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From Guest Editor...

Philanthropy, Education and Life

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All that we do and intend to do in our own unique ways forms our way of Life. We seek vision, begin and continue learning, seek as well as offer support, strive for accomplishments and reasonable fruits of success. These natural events and experiences in our lives, in addition to focused hard work, are endowed with indescribable shades of luck, blessings, charm and contributions that others have made, not fully knowing how we receive strength along the way. Let us take some moments to reflect

on some of the essential components that are a part of our life.

One may ask: What is Philanthropy? Typical Dictionary meaning [Miriam-Webster] shows: phi·lan·thro·py - Spelled Pronunciation [fi-lan-thruh-pee] —noun, plural -pies. (1) altruistic concern for human welfare and advancement, usually manifested by donations of money, property, or work to needy persons, by endowment of institutions of learning and hospitals, and by generosity to other socially useful purposes. (2) the activity of donating to such persons or purposes in this way: to devote one's later years to philanthropy. (3) a particular act, form, or instance of this activity: The art museum was their favorite philanthropy. (4) a philanthropic organization. The Random House Dictionary further states likely origin of the English word might be in early 1600s *(Greek - philanthrōpía* meaning *love for mankind)*. While such information has its technical and historic importance, it is much easier to reflect upon the functional and practical role in our lives.

Our ever evolving world, with most complex series of events seems to have sustained not only with material resources, intellectual capacities and hard work but also the distinct human-ness of *humans* that drives them to do something inherently good for others. This quality, humanity (with humility),

essentially defines humans, doesn't it? We grew up listening to simple yet divine wisdom of Narasimh Mehta, e.g., *Vaishnav jana to tene kahiye re* etc., the words personified in the life of Mohandas K. (Mahatma) Gandhi, and many more. Perhaps Sardar Vallabhbhai, Bhaikaka, and other distinguished citizens of the world belong in that category. A constant flow of such contributors from our community will continue to emerge *naturally,* as well as by design. The design being suggested here may not only include firm determination on the part of an individual but also through a collective spirit of cooperation, brilliant teamwork and rational use of all available tools and kindness with respect to fellow human beings. Perhaps the readers of DRIVE will develop and share ideas on related topics over time, allowing us to look within and recognize various other developments globally, as well.

Often, the struggle for survival of the "fittest" is crudely interpreted as "power", security or protection, access and ownership of resources, and wealth of knowledge to improve chances of survival and also secure better quality of life. One may disagree and ask, do the schemes for mere survival (at any cost) achieve quality in life? Instead, other mechanism allow for enthusiasm in sharing what one has with those who may also need but do not readily have skills, options or sufficient innate possibilities to secure a better

life. Peaceful and happy communities seem to rely on reasonable sharing through common concerns, with mutual respect. Education and learning are the processes that appear to rely essentially on this mechanism of *giving* and *receiving*. Each one of us, when reflecting upon our individual experiences during the lifetime, will likely notice certain influence or contribution by others, for which we made no efforts to qualify for such "gift". It has somehow sustained us and helped with our achievements; such gains likely exceeded the level that otherwise could result entirely from one's own capacity. Why and how did we receive such positive influence? Did we earn the right for it or that we were in a right place at a right time? Simply put, each human being has been a recipient of some goodwill, somehow, whether one looked for it or not. This subtle experience inspires us, equally subtly, to do something good for others. An instant profit from the acts of goodness is a sense of *joy* and *satisfaction* of worthy accomplishment, whether that act is rewarded in any way or not. The *giver* expects nothing, and the *receiver* may perhaps see it after receiving such *grace*. Who is the true *giver*? What are the motivating factors? We have seen both, the times of giving and the times of receiving. Considering such events and experiences over the lifetime, various new ways of learning and sharing motivational stories will

constitute our lives, lending a unique meaning and usefulness to those who seek. As we begin exploration in the context of our experiences and the communities around us, the simple truths emerge along with immutable determination and strength amidst challenging times, and unleash the fundamental human-ness. Various saints, sages, remarkable donors, artists, poets and writers, volunteers and problem solvers have spread the fruits of their initiatives and labour for the good of society at large. This is our tradition, heritage and treasure that remained hidden while involved in other daily pursuits. Beyond reciting great stories about proud traditions in our culture, our actions will be truly meaningful when various individuals will share their resourcefulness and joy with others freely. We must reconnect and rekindle that spirit of life left hibernating deep within; to be released and boldly reach out for benefit to tohers. Let us recite a few simple examples. Within the last century, Motibhai Amin placed in action an innovative and successful "*pagarkha ni parab*", providing shoes in hot summer to the poor and needy pedestrians across villages. Shree Umashankar Joshi wrote *Saap na Bhaara - ekanki natak sangrah*, where the character of *Gorani* uttered essential wisdom: "*Ram-no alyo batku rotlo khadha karta khavravyo mitho lage chhe*." [An approximate translation: God-given piece of bread tastes even better upon sharing

