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DRIVE

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From Guest Editor...

Business Ethics…

Mr Graeme Ramsay, CEO, ELECON,
***Johannesburg*, South Africa**

It is the responsibility of our leaders of tomorrow to discipline themselves to learn and to grow in a practical business environment, so too is it incumbent on management of companies to recognize, to stimulate, to provide challenges and to create the environment in which young employees can develop and grow their careers in a practical working environment. There is much to be said for the taming and reigning in of wild horses, to discipline them and to ensure that they are healthy, fit and strong to compete competitively on the racecourse, and ultimately

to develop into mares and stallions who gain the respect and admiration of all.

Of course, corruption in business and in the public sector worldwide is of great concern in our modern times, but it is encouraging that the world over there appears to be a movement coming out in favour of strong business ethics, sound corporate governance, caring social responsibility and respect for the environment. Through our privileged position in business, we automatically acquire the responsibility to strive to eradicate poverty, for employees to fairly share in the wealth creation of the company, and to provide security for the employees who comprise our human capital, and their families.

Business it is said, is war. This is so, as we compete often in tough economic circumstances, aggressively and ruthlessly for the available business, where the success achieved by a company in capturing business and generating profits seldom sees us turn to pay respects or observe a moment's silence for those at whose expense our business success has been achieved. Our talents and business success should always be enacted responsibly, and in a balanced fashion, respecting the interests of our markets, competitors and customers.

The mix of quality, pricing and delivery of our equipment, products and services are all critical to the success of our business enterprise. These must meet up to the requirements of our customers, and to be competitive, ours should be such that it is a challenge for our competitors to equal. However, the aspect which is most likely to be the key success factor for many years to come is the aspect of *service*. Very often our quality, pricing and delivery can be matched, sometimes with a component of

questionable ethics, but service can be the aspect that sets us apart from our competitors.

We are masters at creating our own opposition. By the manner in which we treat our clients and customers, by the alienation of our own staff who often leave our employment to compete with us directly or to join forces with our opposition, taking with them the relationships that they have created and deriving benefit from the market intelligence for which we have paid.

During boom times when our economy is flourishing, companies often pay scant regard to the concerns and requirements of their customers. However, when the downturn comes and economic times turn stormy and dark, every effort to court those whom we have treated poorly in the good times will result in a negative response, and in us funding the marketing of our competitors by channeling business in their direction at our own expense.

This may entail a requirement to understand and adapt to the culture and traditions of the communities we seek to do business in, and to understand the business practices and ethics of the markets we seek to transact with, rather than to rigidly endeavour to enforce our own culture and business practices on those markets.

SEMCOM and universities across the world seek through elaborate and well structured courses to teach the art of doing business successfully, and no attempt to cover this ground in a brief article of this nature could do justice to the subject.

There is no secret about the fact that business can be stressful and can have the most difficult of moments, and the most unpleasant of

situations with which we are called upon to deal, but in all our dealings we should *strive always to do what is right, to deal honestly, to work hard, and to end each day with a conscience that is clear*.

May God grant you the grace to not only be great in his Kingdom, but also to have the wisdom to set an example in business that others will be proud to follow.

From the Chief Editor's Desk

Vacation – Time and Space for Professional Mindset

To rejuvenate oneself after hustling academic year culminating by stressful examination patch, vacation is most awaited time by students and teachers.

There are numerous ways to utilize vacation fruitfully. It is very important how one plans the vacation in such a way that he can re-energize as well as get some extra time to develop professionally.

For teachers professional upgrading is very much required as every year a new set of students come in contacts with their uncultivated talents and dormant expectations. An interpersonal relation with colleagues also demands a surge of interests and team spirit. For a teacher it is important that he or she efficiently cope with all these concerns and that is how, professional development plays an important role.

In a vacation a teacher can introspect and check out achievements and oversights of a previous year, comparing with abilities. There will always be a dearth of some competencies or skills.

Attending seminars, workshops and FDPs for motivational training are not enough to decide what to do and how to do. There are many who know how to bring change in their mindset, but what really matters is how one behaves differently and positively at different situations.

