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From Guest Editor...

Active Listening, Sensitive Listening:

Shri Sudhir Mukharjee

It was in a Physics class. The teacher mentioned at least thrice 'Hubble' telescope but many students took it down as 'Herbal' telescope. Likewise, some students who were taking down notes, wrote, '*Sauthi Pahela'*, (meaning 'to begin with') as '*100 the Pehla'*. (Before 100). Such cases can be multiplied.

These are cases of passive listening, piecemeal listening, fragmentary listening, out – of - context listening. Many are of the opinion that listening is a passive activity, particularly in classroom setting where students congregate and disperse, where learning takes place mostly by listening. Listening is, in fact, an active process which calls for full participation of the learner. Active listening means you have

become just your ear, your whole being; your total receptivity is listening.

Listening in context along with understanding is the sine quo non for the learning process. While listening we should try to get inside the speaker. It means we are trying to see things from his point of view. Listen for total meaning. It means (a) try to get the context of the message and (b) feeling or attitude underlying it. Both are important because they give meaning to the message. Suppose some highly respected social reformer says that a cow may be killed if she is terminally ill, that is, mercy killed. It would play havoc if we simply understand that the great reformer has favoured cow slaughter. Fragmentary, partial listening is thus, dangerous.

Also, respond to feeling: In a number of cases feeling is more important than words. Ravi Shankar Maharaj, the embodiment of service, was no orator. At times he would fumble for words but whatever he said he said with deep feeling and it would go home. Thus you catch full meaning and flavour of the message.

Note all the cues: Besides verbal cues, there are other cues too, like body language. In every situation, particularly in political negotiations, these play a significance role. In dancing everything is based on body language. By active, interested listening, sensitive listening, we communicate to the speaker that we are interested in whatever he says. It does not necessarily mean that we fully agree with him. What we communicate is that we respect his thoughts and that they are worth consideration.

Try to compare the speaker's experiences with yours. It would make learning more effective.

Here are a few suggestions with regard to active listening, sensitive listening.

1. Stop talking while listening.

2. Allow the speaker freedom to speak. It is only then that he would be in his element and give his best.

3. Show the talker that you want to listen. So, don't oppose him right then.

4. Remove distraction. Do not read your mail or attend telephone while listening. Doing so would disturb your cognitive map.

5. Empathize with the speaker, that is, try to see, understand from his viewpoint.

6. Be patient. Allow the speaker plenty of time to express himself fully.

7. Hold your temper. Otherwise you take wrong meaning from the talker.

8. Go easy on arguments and criticism. Do not argue even if you win or lose.

9. Ask questions at the end of the talk. It encourages the speaker to develop his points further.

10. Stop talking while listening.

Please remember that the most precious of a treasure is the treasure of ear.

From the Chief Editor's Desk

A Teacher with different Perspectives:

With a shift in teaching paradigms, a lot has been expected from a teacher. A teacher needs to change his perspective for the entire teaching- learning process. Following are few perspectives a teacher needs to consider to achieve excellence in his academic relations.

- **Teaching Vs. learning:** A teacher now is no longer a daunting personality in the class but a facilitator for learning. He is responsible for making students understand the fundamental concepts, creating and making reference material available for students and creating conducive learning environment too.

- **Content centered Vs. learner centered:** As the learners' group is bound to be heterogeneous in their aptitude, it is preferable that a teacher concentrates on individual learner rather than delivering the same content to the class.

- **Inside window Vs. outside window:** Education with global stance can no longer afford teaching within four walls of classroom. A teacher need go beyond text book and beyond classroom. That is to bring practical approach to his teaching, to provide students domestic and international exposure for their enhanced comprehension.

- **Old Technology Vs. new Technology:** From lecturing and giving away the study material, the shift is to PowerPoint presentations, online lectures, charts, video conference, online evaluation etc.

- **Supervisor Vs. mentor:** As a facilitator, a teacher not only looks at the pupil's progress outwardly but becomes the part of it by providing thorough counseling for all his academic and personal concerns.

- **Secretive Vs. sharing:** The academic excellence, expertness on knowledge and comprehensive study material does not remain teacher's possession but rather becomes a universal resource for all learners irrespective of their institute, college or university.

- **Follower Vs. leader:** Rather than continuing the old traditions teacher is expected to set the new trends as every year there comes a new batch of students with a different outlook. It demands from a teacher to experiment new things.

- **Fear for failure Vs. boldness for experimentation:** Trying out for new teaching experiments may not assure the success every time but over a period of time it creates a set of lot many new methods which facilitates learners with a different aptitude and approach.

