plants. **Plants provide habitats for animals:** Plants are the primary habitat for thousands of other organisms. Animals live in, on, or under plants. Plants provide shelter and safety for animals. Plants also provide a place for animals to find other food. As a habitat, plants alter the climate. On a small scale, plants provide shade, help moderate the temperature, and protect animals from the wind. On a larger scale, such as in tropical rainforests, plants actually change the rainfall patterns over large areas of the earth's surface.

**Plants help make and preserve soil:** In the forest and the prairie, the roots of plants help hold the soil together. This reduces erosion and helps conserve the soil. Plants also help make soil. Soil is made up of lots of particles of rocks which are broken down into very small pieces. When plants die, their decomposed remains are added to the soil. This helps to make the soil rich with nutrients.

**Plants provide useful products for people:** Many plants are important sources of products that people use, including food, fibers (for cloth), and medicines. Plants also help provide some of our energy needs. In some parts of the world, wood is the primary fuel used by people to cook their meals and heat their homes. Many of the other types of fuel we use today, such as coal, natural gas, and gasoline, were made from plants that lived millions of years ago.

**Plants beautify:** Plants, because of their beauty, are important elements of our human world. When we build houses and other buildings, we never think the job is done until we have planted trees, shrubs, and flowers to make what we have built much nicer.

**Major Concerns**

Every single creature on the planet has a role to play, but just because humans don't see the intrinsic characteristics, they tend to treat the other creatures with disregard. It's because of the manmade activity, earth gets spoiled and leads to major issues like destruction of many species, global warming, deforestation and natural calamities etc. some of the manmade activity and their consequences have been discussed here below

**Consumerism:** the concept of consumerism is significantly increasing day by day which results in reducing and wasting the natural resources provided by the earth which are already in scares. This concept is increasing because of fast improvement in the life style and living standards of society. Due to this waste of food, products, water, land, air etc. increases.

**Economic development:** it's because of the economic development, industrial sector and service sector are growing which leads to deforestation, land pollution, water pollution, air pollution, noise pollution etc. which leads to problems for the other living creatures on the earth like birds, animals, trees, plants etc.

**ManageAnt****Earth -Abode for all****Conti.**

**Transportation:** due to the fast growing of industrial sector and service sector, transport and number of vehicles are also increasing which results in Air pollution, noise pollution etc. which is harming natural resources and also the certain species on the earth.

**Culture and traditions:** it's not only harming the earth but also attracting nuisance in the society some times. For example, in many festivals, organizers are taking sponsorship for displaying banners for the purpose of marketing of business so it becomes business rather than our culture and traditions. Moreover, they are using bass and woofer with music system which creates noise pollution. In case of Ganesh Mahotsav, they are creating water pollution by the idol of plaster of parish which is harming the animals living in aquatic eco-system of the earth. in case of Diwali celebration, the use of firecrackers leads to air pollution at extreme level. Birds and animals are facing trouble while kite flying festival is going on. Certain festival promotes the consumption of meat of animals which leads to animal cruelty.

**Lack of Concept of co-existence:** it has been observed by certain Animal welfare NGOs that human becomes cruel and damaging the stray animals which are wondering in the street and societies. Many times it has been observed that they are killing dogs, cows etc.

**Excessive use of dangerous products:** excessive use of plastic bags, cell phones, fertilizers, pesticides are also dangerous for the species on earth. the waste of plastic, pesticides etc. mixed up in the rain water and went in to sea and river which will destroy the whole aquatic eco-system and animals living in that.

**Remedial measures**

We believe that greedy development and blind competition harm the earth, its environment and the species living in that. Following are some of the steps to be taken to conserve the atmosphere required for life on the earth:

1. To create balance between development and resources for the sustainable development: it indicates the optimum utilization of available resources which leads to reduction in wastage and improvement in productivity and efficiency.
2. To implement the laws effectively: rules and regulations are to be made and implementation as well as follow up is required for preservation. It has been observed that laws are only on the documents, it's proper implementation and follow up is lacking but strict law and implementation will create the healthy environment for the life for every living creature on the earth.
3. To control the population – population explosion is the burning issue and as population is increasing, manmade activity is also increasing which leads to several other issues so it should bring within limit. Strictly follow up of family planning is required to bring it within limit.
4. To aware the public the issues: awareness and education is the most effective tool to fight against the issue. Various types of workshops and seminars are to be organized to create awareness among the public so they can contribute collectively for the environmental initiatives.