To elevate oneself at professional level one needs to develop compatibility between the skills set and assigned tasks. Take a stock of abilities lacking in intelligence, education or

experience. Learn how more intelligently one can deal with the same task, enhance the education, and learn from other's experiences. The pace of the professional development depends on how effectively one turns untapped potentials into successful completion of tasks.

Extra reading of books, journals and magazines will broaden their knowledge and add more inputs to their existing capabilities to enhance them further. It keeps them updated to the ever evolving trends in the field of education.

Vacation for a student too, is a time to become an explorer by visiting new places, relatives which give them rich and thought provoking experiences. While on vacation, students come across different behavioural patterns of the people which gives them an opportunity to enhance their life perspectives and cultural understanding.

Dr Nikhil Zaveri
Director & Principal, SEMCOM

SEMCOM Updates

University Exam:
The university examination was successfully conducted from 23rd March to 20th April 2009. **SEMCOM** students were well prepared and well-equipped for their University Exam and their experience was quite elated.

Admission inquiry and Admission Competitive Test:
SEMCOM admission process has started. The students can avail career guidance and counseling at the college. The prospectus and admission form are also available.   From this year 15% seats in each course is reserved for NRI or NRI sponsored students.
Admission Competitive Test (ACT) for BBA and BBA- ITM has been scheduled on 23rd and 24th May 2009.
More details are available on www.**SEMCOM**.ac.in

Editorial Team, DRIVE

GURUBODH

ACHIEVING EXCELLENCE THROUGH VALUE DRIVEN MANAGEMENT

VEHICLE AND JOURNEY

Shri G. Narayana

Compiled by Joe Marry George

Guruji Shri G Narayana has compared the whole organisation with a vehicle and its components. According to him values driven organisation is like an engine driven vehicle. Any organisation without values is like a vehicle without engine. It is the values, like an engine, take the organisation towards its destination. Values help the organisation to achieve its goals. And ethical governance supports values (engine) to ensure harmonious function and practice.

Again an engine without fuel can not move even a little. 'Entrepreneurial Spirit' is the fuel which helps the engine to move forward to achieve its goals.

'Entrepreneurial Spirit', 'bright' and 'clear' Vision, like the light, helps the organisation to view its future more clearly. And this very 'bright' and 'clear' Vision gives direction as the steering wheel of the vehicle. Transparency and safety become the front and side glasses which always has to be clear and protecting.

But one needs to take the review of the work done in order to correct the mistakes and deviations. Timely review from the rear view mirror helps the organisation to move forward and to overcome the problems before they become an issue.

We all know that planning is the basic function of management which always helps the organisation to do things perfectly. 'Better planning is half work done'. Plan is the road-map to reach the destination. Today in this competitive world to survive one has to do strategic planning. Strategy is the optimal route amongst alternative routes. After all, plan and strategic planning are done to achieve the goal of the organisation which is the ultimate destination of journey.

People in the organisation are drivers. It is their work that helps the organisation to achieve its goals. Of course, there should be a high degree of goal integration. Therefore, the people in the organisation must be respected and appreciated so that they take the organisation on an inspired path. If people do or take some initiative and become innovative, they turn out to be leaders. Each individual has the potentials to be a leader in one or the other way. Leaders are the path shower and guide. They have to be proactive all the time even for smaller things which matter the organisation and its people.

Every organisation has its own plants and assets. Every organisation is interested in investing more and more in the same.

These are the spares and wheels on which the organisation functions smoothly. No doubt, every organisation has different approaches, techniques and systems, used for healthy and systematic working of the organisation. They are the toolkit which helps the values and organisation to be in fit and healthy condition.

Every organisation has its own stake holders. They are owners, clients and other contributors. They can be compared with the passengers. They are the most important for any organisation. They should be given respect and honour. The organisation should share the progress and success with them. The delighted stake holder is the joy of the organisation's journey.

An organisation is a vehicle. Every individual takes care of his/her vehicle. They love it, take care of it, protect it and make a balanced use of it. In the same way organisation, like a vehicle, should be given care and love by all. Individual and organisational goals should be achieved with high integration. Four sets of values like- love and dedication, value and work, knowledge and learning and trust and responsibility are the four cylinders or core values which energize and fires the engine of values for excellence in the right direction.