it with others.] When a *Manav* – Human Being offers something as an essential feature of being human, he/she conducts an act of humanity. Thus, such an act is not extra-ordinary in itself, but today we recognize it as an extraordinary act in the context of stressed and stretched life. Surrounded by negative tendencies, temptations leading to short-cuts for temporary and selfish gains, and rarity of good deeds in a noisy world, the acts leading to true service in society emerge with noticeable impact. The role of goodwill in furthering of progress is essential; it may not be replaced by any other means of material support. It is a smart and conscious engagement full of enthusiastic contributions by unselfish individuals. When a human acts with human-ness, the extraordinary impact on the collective wellbeing within a community and society makes a positive difference. Each one of us may ask or wonder, how do I connect with this state of being "human"? Am I sufficiently a "*manav*"?

Bright sources of inspiration can be recognized virtually in all fields of Science, Industry, Academia, Civic groups, Technologists, Statesmen, Saints and Sages; even certain political leaders are not excluded. Instead of expressing individual names of such great personalities, their way of life, the Foundations or Organizations, etc. let us learn from their stories, experiences, accomplishments, and

shared wisdom. Another definition of Philanthropy states: *Love to mankind; benevolence toward the whole human family; universal good will; desire and readiness to do good to all men; -- opposed to misanthropy.* [Internet source –

http://www.brainyquote.com/words/ph/philanthropy202121.html]. While we continue learning and sharing, the calm observations and reflections will patiently lead us to improved understanding. The need for developing rational solutions that go beyond a mediocre existence is over due, unlike the earlier description regarding the survival of the fittest. We must rise to an opportunity not because someone else will recognize our contributions, but to do good for the sake of doing so and as part of being ourselves. The natural act of duty, in serving others, and performing the actions well, by not concentrating on the "profits" for personal gain alone, but via achievable goals on duties (*Nishkam Karma*) – repeatedly articulated in Shreemad Bhagvad Geeta. For example, the following excerpt taken from Swami Shivananda's translation, *Shloka 28* of *Adhyay 8*, Shree Krishna explains to Arjun:

वेदेषु यज्ञेषु तपःसु चैव
दानेषु यत्पुण्यफलं प्रदिष्टम् ।
अत्येति तत्सर्वमिदं विदित्वा
योगी परं स्थानमुपैति चाद्यम् ॥ ८-२८ ॥

vedesu yajnesu tapahsu caiva

danesu yat punya-phalam pradistam

atyeti tat sarvam idam viditva

yogi param sthanam upaiti cadyam

Translation: Whatever fruits or merits is declared (in the scriptures) to accrue from (the study of) the *Vedas* (the performance of) sacrifices, (the practice of) austerities (philanthropy), and (the offering of) gifts - beyond all these goes the (Karma) Yogi *[the doer], having known this; and he attains to the supreme primeval (the first or ancient) Abode.

* refer to a detailed essay on Karmayoga by Swami Shivananda at web link below
http://www.dlshq.org/teachings/karmayoga.htm

Somewhere along the attention given to a big picture and a bird's eye-view of philanthropic ideas, ethical and efficient performance in philanthropy demands adherence to excellence in planning, streamlining assessments, development of smart strategies, creation and adoption of best practices for all operations, accountability for all actions, honest and wise application of limited resources, ensuring of high quality and transparency, cooperative teamwork, and continuous awareness of appropriateness and relevance of all actions with intended goals. Many of these areas of "nuts and bolts" nature, perhaps closely related to curricula in modern higher education, further need to be explored. The importance of various parameters is granted, but not addressed in the current overview due to the limited scope for now. Perhaps the readers of DRIVE, students, faculty, and other scholars may find interesting ideas for development if they see fit in the future. Awareness in tandem with global developments, essential focus on the immediate communities and cultural proximity will result in sustainable progress that is anticipated in terms of being *modern* and effective, yet ensuring the respect and support for cultures and originality in our approaches. We must remain open minded, explore all sources and resources, yet think for ourselves and not pursue any interests so blindly that we lose touch with reality or relevance to Life we revere.