**“Optimum utilization of available resources leads to reduction in wastage and improvement in productivity and efficiency”**

**ManageAnt****Earth -Abode for all**

Conti.

5. To check on the generation Greenhouse Gases: scientific measures are also essential for identifying the cause and effects of certain processes. So that precautionary measures are to be taken for the controlling purpose.

6. To impose check on use of natural resources: check on effective utilization of available natural resources are also required because they are in scares and life of all depends on that so its conservation is necessary that's why its proper checking is essential.

7. To ensure the renewal of loss of natural resources: renewal and replacement is essential requirement. In Germany, there is a law for every tree cut must be replaced with two more tree and it is strictly followed to control deforestation. Such kind of practices should be adopted in developing countries like us.

8. To follow concept of reuse, renew and recycle: for controlling the concept of consumerism, this concept should be promoted.

**Summing Up**

It is not only the responsibility of government or NGOs working in the area of environmental/ Nature welfare activities but collective efforts of all individuals and responsible citizens is essential to protect the earth. we should follow certain steps in our routine life at individual level like control over the use of plastic bags and other products harming the nature, avoid excessive use of cellphones, check the water leakages at the residential place, control over excessive use of fertilizers, pesticides, use of public transport instead private vehicles if possible, plant trees in the residential areas, etc. one should understand his moral responsibility for the mother earth and for the next generation.

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***“Let’s understand moral responsibility for the mother earth and for the next generation”***





### Meaning:

Carbon Accounting talked about for the most part to procedures embraced to gauge amount of carbon dioxide comparable produced by an association. It is utilized by people, states and organizations the exchanging the carbon credit on carbon markets. Correspondingly, one can see the types of carbon bookkeeping in national inventories, number crunchers of carbon impressions and corporate natural reports. Carbon bookkeeping is an example of natural modernization talks and arrangement to give a verifiable ground to carbon related basic leadership. However, the socially built character of carbon change components can't actualize the framework into the real world.

For associations, it is simpler to utilize types of carbon bookkeeping to know, measure and speak to carbon. The dependability to discharge carbon can without much of a stretch be tested. Along these lines, it is hard to know exactness of carbon bookkeeping portrayal. Donna Haraway, the researcher of Science and Technology, has pluralized origination of information. Carbon bookkeeping delivered a variety of comprehension of carbon discharges.

### **Carbon Accounting in Corporations:**

Carbon accounting can be utilized by benefit making and non-benefit making associations as a feature of manageability accounting. A corporate or authoritative carbon or Green House Gas (GHG) releases evaluation guarantees to measure the ozone depleting substances created legitimately and in a roundabout way from a business or association's endeavors inside a lot of limits. Otherwise called a carbon impression, it is a business instrument that develops data that may (or may not) be valuable for comprehension and overseeing environmental change impacts.

The drivers for corporate carbon accounting incorporate obligatory GHG announcing in chiefs' reports, investor and partner correspondence, venture due constancy, green informing, staff commitment and delicate prerequisites for business and government contracts. Representing ozone harming substance discharges is progressively surrounded as a standard essential for business. As of June 2011, 60% of UK FTSE, 100 organizations had distributed ecological focuses, with 53% of these 240+ targets identifying with carbon, ozone depleting substance discharges or vitality decreases (speaking to 59% of the FTSE 100). . In June 2012, the UK alliance government declared the framework of obligatory carbon detailing requiring around 1,100 of the UK's biggest recorded organizations to report their ozone harming substance radiations every year. Appointee Prime Minister Nick Clegg affirmed that emanation announcing standards would happen from April 2013 in his piece for The Guardian.

### **Carbon Accounting as Avoided Emissions:**

A unique instance of carbon bookkeeping (accounting) under the Kyoto Protocol is the way toward bookkeeping (accounting) embraced to quantify the measure of carbon dioxide reciprocals that won't be discharged into the air because of adaptable instruments ventures. These ventures include (yet are not restricted to) sustainable power source creatures and biomass, scrounge and tree ranches.