Every individual in the organisation should be positive to self and others. One should offer and receive rather than take and take. One should follow the principles like 'Give

and Take'. 'Offer and Receive', 'Respect Others and Others Will Respect You' and 'Do to others as you want others to do to you', etc.

Every human being is a social animal. He wants to be understood, respected, loved, cared, supported and helped in times of need, which ultimately is nurturing. Nurturing gives coolness and keeps the engine safe, healthy and operating.

Thus, excellence occurs when all the stake holders feel happy and satisfied with respect to the quality, speed, reliability, accuracy, flexibility and economy. Thus, building and striving for excellence is building competitiveness.
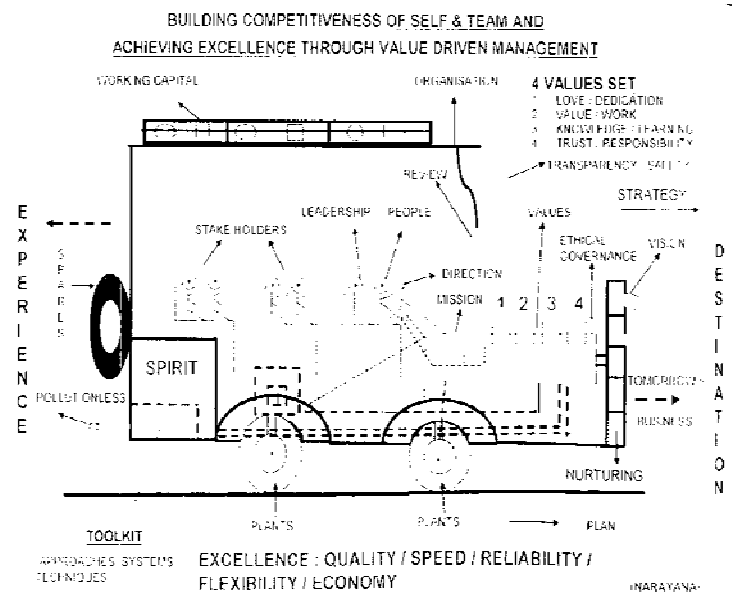
Conclusion

Building competitiveness and achieving excellence through value driven management means attaining effectiveness

in all respects or areas through offering and receiving process of love and dedication, value and work, knowledge and learning and trust and responsibility by a perfect combination of path showing leadership. Then any industry, business unit, service sector, educational institution or organisation can realize prosperity, success, growth and right policy.

Thus, let's take the lead in our journey to achieve excellence through value driven management for the success, growth, prosperity and effectiveness of our organisation.

My Voice:

Education and Value Orientation

As children, we used to go to school. We had eight subjects and physical education as subject. Teachers will come and teach the subject. Was that real education? My mother and may be your parents bought us few good comics like Amar Chitra Katha, Panchatantra, and they taught us to respect our elders, they taught us to discriminate between what is good and what is bad. Is this real education? Sardar Patel rightly said Education, which does not impart values to children, is no education. Then who is responsible for such value-oriented education? Teachers, school authorities, Parents, religious institution, social institutions, society, and nation? The answer is all of them are responsible for such value-oriented education.

Today we find that TV and internet have negative impact on children. Children are learning many things, which they are supposed not to know. They are spending more time watching television and operating computers rather than playing. Parents do not have time for children, since both of them may be working. We are very much influenced by western culture but now we are realizing its pitfalls. If children are not respecting their parents and teachers, then it a thing to worry. If we fail to impart right values to our children

then we are creating recipe for disaster. We all are responsible for future or otherwise of our nation.

What I feel is that present education system lacks value-oriented education. We are creating doctors, engineers, scientists, managers but not good human beings and citizens. In the name of secularism, good things from all religions are not taught to children. Remember when you educate a child you educate a generation. Because today's child will someday become parent. Parents should also invest their time for the all round development of their children. Love should not be at the cost of values. We parents, teachers, religious institutions, government all have the role to play for the betterment of society and nation. Let us hope we can move in this direction and achieve something positive.