Thus, the art of philanthropy, its role in, -for, and about education and learning processes remains with us throughout life as we experience it and live it. Various acts of kindness with humility to serve others consistently add value in all cultures, often ensuring sustenance of all other productivity of importance. No achievements may be

considered worthy or valuable, if those efforts overlooked, ignored, or disregarded the essential aspect of serving the society. The challenge for each new generation of citizens, students, and professionals remains in the recognition of the deep rooted tendencies of kindness, fairness and unselfish desire to serve. We are grateful, indeed, to so many others who helped pave the way for us. Our determination to serve with strength, steadfastly will allows us to do the same for the current and future generations. This, we can and must do so, wisely.

About the Guest Editor:

Dr. Mahadev Patel, Ph.D, is President of R&D Support services, Inc. (USA), serving medical research and biopharmaceutical development field. Dr. Patel completed B.Sc. (Microbiology), Gujarat University, then M S and Ph.D. in the field of Cellular Immunology at Temple University, Philadelphia, PA. Dr. Patel has conducted basic research, pharmaceutical development and clinical research related services inclusive of ethics involving human research and regulatory medical writing in support of product efficacy and safety. Dr. Patel co-founded two non-profit organizations in the US, one serving cultural and spiritual, and the other with humanitarian and educational interests, in the finest traditions and teaching originating from the heritage of India and Sanaatan Dharma.

From the Chief Editor's Desk

Hopes and apprehensions of the new students…

"Young people have an almost biological destiny to be hopeful."

- Marshall Ganz

It's the time again to see the faces with the excitement and confusion, hopes and apprehensions of the new students with their families moving around the campus.

Both, parents and students are worried and want to know how things would be settled initially. Students are more apprehensive about their interaction with teachers and seniors, trust building and relationship with colleagues and getting adjusted with the new environment.

At the same time they are very excited about making their own identity and making maximum out of given exposure. After schooling, students are on a cross road to select a good course and a good college as well. But once the college starts, there rise different aspirations and hopes.

A survey conducted amongst the new entrants gives the various reasons of students' hope and fear about the college life. Students coming from vernacular medium background have fear to cope with English. Many students

expressed their mixed feelings for their stay in hostel. They have a feeling of independence and a sense of responsibility too. Girls leaving their parents for the first time find staying in hostel really a nerve-wracking.

The only way out to all apprehensions is getting involved with whatever is happening around them. Getting involved with people and activities connects you with others who are passionate about same interests you have, and it helps you to develop holistically in the different areas of life.

A good orientation program conducted by the college help students a lot to continue with the hopes and minimize the fear of the new students. Well introduction with various systems of the college, staff and senior students, amenities available in and around the campus, soothing staying and transportation facilities can help the new students to enjoy their college life.

Dr Nikhil Zaveri
Director & Principal, **SEMCOM**

SEMCOM Updates

An Orientation Program 2009-10

An orientation program was conducted by SEMCOM to help the new students of B Com, BBA, BCA and BBA –ITM.

The program was held from 22nd to 25th June and culminated with cultural program on 26th June.

The program started with making students aware of the foundation of Vallabh Vidyanadar and establishment of Charutar Vidya Mandal, the managing body of **SEMCOM**. Prof. Sudhir Mukherjee in his fairy tale style told the student a saga of Vallabh Vidyanagar. The students were also shown the movie on Vallabh Vidyanagar.

During the program the students were made aware about attendance policy, and examination policy of the college. They were also introduced to the co – curricular activities organized in the college. There was also an interaction with seniors in presence of faculty members which helped new students to understand the college ambience in a better perspective.

Next day students had a visit to AMUL, which at the beginning of their academics gave an extensive exposure to industry set up.

The final day was of showing the talent of the freshers. The cultural evening provided them a platform to show their performing talents on dance, skit, oratory etc.

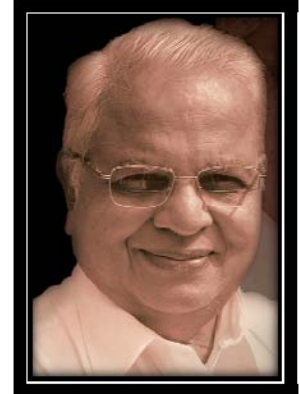The students were at ease and comfortable after attending the orientation program.