- **Responsibility shirking Vs. Responsibility Sharing:** Traditionally teacher concentrated only on activities related to academics. Now, it's the time to share administrative and other innovative responsibilities.

- **Team breaker Vs. team leader:** People skills like interpersonal skills, understanding with the basic working style of the team members and counseling the team members as and when required look for the leadership qualities of a teacher.

- **Product oriented Vs. Customer oriented:** focus needs to be shifted from course or program to students as we need to incorporate students view for the implementation of the course.

- **Inward looking Vs. outward looking:** To look for innovative techniques and new teaching methods, he must explore best practices elsewhere and implement them in the class.

- **Status quo Vs. innovative:** To cope with the changing environment a teacher needs to be in tune with the changing time. He can do it by introducing innovative practices.

- **Hard worker Vs. smart worker:** Not toiling around for the unnecessary matters in giving assignments and lectures. Working efficiently & effectively for the accomplishment of teaching objectives.

- **Reactive Vs. proactive:** Envisaging the forthcoming challenges in the field of education, prospective challenges for the students and accordingly designing the teaching – learning strategies which make both teacher and learners comfortable when confronted with the difficulties.

- **One time learner Vs. All time learner:** Accepting the fact that learner community is much more acquainted with the inventions and innovations with the help of information technology, teacher needs to become aware of it. It helps not only adapting teaching methods and study materials but also avoids the situation of being found ignorant in front of the students.

Outside In Vs. inside Out: A teacher differs from other professionals in the way of being in a noble profession. A lifelong respect from the students, a satisfaction of carving out the lives of many should be the factors to motivate. A teacher must be self-motivated as he himself is the role model for many.

Dr Nikhil Zaveri
Director & Principal, SEMCOM

Swarnim Celebration: Gujarat 2010

PAINTING THE GOLDEN DREAM….

Towards the celebration of Golden Jubelee of Gujarat - *Swarnim Gujarat*, SEMCOM, a Vallabh Vidyanagar- based college has taken an initiative to make GramMitra globally competitive.

As a part of Gujarat government's endeavors to provide employment to young graduates, GramMitras have been appointed in every village. There are various government schemes regarding education, health & hygiene, agricultural, development etc. The basic role of GramMitra is to make common people aware about these schemes and thereby to facilitate them. SEMCOM has conducted a training program for GramMitras of Anand district. Held from 26th to 30th June '08 in the college premises, the program contained training for personality development, communication skills and computer skills. The specific sessions were on Daily English, Functional Information and Computer Education.

The training program was conducted by Mr. S.R.Trivedi, NIsha Macwan, Nilay Vaidya and Nehal Daulatjada under the able guidance Dr. Nikhil Zaveri, Director of **SEMCOM**.

Editorial Team, SEMCOM

SEMCOM Updates:

First Year Students' Orientation Program: 2008-09

Orientation Program for the First Year Students was organized between 23rd and 30th June 2008. All the students were made aware of the history and making of Vallabh Vidyanagar by Prof. Sudhir Mukharjee. He also made them aware about the huge development of CVM from the year 1947 to 2008. Students were also oriented about college library rules, co-curricular activities and other facets of SEMCOM culture. On the second day, all students visited Sardar Patel Memorium at Karamsad and had the idea about the contribution Sardar Patel made for this region. They also had their first industrial exposure by visiting AMUL dairy at Anand.

The culmination of the program was the cultural evening on 30th June where students exhibited their various talents through performance arts like drama, singing, dancing and Martial Arts.

The Whole Program was coordinated by respective class counselors and Vice President of students' council Ms Kamini Shah

FINE ARTS "RAINBOW": A Workshop and Competition

Two days workshop has been held for students of SEMCOM on 5-7 July, 2008. On first day, Mr. Kanu Patel has guided the students for Collage Making and On the Spot Painting. Then, Mr. Natubhai has provided the information on color schemes.

On 7th July 2008, the second day of workshop Mr. Mitresh Varma made participants aware about Cartoon Drawing and Poster Making. He

also encouraged the students to draw the cartoons and also decided best of 3 cartoon drawings. In the afternoon session, Mr. Krishna Padiya gave information about "Clay Modeling" and also explained about "Rangoli". He has shown the presentation slides on same subjects.

On 8th and 9th July, SEMCOM organized the Fine Arts Competition at 10:00 am to 4:00 pm. This competition included different activities like Collage making, Poster Making, Cartoon drawing, On the spot Painting, Clay Modeling and Rangoli. Students have shown their talent in various activities of Fine Arts Competition.