Sunil V Chaudhary
Lecturer, **SEMCOM**

SWARNIM GUJARAT

SEMCOM - Celebrating Swarnim Gujarat Festival with an approach to providing integral education in the Academic Year 2009-10.
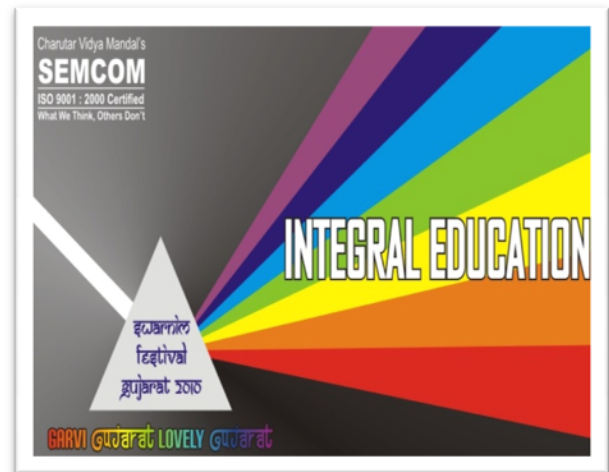
Swarnim Gujarat Celebration Team

Getting Viral

So what is viral marketing on the Internet? Simply word of mouth? No way. Word of mouth on steroids? That's more like it.

We've all heard the viral dream of passing on a simple message or concept to 10 friends to find that the message has spread to more than one million eyeballs in only a week's time. We have all heard of Hotmail's success, and there are plenty of others that have blossomed off of explosive viral initiatives. But the fact of the matter is that viral marketing campaigns are very difficult to get started and very difficult to spread.

The good news is that if you can do it successfully, you can get a big bang out of a little investment. Of course, this good news comes with the great assumption that your message or concept has some quality, purpose, or humor. With this said, here are some tips that may help your next viral initiative.

Create Incentives

If I used your product or heard your concept, why should I pass the message on to a friend? Sometimes just the quality of the offering is enough to have users spread the word, but sometimes a little more is needed. "Tell a friend about our service and get..." or "Tell a friend about our service and you could be eligible to..." are just two examples of how incentives could help spread your message. Think of it as

treatment for the "What's in it for me?" syndrome.

Create Multiple Channels

If you want users to spread the message, help them out a little bit. Sure, many people will simply forward an email or send a link to a friend through their email client. But while some do this, others would like an easier channel. On a web site, one powerful way is to insert a "send to a friend" or "recommend a friend" function. This function would allow the person to simply type in his or her friend's email and comments and have that information forwarded via email. This way is often easier for the person recommending the site, and the message is presented in a very clean format to the person opening up the forwarded email.

Eliminate Technological Concerns

If you are going to spread the message over the Internet, you want to eliminate all potential technical problems. With the massive spread of viruses troubling computers worldwide, you should avoid using attachments in the message you want spread. The fact is, many people won't open them, the file size could be too large, and many corporations put up security mechanisms that don't allow their employees to open up certain attachments. A simple resolution to that problem is to point the person to a link. It allows the actual email message to be smaller and eliminates most potential technical concerns. Also, try to avoid

the use of any plug-ins that would be necessary to have in order to view your message.

Privacy Is Key!

If a user is going to pass along a friend's name, the user will need to know that the information he or she is passing along is in trusted hands. A privacy policy helps if you are pushing to get your name spread virally, but it is certainly not necessary if you are asking only for limited information. It is very important to identify the demographics and profile information you need from the user and then ask for it without being too intrusive. This is often a tough issue to fight against, but it is usually safer to ask for less

when you are seeking to formulate a viral marketing campaign.

Tracking

Tracking the progress of any campaign is important in measuring your effectiveness and ROI. But tracking a viral campaign can often be a challenging task. While "hits" or "impressions" help define the level of activity on a web site, they are not often a true measure of the success of a viral campaign. We encourage analyzing the viral effect through the use of databases that will allow you to track individual activity levels and not just the overall traffic.

Ankur Amin, Lecturer, SEMCOM

RESEARCH ARTICLE

"An Exploratory Study on Measuring Impact of Internet on students' Academic Life of S.P. University"

By Rina Dave

INTRODUCTION

Though college students as a group have grown up using tools such as instant messaging, chat rooms and electronic mail, little has been done to determine academic effect, on college students. Is it readily used or do many students depend on the more traditional method of communicating over long distances—the telephone? Has the Internet and electronic mail helped improve social connectedness for college students? Are college students more comfortable with the Internet than others? What can be learned from college students' Internet use about the shape of Internet use to come? The Internet plays a crucial role in the access of information resources.