## Bits & Bytes

Dr. Kamlesh Vaishnav



### Web Scraping

#### Introduction

- Web scraping is a process of extracting specific data from World Wide Web, usually, by automated processes implemented using a web crawler (bot). This process is also known as data scraping, web data extraction, web harvesting or Screen Scraping.
- It gathers/collects specific data from the web, typically copies it into a central local repository (database or spreadsheet) for later retrieval and analysis.
- It is developed/customized for a specific website or may be generic which can be configured to work with multiple website (of same or different domain).
- It can be Configured/Scheduled to perform scraping at specific time interval, e.g., on hourly, daily or weekly basis.

#### The Web Scraping includes the following steps:

- Fetching (Downloading) the Webpage containing required information using Web Crawler or listening to data feeds from web servers (e.g., JSON)
- Extracting useful information from downloaded page/data
- Parsing, searching and reformatting of data to store it in local data repository.
- Analyzing or using the data for some other purpose

#### Application/Example of Web Scraping

- Contact Scraping, e.g., to find and copy names and phone numbers of people or to find and copy companies and their URLs
- Online Price Change Monitoring and Comparison from different e-commerce Website

#### Web Scraping Tools

- API from companies like Amazon AWS and Google
- Customized software developed as per the need

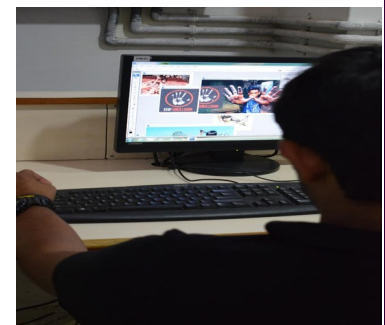
#### Methods to prevent/reduce Web Scraping

- Detecting (e.g., monitoring excess traffic) and disallowing bots (e.g., using tools like CAPTCHA), which may be bypasses by intelligent software simulating human-like behavior or with the real-time help of humans.
- Blocking suspicious IP Addresses (Web Scraper may use IP Rotation using Proxy Server)
- Disable API prone to attack
- Using Commercial anti-bot services
- Obfuscation (display of) data (may reduce accessibility)
- Adding variation in front end code makes it difficult for bot to automate the process of reading

#### Reference

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*“Web scraping is a process of extracting specific data from World Wide Web, usually, by automated processes”*



## My Voice

Sunil Chaudhary

**Marketing in the Globalized World Economy**

In today's globalized world economy characterized by border less global trade and business, reduction and removal of tariff and non-tariff barriers to international trade, relatively free mobility of the factors of production including labour, capital, entrepreneur's, increasing role of regional economic agreements or trade blocs, prominence of world trade organization and other international economic organizations like International Monetary Fund, World Bank have shaped the global economy. Globalization is the process of integrating the national economy with the world economy is characterized by increased foreign direct investment, imports, exports, technology transfers, relatively free mobility of the factors of production, growth of multinational enterprises to mention a few. Marketing is the art and science of meeting the customer needs profitably. Marketing Management is the planning, implementation and control of marketing tasks broadly classified as four "P's" of Marketing, product decision, pricing decision, promotion decision and place decision with the objective of satisfying the needs of consumers profitably. In the globalized world economy with increasing competition between global corporations and domestic business firms, consumers stand to benefit with a variety of market offering (s) at competitive prices.