Editorial Team, DRIVE

GURUBODH

ACHIEVING OUTSTANDING SUCCESS

- **Shri G. Narayana**

Compiled by Joe Mary George

Success is not an end result, it is an ongoing process. Therefore, success is a journey. One has to develop qualities like desire, responsibility, commitment, hard work, positive beliefs, power of persistence, pride of performance, willingness to change and acceptance of others ideas useful for success.

According to G Narayana to achieve outstanding success one has to follow the following things.

One should be above critical speed and always try to increase the speed.

He/she should make improvements every day. Every individual should reduce the excess stress. No doubt, little stress (tension) of work will help for effectiveness of that work.

One should keep the path (direction) away from problem by solving the problems at the right time before it becomes an issue.

One should apply maximum energy even for simple task the excellent results.

Everyone should share the success with others for outstanding success of the organization as well as for outstanding individual success.

Never yell on the bad situation, accept the situation as it is and take the responsibility to achieve success even in the midst of unwanted situations.

Every individual should be ready for change and therefore should go for new thinking and new dynamism.

One should identify the strong areas and concentrate on them and also identify the weakness and should depend on external guidance and help to over-come those weaknesses.

To achieve outstanding success identify the losing and gaining areas. Retain the gaining areas and try to improve the losing areas, if not possible eliminate or avoid them.

Help the management to identify the dedicated and committed people and give those people the opportunity to participate and contribute for excellent results.

For the best input-output decision segregate the low input-low output, high input-low output, high input-high output and low input –high output situations.

Avoid the high input –low output, low input – low output situations. Analyze and study the high input- high input situations and immediately implement the low input – high output situations.

At difficult times both leader and team members have to play equally contributing roles. The leader should encourage everyone who contributes small or big ideas.

Every individual member should be trust-worthy for each other as trust is optimal solution.

Inspiration is the source of energy therefore inspire each other to become innovative contributors through own creativity and dedication.

Don't see the problems as a whole. Breaking the problems into small pieces and assigning the right problem to right teams will help to find the solutions.

View every problem as a challenge and take the opportunity as there is hidden opportunity in every problem.

Believe in God and His power. Pray to Him regularly and surely He will help.

Love your work and people at your work place and this will bind the organization together in times of problems and need.

If you want to achieve success in life first take the responsibility, then be the responsible and at last see the world with you.

- *Guruji*

My Voice:

Music Rhythm of Life..

Whenever I listen to my favorite music, I am in different world. I hope it may be true for majority of us. Music has great power to take you to a different zone and make you feel happy. It can enthuse you, motivate you and make you feel energetic. Music can relive you of tiredness, stress, tension and make you feel happy, creative and productive. The chirping of birds, flow of river, and thunder of clouds makes one believe that nature has its own music and greatest music composer is almighty god. Listen to some good music of your choice and you will feel the difference it makes in your routine life. If there were no music, life would have been very dull and boring. Nature is beautiful and music is its voice, try to listen it. It is telling you come close to nature and enjoy life. Nature is attractive, never tiring and full of brightness. Being nature's children, we should be like nature full of brightness, and never tiring.

Sunil V Chaudhary
Lecturer, **SEMCOM**

SWARNIM GUJARAT

Swarnim Gujarta Sankalp Jyoth Rath

In the year 2010, Gujarat will be celebrating 50 years of its formation. Gujarat government has decided to celebrate this occasion as Golden Year. (Swarnim Gujarat) to enlist people's participation in the development of the state, Chief Miister SHri Narendra Modi started *Swarnim Gujarta Sankalp Jyoth Rath* fromAmreli district.

Swarnim Gujarta Sankalp Jyoth Rath was warmly greeted in Anand by the people. *Swarnim Gujarta Sankalp Jyoth* Rath entered Ganesh crossing of Anand in the morning and it was welcomed by district collector. Nearly 185 student of **SEMCOM** accompanied the *Rath.* The themes of **SEMCOM** tableau were '*Jal Shakti', 'Gyan Shakti', 'Jan Shakti', Urja Shakti' and Saineek Shakti'.*

- ***Swarnim Gujarat Celebration Team***

My Experience @ Microsoft Project, Hyderabad

- *Hrishit Trivedi, Student,* SEMCOM

Life was really fascinating at Microsoft, Hyderabad. The project was really good. We were 11 persons selected from all over India and I had to be in the project lead. We did research on the Microsoft upcoming operating system. Out of 11, only I was the student & remaining were the IT professionals. At initial level it was really tough to cope with them but then we all got used to each other. At the first meeting they were amazed by looking at the level I presented myself before them .and from the very first day they, in fact all Microsoft people used to cal me "SPAM" also. Even I liked that name very much.