When you are looking for information, where is a better place to go than a library? The Internet has some incredible electronic libraries ready for you. On a small screen of the personal computer this digital world of the library is available for users. This library in terms of digital format consists of various electronic resources, such as electronic books, electronic journals, and electronic reports. These resources are available either in CD-ROM format or available online on the Web and constitute the core of the electronic library collection. A new class of digitized documents has been added to the electronic resources category, comprising those documents either originally published in print or other formats converted into the digital format.

LITRECTURE REVIEW

Information searching habits of Internet users is multi-faced and the literature available is extremely broad ranging. An attempt has been made to cover number of works that go beyond discussions of the information seeking behavior itself and its direct applications to closely related topics such as Internet use. This broad review also includes topics like Web searching, search engines, the Internet resources, evaluation of information quality, electronic media, and Web information retrieval.

Biradar (2006) conducted a study on internet usage by the students and faculties in Kuvempu University. The results indicated that 42.1 % Students use internet twice a week and 31.25% faculties use it every day. The majority of students as well as faculties use internet for study/ teaching purpose. The favorite place for using internet is library followed by commercial places. A thumping majority of respondents are satisfied with internet sources and services.

Mishra, Yadav and Bisht (2005) conducted a study to know Internet utilization pattern of the undergraduate students of G B Pant University of Agriculture and Technology, Pantnagar. The findings of the study indicated that a majority of the students (85.7%) used the Internet. Out of the Internet users 67.7% were male students and 32.3% female students. The findings of the study also showed that 61.5% of the males and 51.6% of the females used Internet for preparing assignments. A majority of the respondents i.e. 83.1% male and 61.3% female respondents indicated that they faced the problem of slow functioning of Internet connection.

Kumar and Amritpal Kaur (2004) studied the use of internet by teachers and students in Shaheed Bhagat Singh College of Engineering & Technology, Ferozepur (Panjab). They found that 46.7% teachers and 36.7% students' daily use the internet. About 90% respondents use internet at their college. Yahoo is found as the favorite search engine. Only 31.7% respondents were fully satisfied, whereas 36.7% were partially satisfied with internet facilities.

Chang and Perng (2001) carried out a research work on "**Information search habits of graduate students at Tatung University**". The purpose of their study was to investigate the information requirements and search habits of graduate students at Tatung University in Taipei City, Taiwan. They show that 90% of the subjects conducted information searches using outside sources in addition to the university library. They also reported making extensive use of the Internet in the recent past, mostly World Wide Web-based databases, electronic journals, and search engines.

Dong work emphasized the evaluation of the Internet. He reported the examination of the using the Internet resources and the evaluation of their usefulness from the Chinese students' and academics' point of view (Dong, 2003). Hölscherl and Strube (2000) conducted a study about Web search behavior of Internet experts and newbies. They found the differential and combined effects of both Web experience and domain knowledge. Spink and Jansen (2004) discuss the changes in Web search trends from 1997 to 2003 that explored how people search the Web. They show some patterns and trends in general Web searching. In summary, most Web queries are short, without query reformulation or modification, and have a simple structure.

RESEARCH METHODOLOGY
Objectives of the Research study

- The goal of this study was to learn about the Internet's impact on college students' daily Lives.

- To determine the impact of that use on their academic and social routines.

- To find the satisfaction derived by the researchers with the Internet and electronic media.

- To evaluate Quality Information through the Internet;

- To find out the importance of electronic information;

Sources of Information: -
A major portion of secondary data was collected form articles and research paper that have been published in various sources like magazines, reputed research journals and business newspapers.

Collection of Primary Data: -
The necessary primary data were collected only from students of different streams of various institutions of S.P.University.

Representative Sample: -
The respondents selected in the research study were only students who have been studied in different streams of S.P.University.

Research Tool: -
The researcher has used structured non-disguised questionnaire supported with sampling media in form of personal interviewing technique.