Marketing in the globalized world economy is critical to business success. Marketing Management need to understand the ever changing needs and wants of the consumers and develop marketing mix for the target market. Market Positioning is also a critical element, market and product positioning decision will depend on business strengths and weaknesses, level of competition, consumer need gap, the unsatisfied needs of the consumers, market size, profitability etc. to mention a few. There is a market for environment friendly products, organic products, solar energy, fuel efficient automobiles and cars, e-commerce and m-commerce offering variety of products, services and market offerings which can satisfy the existing needs, latent needs and unsatisfied needs of the consumers. It is no more just the survival of the fittest but it also the survival of the fastest. The rate of product obsolescence is high due to rapid technological developments, innovations, inventions, increased and rigorous focus on research and development, technological advancements enabling better market offerings at reduced prices. Businesses need to cannibalize their market offering(s) by launching new and better products and services rather than giving the opportunity to competitors and rivals to cannibalize firm's market offering(s) through newer and better products and services. Innovate or perish aptly sums up the challenge before the businesses, corporates and marketers. Digital Marketing, online marketing, interactive marketing, e-commerce and m-commerce have significant influence on business and marketing strategies with the emergence of e-intermediaries facilitating transaction between sellers and consumers in industries like car rental business, hospitality industry, travel and tourism, restaurant business, e-commerce and m-commerce to mention a few. Today's consumers are well informed about various market offerings, products and services and will go for detailed evaluation of market offerings particularly for high ticket items, deliberations and discussions with family members, friends and relatives before making a final purchase decision.

The task of the marketer is extremely challenging with the intensified global competition. Businesses must have sustainable competitive advantage which must also be customer advantage(s) in form of superior technology, extensive marketing network, quality human resources, sound capital structure, superior research and development resulting into newer and better market offerings. Market Offering(s) must also be environment friendly, must comply with national and international standards with respect to quality, packaging, marketing mix, economic legislations to mention a few. Marketer's need to understand the consumer buying decision process consisting of identification of need(s) by consumer(s), information search, product evaluation, purchase decision and post purchase behavior. Marketer's also needed to understand the cultural, social, personal and psychological factors affecting consumer behavior. The task of the marketers is different in the different stages of the consumer buying decision process. In the need identification stage of the consumer(s), the task of the marketer(s) is to persuade the consumer's about how their market offering(s) can satisfy consumer need(s). In the information search stage of the consumer buying decision process, the task of the marketer(s) is to create brand awareness and be in brand awareness set of the consumers. In the evaluation stage of the consumer buying decision process, the task of the marketer(s) is to provide further detailed information about the products to the consumers, including product testimonials, product demonstrations and convince consumers about the quality of the products and services, durability, warranty, after sales services etc., in case of consumer durable products. In the product buying decision process, marketers have to facilitate and expedite product installation and demonstration in case of consumer durable products including completion of billing and payment formalities. Marketers need to ensure that consumers are satisfied with the products and market offerings, consumer grievances about products need to be aptly resolved and effort must be to ensure positive post purchase behavior of the consumers with the aim of consistently achieving higher consumer satisfaction indices.

Marketing in the globalized economy is challenging and it is all about better understanding the needs of the consumer's, meeting the consumer needs faster than competitors at profit, focusing on key consumers also known as highly profitable consumers, constantly innovating and offering better products, services and market offerings to the consumers, value for money products and services to consumers. Consumer value is enhanced when from consumer's perceptive product benefits are more than product price. Supply Chain Management and Customer Relationship Management are critical to survive, grow and prosper in a highly competitive global economy.



*“Marketing in the globalized world economy is critical to business success.”*

Student Corner

Pujan Soni (BBA –ITM –Semester III)



### How Ancient is Yoga ?

Yoga in its purest form includes breath control, simple meditation, and the adoption of specific bodily postures, widely practiced for health and relaxation. The finding about the scene of a 1985 Tibetan monastery in North India where Herbert Benson with his team captures monks drying their clothes by just using their body temperature in a chilly -20°C weather has truly left me in awe and kicked off various thoughts about the true potential of Yoga. Further jumping to a whole different era of third millennium BC in the Indus Valley reveals many surprising facts through the ancient medium of spectacular cave art reflecting tales involving yogis captivating the animals in peace.



Despite having several distinct interpretations, the discipline of Yoga has thrived and flourished across the globe unlike our other skills. The beneficial mental and physical effects of yoga even for completely normal and less advanced practitioners are well documented. This suggests that Yoga existed even before the Indus Valley civilization. Furthermore as an answer to the question that how ancient yoga is, it is concluded that studies of other historic civilizations reveal that yoga has been in existence since around 5000 years! This article explores the true legacy of this art and reinstates its essence of sanctity. As a matter of fact we Indians can rejoice in its enduring legacy.