Each and every IT company over here now knows that I was a student from SEMCOM College which is located at Vallabh Vidayanagar. Gujarat and they also know the every course college offers. It was the last day of project when they told me 'Hey **SEMCOM**! wats da work to be carried out today?'

There I met many of the top executives of various IT companies, Wipro, TCS Infosys Microsoft and many more. It was great to carry out such type of project. Last 3 days there was the conference named as Tech-ed 2009. It was a high profiled mega event at Hyderabad. I had

a lunch and dinner with the Microsoft CEO Mr. Steve Ballmer. This event basically covered launch and presentation of their new products and various seminars carried out by Microsoft professionals and other executives of Infosys and Wipro and many more. This was held at HI-TECH city in Hyderabad. HI-TECH city includes all the major IT companies head quarters. The first time when I entered the city, I saw Stayam's huge building and was amazed at a level that I just stopped by the side and was gazing and gazing. After few minutes when I turned to left side was even much more a huge building of Wipro. Further few steps ahead TCS, then ITC and countless number of IT companies. We had a tech-ed at HICC (Hyderabad International Conference Center) a big conference hall following the international standards to have a visitor feel great !!!

This tech.ed 2009 had a special theme song for them. A rock band named Agnee was the performer for that song. On the second day this rock band organized a competition for the IT professionals that who so ever sings well will get selected to perform that song on stage with that band at the final day. I gave myself a chance for the auditions and got selected. I was the winner! I sang that song at the final day in Microsoft teched closing ceremony. It was a really great experience. Eight big screens in front of you, more than 40 cameras to shoot you, more than 8000 of people to watch you! It

was just "WOW". The turning point of this overall 10 days comes now, after I finished the song the people were going crazy and told once more. I was extremely amazed by seeing this. The rock band person Mr. Mohan said that "we don't want that you remember only this **SEMCOM**ite, after all this is our band so we will not give him chance to impress you more. Rather we want Hrishit will have a chance to be in our next video album which is releasing after 2 months." I was just like speechless and stood like that on the stage. All visitors were whistling and clapping. At the end of this day that rock band person called me on my mobile and took my email address and told me "Welcome to the Agnee family."!

They promised to call me for the audio and the video recording when they start up with making their album.

Ten days of restless life but was even fruitful at the end. I learned a lot of new things from how to make people work till how to make people feel your presence. Many of the people took website address of **SEMCOM** College and were happy with the BBA ITM course. So hip hip hurray for the **SEMCOM** too. It will be good if college knows that such type of seminars and sessions held at IT companies so that students get participated. BBA ITM is really good course and college focuses more on IT and management both. I

can even help you, to let you know regarding such kind of activities happening in IT companies. I am now very much exposed to the IT culture and its atmosphere. And even by making students just attend these kinds of seminars it will be a great exposure to them and even for the college.   I am thankful to you and the college. You gave me a chance to go and attend the exam at Indore which was the spark that turned into fire. I am very much happy. Thank you once again.

RESEARCH ARTICLE

Web-based Marketing: A study of the effectiveness of online advertisement

- *Preethi Menon, Lecturer,* SEMCOM

Internet marketing first began in the early 1990s as simple, text-based websites that offered product information. It became a tool of information dissemination, later on its potentiality as a publicity vehicle was discussed. It then evolved into advertisements complete with graphics. The most recent step in this evolution was the creation of complete online businesses that use the Internet to promote and sell their services and goods.

Internet marketing is associated with several business models. The main models include business-to-business (B2B) and business-to-consumer (B2C). B2B consists of companies doing business with each other, whereas B2C involves selling directly to the end consumer. When Internet marketing first began, the B2C model was first to emerge. B2B transactions were more complex and came about later. A third, less common business model is people-to-people (P2P), where individuals exchange goods between themselves. An example of P2P is Napster, which is built upon individuals sharing files.

Internet marketing can also be seen in various formats. One version is "**Reverse Auction**" name-your-price (e.g. Priceline.com). With this format, customers are able to state what price range they wish to spend and then select from items at that price range. With find-the-best-price websites (e.g. Hotwire.com), Internet users can search for the lowest prices of items. A final format is online auctions (e.g. Ebay.com) where buyers bid on listed items. Some of the benefits associated with Online advertisements include the availability of information. Consumers can log onto the Internet and learn about products, as well as purchase them, at any hour. Companies that use Online advertisements can also save money because of a reduced need for a sales force. Overall, Online advertisements can help them to expand from a local market to both national and international marketplaces.