Editorial Team, SEMCOM

Research Article:

HUMAN RESOURCE DEVELOPMENT IN INDIAN INDUSTRIES

The Industrial Policy announced on 24th July 1991, (also known as New Economic Policy or LPG Policy) which heralded the economic reforms in India, has enormously expanded the scope of private sector by opening up most of the industries for the private sector and substantially dismantling the entry and growth restrictions. The relaxations are no longer the matter of enjoyment for Indian industries. Drastic and revolutionary changes were observed. Due to new economic policy concept of Globalization came into picture which in turn, boosted the business competition. More over because abolition of *Licence Raj* (Reservation of industries through license), today the organizational structures are changing from top to bottom. *Change or perish* is the new mantra for the success.

In such a liquid situation it is very essential on the part of business players to adopt a meaningful, ethical and strategic development of their vital resources. Human resource is considered to be one important and vital resource for the success and overall growth of business organization. Being the only live resource for the business growth, Human should be *handled with great care.*

Question here is that how to develop this resource so that it may prove to be the best and unbeatable weapon for the purpose of winning the business games? What strategies should be adopted and which type of atmosphere should be cultivated?

In order to answer these questions, and in order to be a productive and competitive business, a study was carried out on the *innovative HRD practices* implemented by the world famous Indian company TATA. Some of its major outcomes are presented in the lines to follow for the better understanding of how creatively and efficiently the human resource can be developed:

(A) Career oriented growth approach:

At TATA, the efforts are undertaken for the growth of employees from their career perspective and not from their present jobs. Which means that here the employees are developed not from the point of their present job requirements but their future career requirements also. The *Knowledge Manthan* is the Programme launched by the company whereby the employees and supervisors are given systematic knowledge for their overall development.

(B) Single Window Concept:

In order to meet the variety of demands of employees of the company, a *system of Single Window* has been developed at the company. Employees can satisfy their various requirements - like leave application, loan application, submission of various reports and records, getting orders and solutions for the operational problems, personal feelings and many more - through *Internet and Intranet login* facility under this system. This helps in saving the time and energy spent behind satisfying such requirements in a traditional way. As well as it will also increase the morality and productivity of employees.

(C) Emotional Management:

In order to develop the workers in an ever changing atmosphere, at this company, *concept of emotional management* is adopted in place of employee management. Company provides total freedom to employees for performing their roles and responsibilities, and there by motivate the employees for performing in amore better way as well as developing their knowledge. For this, a *Total Productivity Model* has been developed at the *Commercial Vehicle Division* of the company. Here employees or group of employees, personally are observed to be responsible behind the designing and manufacturing of vital parts and components of commercial vehicles. This in turn, makes workers more knowledgeable, expert and loyal.

(D) Young Leaders:

According to the *Fast Track policy* of the company, the selection and recruitment of intellectual, efficient, talented and confident youth is conducted. The very purpose here is to sharpen the work related enthusiasm and caliber, in youngsters, so as to have a team of qualified and intellectual work force. Through this policy till now company has recruited *more than 100 young executives (leaders)* who are, on an average *10 to 15 years younger than* that of old and experienced employees.

(E) Quality of Work life:

Under this approach, the company has developed several creative techniques for qualitative development of employees. The one among these is *Leave Bank*. Here employees voluntarily will donate their one day leave, or as much as they can, to the Leave Bank every year, and in return they are entitled for getting full pay leave for one year and half pay leave for two years. This helps the employees to

overcome the problem of L.W.P. (leave without pay) in some accidental situations.

(G) Social Investments:

Company considers the expenses done behind the welfare of its employees as the social investment. *Township of TATA at Bokaro steel plant* is one of the unique examples of social investments. Township is consisting all the basic necessities of employees with latest developments. Theaters, Free water and light, schools, hospital, garden; social clubs etc. are some of the features of this ultra modern township. It is in a true sense a source of inspiration for the employees to achieve the difficult targets. Because it is believed at TATA that in order to attract and retain the employees, satisfactory and well developed life standard is very important.

1) These measures, implemented by the world famous Indian company TATA, project a new dimension for the development of human asset. If businesses and industries are having intention to strengthen their positions and to have a stable survival in this era of global business war then it is essential to have a well developed work force. The measures implemented by TATA are considered to be one good move towards effective human resource development.

Dr Ajay Vyas
Faculty, **SEMCOM**

Innovations & Technology: A question of sustainability in Health Sector

I had been thinking over a period of time whether technology was used in industry and educational institutions only.