DATA ANALYSIS AND INTERPRETATION:
A Brief about Questionnaire: -
A structured questionnaire was specifically used which covers 11 different questions. In all, 100 questionnaires were distributed among students of S.P.University V.V.Nagar. The researcher has mainly provided this questionnaire through personal interviews. Finally, 75 responses were considered for the purpose of data analysis and interpretation. The collected data were edited. It has been presented in tabular form to provide comprehensive result on research study.
**(Refer ANAXTURE I)**

The goal of this study was to learn about the Internet's impact on college students' daily lives, and to determine the impact of that use on their academic and social routines.

Table – 1: **First Time Users of Internet**

The study indicated that the 79 per cent of students started using internet after completing 10th Standard followed with 21 per cent after joining college.

Table – 2: **Reasons for use of Internet**

	Score					Total
	1	2	3	4	5	
e-mail	26(37.14)	18(25.71)	3(4.29)	13(18.57)	10(14.29)	70
Communicate socially	1(1.43)	10(14.29)	28(40.0)	18(25.71)	13(18.57)	70
Entertainment	14(20.0)	14(20.0)	16(22.86)	16(22.86)	10(14.29)	70
Web surfing	10(14.29)	23(32.86)	9(12.86)	16(22.86)	12(17.14)	70
Chatting	19(27.14)	5(7.14)	14(20.0)	7(10.0)	25(35.72)	70
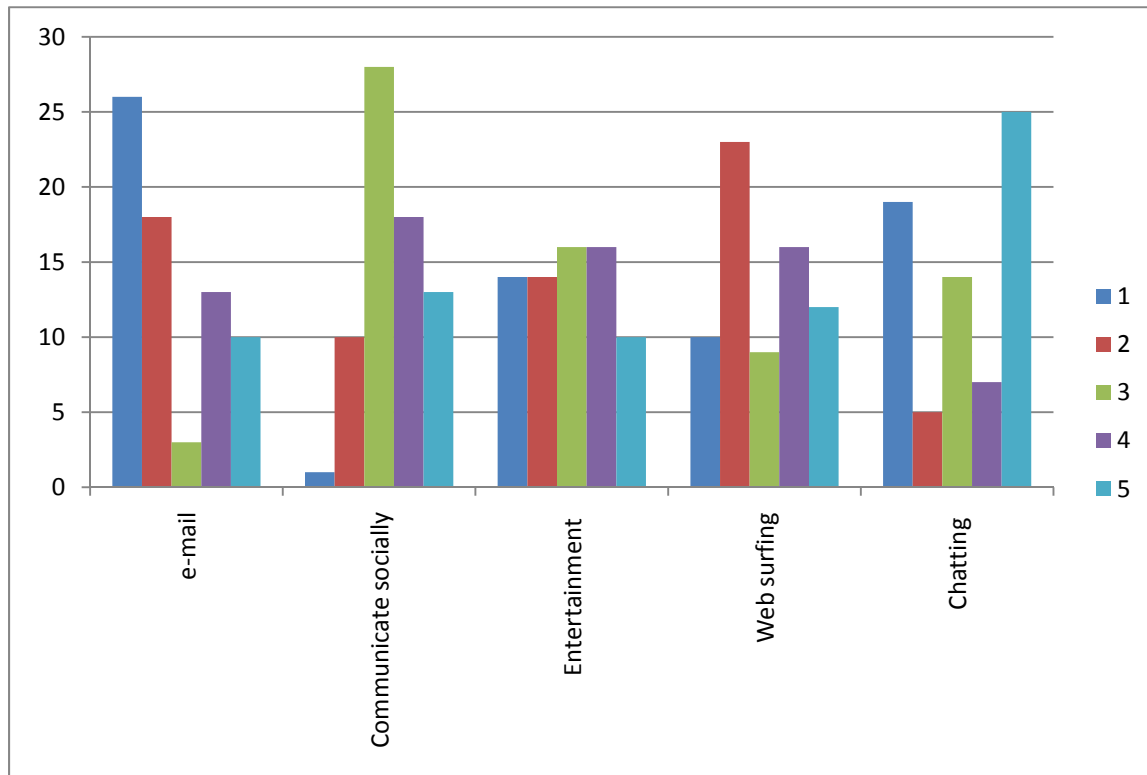
	Frequency	Percentage
After completing 10th std.	53	79.10
After joining college	14	20.90
Total	67	100

The above Table-2 reve

Is that 38 per cant of respondents use Internet for the electronic mail while only 1 per cent of

respondents access internet to communicate socially i.e. with relative and family members and 20 per cent of respondents reported that they use it for Entertainment mostly. Only 15 and 27 per cent of respondents agreed that most primarily the use if Internet is web surfing and chatting respectively.