## Alumni Corner

## Sharad Brahmhatt (2010—2015)

### About Sharad

*Sharad is an adroit at connecting with people. He started small by selling pet animals online. Currently he is a Director of a packaging company in Spain. He is an avid traveler, cricket enthusiast and a proud informed Indian. Sharad is SEMCOM Alumnus who studied BBA –ITM and Master of E-Business.*

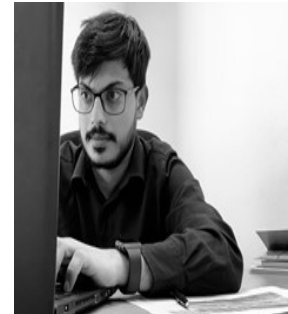
### The Art of Saying Sorry

If I have to point out two of the greatest failures of the education system, I would say, first, it instills the fear of failure among the students by not allowing them or punishing them if they fail and thus limiting their adventurous spirit and second, not equipping them with enough tools to exactly express their feelings and as a result cobwebs increase in life where we just keep getting ourselves entangled. Also, the inability of expressing ourselves makes the task of apologizing difficult, because now not only do we not know how to do it properly, but our ego does not want to do it at all in the first place. Though there are times when we simply cannot afford not to show how sorry we are. In the complex business world, where we yearn for simplicity, the greatest challenge that any corporate faces is that of retaining a customer, having worked in sales for about half a decade in different sectors, I can vouch for a fact that many a times the only last resort to save the relationship is a well rendered apology. Sometimes gimmicks like discount over faulty products, extension of services or trimming prices are used as a Band-Aid to save the situation. Generally genuine businesses need a lot more than that to be able to trust you again.

So, what goes into a well rendered apology? First, I would say, make sure you understand the situation, figure out where the fault is and what exactly has gone wrong. Express remorse for the other persons' situation and don't be a "sorry bird" who would just keep singing his favorite sorry line in every breath that he takes. People understand, especially in corporates, that you might need time to appraise yourself about the situation so it is perfectly fine to let them know that you will call them back with more information. We all have been in a conversation with some poorly trained tele-operators at complaint call centers and know exactly how irritating it can be.

Next, depending upon the gravity of situation, please use an appropriate mode of apology. I always follow text, email, phone call, sending a representative and making a personal visit in ascending order of priority. Many-a-times in a B2B dealing, almost all transactions happen over an email but if you feel the need, push for personal meetings where you can express yourself better.

Now finally while making the apology, express regret, accept responsibility, share the cause of error, explain the steps that will be taken to rectify the mistake in both long term and short term and tell your customer why they should believe in you and it will not be repeated. In desperate times, people want to hear the most authentic words and see meaningful actions.





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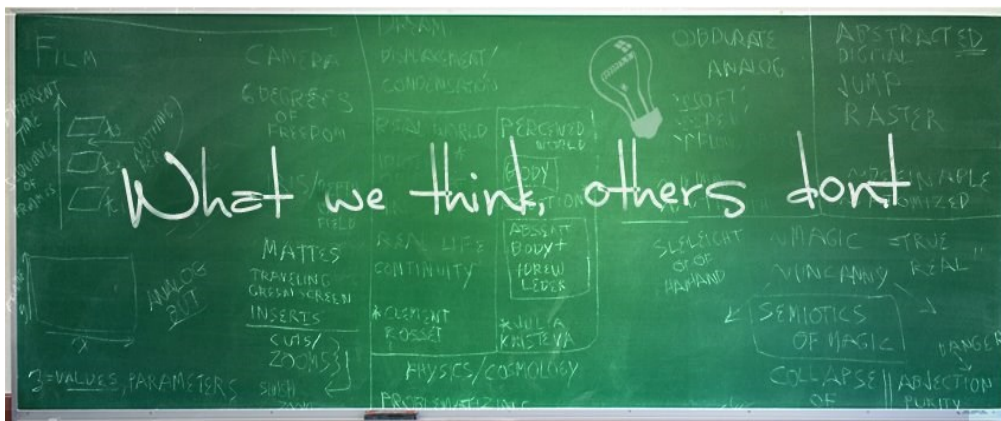
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