Today I have got the answer.

Technology has been widely used in health sector also.

In recent times, healthcare sector has started using a number of electronic gadgets. The marketing professionals in healthcare sector have adopted different ways like the use of different innovations & technology to reach out to their patients. These innovations & technology include taking the blood count, keeping patients alive through heart-lung machines, telemedicine, internet marketing and calculating weight-based doses of medicines, sleep therapy devices, and what not !

Considering the innovation, the 1st indigenous heart valve has been developed by an institute of national importance based in Trivandrum in Kerala.

Do we have ever thought of online marketing in healthcare sector. That's what today the healthcare sector is practicing. Internet marketing has also become popular among the people where the patients can locate physicians or sign up for health screening. Patients around the world can now seek information from the health experts sitting at any corner of the world and can improve their health or can take precautions.

Telemedicine

Arthur Clarke, an eminent science writer once prophesized that "Man will cease to commute, they will communicate" which has come true today. The word telemedicine had been derived from Greek and Latin word which means 'distance' and 'healing'.

In telemedicine, the expert physicians and surgeons will examine the scan images such as radiographs, computer Tomography (CT) scans, Magnetic Resonance Imaging (MRI) pictures, Ultrasound studies, and pathology reports, images of endoscopic of patients living thousands of miles away through telemedicine.

Telemedicine helps exchange of information across vast distance by utilizing telecom communication technology. It eliminates unnecessary traveling of patients.

Use of innovations and technology has helped the healthcare centers for quality improvement. With the help of information system healthcare sectors are striving for TQM & continuous Quality Improvement. (CQI)

We all are aware of 'NAAC' that all colleges would like to get. But now it's not only the educational institutions and other business units which will go for the accreditation but also the hospitals and healthcare centers. The health centers get the accreditation from the Joint Commission International (JCI) of United States. Getting accreditation is considered to be the gold seal of quality. 17 hospitals in Asia have won the gold seal in the past three years and around 25 hospitals are in the process of getting it.

It's not only the educational institutions and business units are also collaborating with other foreign institutions and business units. In healthcare sectors also the engineers and technologists are collaborating with biologists and medical personnel producing astonishing variety of medical instruments.

Examples: (1) Pacemaker, "a tiny, transistorized, battery powered radio oscillator, permanently implanted in the abdominal walls of patients suffering from heart block and connected by two fine electrodes directly into the heart muscle to keep it beating regularly.

(2) Radio pill, which, after being swallowed by the patient, transmits a running account of conditions within the gastrointestinal tract to an outside receiver.

Competition among healthcare sector:

There is an immense of competition going among the corporate hospitals in gaining the patients. Therefore the advertisement in this sector has also increased. Healthcare sector started bringing out advertisements highlighting the salient features of treatment and the gadgets used for healthcare. Corporate hospitals offer packages at reduced rates for different types of health check-ups.

Conclusion:

Lastly, what is the ultimate aim of innovations and technology in health sector?

Of course, it should be to make medical care affordable to the common man with cost effective. But then who will decide whether it is affordable to the common man?

For this answer we need to think it from the common man's point of view whether the prevailing cost of all the above said technology and innovations are affordable and cost effective. But then to get the accurate answer

we need to meet those patients who knock at the doors of the healthcare centers or hospitals with a question and dream of sustaining in this world with their dear and near ones.

And for that we need to conduct a survey to check whether innovations and technology are really reaching and helping out the poor man in India.

Ms Joe Marry
Faculty, **SEMCOM**

Viral Marketing:

The term "viral marketing" is offensive. Call yourself a Viral Marketer and people will take two steps back. But you have to admire the virus. He has a way of living in secrecy until he is so numerous that he wins by sheer weight of numbers. He piggybacks on other hosts and uses their resources to increase his tribe. And in the right environment, he grows exponentially. A virus doesn't even have to mate -- he just replicates, again and again with geometrically increasing power, doubling with each iteration:

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In a few short generations, a virus population can explode.

Viral Marketing Defined

What does a virus have to do with marketing? Viral marketing describes any strategy that encourages individuals to pass on a marketing message to others, creating the potential for exponential growth in the message's exposure and influence. Like viruses, such strategies take advantage of rapid multiplication to explode the message to thousands, to millions.

Off the Internet, viral marketing has been referred to as "word-of-mouth," "creating a buzz," "leveraging the media," "network marketing." But on the Internet, for better or worse, it's called "viral marketing." While others smarter than I have attempted to rename it, to somehow domesticate and tame it, I won't try. The term "viral marketing" has stuck.