Table – 3:

	Frequency	Percentage
Yes	67	95.71
No	3	4.29

It was found that 96 per cent of respondents believe that Internet has enhanced their academic experience.

Table – 4: Access of Internet for Academic Purpose

	Score					Total
	1	2	3	4	5	
Research work	43(61.43)	12(17.14)	7(10.0)	3(4.29)	5(7.14)	70
On line journal	3(4.29)	22(31.43)	15(21.43)	18(25.71)	12(17.14)	70
Download software	12(17.14)	7(10.0)	26(37.14)	10(14.29)	15(21.43)	70
Download text	8(11.43)	16(22.86)	15(21.43)	22(31.43)	9(12.86)	70
Discussion	4(5.72)	13(18.57)	7(10.0)	17(24.29)	29(41.43)	70

The above study reveals that 61 percent of respondents use internet for research work followed with 17 per cent had given second important reason for Net using. While use of Internet for referring online Journals and magazines 4 per cent of respondents gave first important reason 31 per cent had given second stimulating factor of it.17 and 11 percent of respondents reported that they Internet mostly for Downloading Software and Text. 4 per cent of them reported that the use of internet for online discussion as primary reason for the access of Internet.

Table – 4: Communication with Faculty members

	Frequency	Percentage
Face to face	57	81.43
Via e-mail	9	12.86
Never communicated through e-mail	4	5.71
Total	70	100.0

Majority of respondents responded that mainly they with faculty members face to face followed with 13 per cent agreed e-mail is the is means of communication.

Table – 5 : Internet as source of Information

	Frequency	Percentage
Use internet more than library	37	52.86
Use internet and library same	21	30.0
Use internet less than library	12	17.14

The revealed that student 53 per cent of students use Internet as source of information more than library while 30 per cent use equal to library.

Table – 6: Frequency of Use of Internet

The table shows that 49 per cent of respondents spent 1-2 hours daily on Internet for various purposes.

	Frequency	Percentage
1-2 hours in a day	34	48.57
4-7 hours in a week	36	51.43

Table – 7: Mode of Communication

It was found that 77 per cent of total respondents communicate threw with Cell Phone while for 13 per cent Land Line Telephone was the important means of communication.

	Score			Total
	1	2	3	
Cell phone	54(77.14)	3(4.86)	13(18.57)	70
Telephone	9(12.86)	40(57.14)	21(30.0)	70
e-mail	7(10.0)	27(38.57)	36(51.43)	70

Table – 9: Internet Access

	Frequency	Percentage
Cyber cafes	33	47.14
Home	26	37.14
Through the facility at the college	11	15.72
Total	70	100.0

Table 9 shows that 11 users (16 percent) access the Internet through the facility in the Faculty. 26 (37 percent) respondents access it at home, 33 (47 percent) respondents access the Internet at cyber cafes.

Table – 10: Search Engine

	Score			Total
	1	2	3	
Yahoo	28(41.18)	29(42.65)	13(16.18)	70
Google	33(47.14)	30(42.86)	7(10.0)	70
MSN	7(13.73)	30(21.57)	33(64.71)	51
Other	3(13.64)	0(0.0)	19(86.36)	22
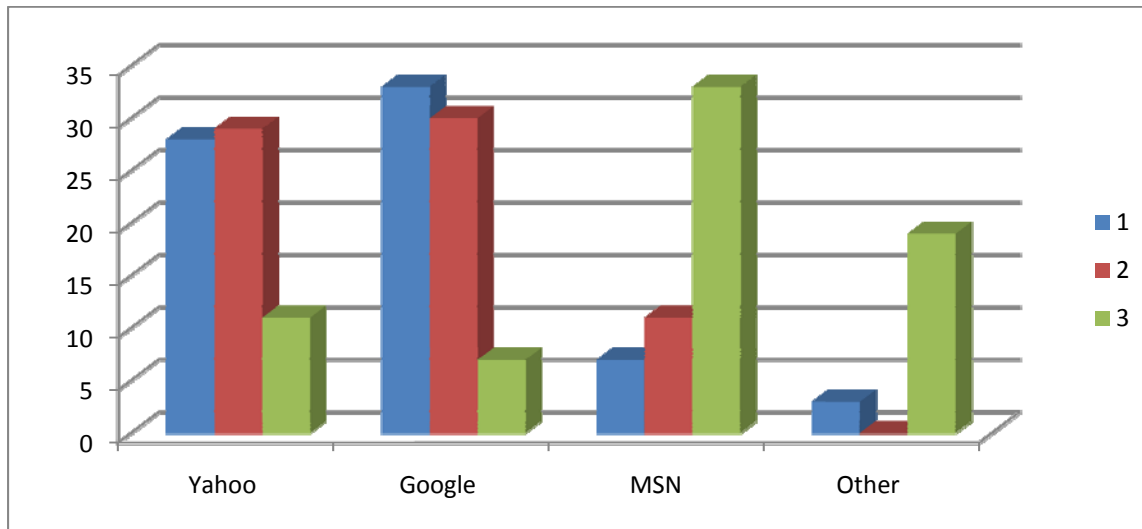
The above table gives the details about the usages of search engines mostly used by the students. The findings revel that Yahoo and Google are the most popular and widely used

Table-10: Accessibility of Internet

Here a series of questions were framed to find out the Internet usefulness and quality information. It is shown in the below w mentioned tabulated format.

	Frequency	Percentage
Always comfortable with internet	57	81.43
Always finds useful information	57	81.43
Always finds answers to quires	43	61.43
Internet has replaced the print media	37	52.86
Best source of information	62	88.57
Subject search sometimes problematic	51	72.86
Useful information on general topic	64	91.43

The analysis reveals that 57 (81 per cent) respondents always find useful information on the Internet, 43 (61 per cent) respondents indicated that research-oriented information is available on the Internet. 37 (53 percent) respondents agreed that electronic media replaced the print media.51 (73per cent) indicated subject search sometimes problematic whereas 64 (91.43) found that useful information on general topics

RESEARCH FINDINGS:
The goal of this study was to learn about the Internet's impact on college students' daily
lives, and to determine the impact of that use on their academic and social routines.
They must learn to integrate the Internet into new forms, patterns and habits of communication. It is not surprising to find that college students use the Internet more
for e-mailing and Entertainment. In regard to academic work, the Internet has introduced considerable change for college students. Today's students still deal with professors in the classic way: face-to-face. And the Internet is often used to supplement those encounters. Nowadays, the Internet has changed the way students use the library. Students tend to use the Internet prior to going to the library to find information. Students spend a good portion of their total Internet time on communication. The study revels that many college students spend between one and two hours online per daily. Majority of students access Internet at cyber cafe and at home. The findings revel that Yahoo and Google are the most popular and widely used for the reasons like they are fast in access; Information contained on these search engines is updated regularly; Links are provided to web sites in the world. Majority of students find comfortable with Internet and believe threw Internet are able to find useful information .It is also been proved that Internet is supplementing Print media.
One important unresolved question is how much today's students will rely on online tools
to advance their skills and polish their academic credentials. Distance learning is not yet
important enough for them to have adopted wholly new methods of learning.

Conclusion
Furthermore, unlike the general public, college students have mitigating circumstances

that directly affect how they use the Internet to communicate with others. College students are expected to interact with professors and fellow students at a different level from what they had previously experienced.

The Internet provides a wealth of information. The students are using the Internet significantly and it occupies an important place among various information sources. It is widely used by the students for their research purposes and it plays an active role in searching of information.

Students still depend on print media. Electronic media has not replaced print media. The students need to get skills for searching on the Internet. Librarians may take initiatives to prepare lists of subject web sites that are useful to researchers. Link to free online databases on the library's web page is necessary. The library should introduce network literacy program.

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