The Classic Hotmail.com Example

The classic example of viral marketing is Hotmail.com, one of the first free Web-based e-mail services. *The strategy is simple: Give away free e-mail addresses and services,*

Attach a simple tag at the bottom of every free message sent out: "Get your private, free email at http://www.hotmail.com" and, then stand back while people e-mail to their own network of friends and associates, Who see the message, Sign up for their own free e-mail service, and then Propel the message still wider to their own ever-increasing circles of friends and associates. Like tiny waves spreading ever farther from a single pebble dropped into a pond, a carefully designed viral marketing strategy ripples outward extremely rapidly.

Elements of Viral Marketing Strategy

Some viral marketing strategies work better than others, and few works as well as the simple Hotmail.com strategy. But below are the six basic elements you hope to include in your strategy. A viral marketing strategy need not contain all these elements, but the more elements it embraces, the more powerful the results are likely to be. An effective viral marketing strategy:

1. Gives away valuable products or services

"Free" is the most powerful word in a marketer's vocabulary. Most viral marketing programs give away valuable products or services to attract attention. Free e-mail services, free information, free "cool" buttons, free software programs that perform powerful functions but not as much as you get in the "pro" version. The Second Law of Web Marketing is "The Law of Giving and Selling", "Cheap" or "inexpensive" may generate a wave of interest, but "free" will usually do it much faster. Viral marketers practice delayed gratification. They may not profit today, or tomorrow, but if they can generate a groundswell of interest from something free, they know they will profit "soon and for the rest of their lives". Patience, my friends. Free attracts eyeballs. Eyeballs then see other desirable things that you are selling, and, presto! You earn money. Eyeballs bring valuable e-mail addresses, advertising revenue, and e-commerce sales opportunities. Give away something, sell something.

2. Provides for effortless transfer to others

Public health nurses offer sage advice at flu season: stay away from people who cough, wash your hands often, and don't touch your eyes, nose, or mouth. Viruses only spread when they're easy to transmit. The medium that carries your marketing message must be easy to transfer and replicate: e-mail, website, graphic, software download. Viral marketing works famously on the Internet because instant communication has become so easy and inexpensive. Digital format make copying simple. From a marketing standpoint, you must simplify your marketing message so it can be transmitted easily and without degradation. Short is better. The classic is: "Get your private,

free email at http://www.hotmail.com." The message is compelling, compressed, and copied at the bottom of every free e-mail message.

3. Scales easily from small to very large

To spread like wildfire the transmission method must be rapidly scalable from small to very large. The weakness of the Hotmail model is that a free e-mail service requires its own mailservers to transmit the message. If the strategy is wildly successful, mailservers must be added very quickly or the rapid growth will bog down and die. If the virus multiplies only to kill the host before spreading, nothing is accomplished. So long as you have planned ahead of time how you can add mailservers rapidly you're okay. You must build in scalability to your viral model.

4. Exploits common motivations and behaviors

Clever viral marketing plans take advantage of common human motivations. What proliferated "Netscape Now" buttons in the early days of the Web? The desire to be cool. Greed drives people. So does the hunger to be popular, loved, and understood. The resulting urge to communicate produces millions of websites and billions of e-mail messages. Design a marketing strategy that builds on common motivations and behaviors for its transmission, and you has a winner.

5. Utilizes existing communication networks

Most people are social. Social scientists tell us that each person has a network of 8 to 12 people in their close network of friends, family, and associates. A person's broader network may consist of scores, hundreds, or thousands of people, depending upon her position in society. A waitress, for example, may communicate regularly with hundreds of customers in a given week. Network marketers have long understood the power of these human networks, both the strong, close networks as well as the weaker networked relationships. People on the Internet develop networks of relationships, too. They collect e-mail addresses and favorite website URLs. Affiliate programs exploit such networks, as do permission e-mail lists. Learn to place your message into existing communications between people, and you rapidly multiply its dispersion.

6. Takes advantage of others' resources

The most creative viral marketing plans use others' resources to get the word out. Affiliate programs, for example, place text or graphic links on others' websites. Authors who give away free articles, seek to position their articles on others' WebPages. A news release can be picked up by hundreds of periodicals and form the basis of articles seen by hundreds of thousands of readers. Now someone else's newsprint or webpage is relaying your marketing message. Someone else's resources are depleted rather than your own.

Mr Ankur Amin
Lecturer, **SEMCOM**