But to communicate to people that "We" exist online, "We" sell goods and provide services, it became necessary to draw them to the internet. With the evolution of internet, over a period of time, various tools and methods were started being used for advertising online.

Tools of Online Advertising

- **Banner Advertising Exchange sites**:- Banner exchange sites are websites that help electronic merchants promote their stores online. Banner exchange agreements between the two group members allow one member to place a banner ad on another member's commerce site at no charge as long as the second store front can place its ad on yet another member's site.

  Examples of BES s are:-

  - ❖ Banner exchange
  - ❖ Euro banner
  - ❖ Exchange-It
  - ❖ Hyper Banner
  - ❖ Link exchange
  - ❖ Smart clicks
  - ❖ Web Publisher's Advertising Guide

- **Website Sponsorship**

In this case, an entire website is sponsored by an advertiser. These sites are usually content or services based and get high traffic because of their utility value. For example, goainteractive.com is a site that contains any information a surfer would need about Goa. The use of sponsorship is not new to online in fact it was the first means by which advertisers could get real estate online.

- **Interstitials:-** A less used model of internet advertising is the interstitials a short lived usually animated advertisement that pops up in the browser window for about 5-10 seconds while a page is downloaded , then it disappears. This is helping advertisers because it goes on popping up the ideas which would have great impact on the advertisement.

- **Pop up Windows**:- A pop up window delivers the advertisement in the new window on top of the site content. When you visit any homepage a secondary window automatically pops up .

- **Classifieds:-** Similar to the classified in the real world, advertisers in cyber space can pay for the advertisement to be listed in online classified. Some products and services to head hunting and matrimonial classified on the net are very similar to their offline counterparts.

- **Mailing List advertisement**:- Mailing list are emails sent to a group of subscribers at regular interval focusing on a particular topic. These emails usually give tips, hints or even joke for free, and are sustained by advertisement that are interpreted throughout the body of email.

- **Advertisement on Chat**:- Chat is a service available on the net for two or more people to converse with one another through their keyboards. Many people go to chat rooms with the intent of promoting their website.

- **Advertisement supported services**:- One word that is used by seller on the internet is the word "Free". These free items also known as freebies usually have advertisement thrown in. For instance, and ad which had said "Free for breaking news".

- **Spam:-** Spam in an unsolicited email or junk mail. Since this kind of email is cheaper to give through so people do send the bulk emails of advertise their product. Search engine spamming also have become the most important technique in search engines.

- **Banners ads:-** Banner advertising are the one which has small rectangles you see on search engines and websites that are advertising another website. Banner ads come in a variety of designs weather they are animated or unanimated. Placing of this kind of ads do a lot for the advertisement. They are even treated as the most creative vehicles.

- **Click through**:- Importantly, the new attention to online media needs to go beyond the direct marketing valuation and recognize advertising as one of its primary strengths. Clickthroughs have been always related to brand communications. The Top 10 websites which refers says that Cricket.org are been referred by 60-75 million people around which are mostly added by clickthroughs.

- **Search engines**:- Search engines are software programmes available for free use on internet to aid the user find web pages of interest to him. The user has to enter a few keywords that would best describe what he's looking for, and the search engines returns pages related to a particular topic. Getting list on the top engines would be a great advantage for the advertisers.

- **Links:-** You will notice many websites have links to other websites. This is a practice that has been around since the commercialization of the Internet. It is a good way to increase the traffic to your site. Highly popular ads do refer to the links in their own website.

- **Affiliated programs**:- The affiliated firm includes description, reviews, ratings or other information about a product that are linked to another's firm site that offers for sale.

- ➢ **Money for surfing**:- Some websites will do anything for eyeballs even pay hard cash for them. You can introduce some schemes on the internet which helps to enhance the product sale even.
- ➢ **Portals**:- We use the term " Portal" here in way that is mostly commonly used. In reality a portal is any means to connect the Internet. Portals often charge you for the privilege of having your site listed with them.

However these were not any tested practices. With the growth of business activity online, the business world learned the lessons, thereby new firms were evolved and new practices were implemented.

Research Undertaken:-

In order to study the effectiveness of online advertising, a survey was conducted among students in the age group of 16-19.

A random sample was drawn and the sample size was 80 in number. The objective of selecting this age group was to understand the results of the research in a better way since this age group seems to be active in using internet as a medium of communication for various purposes; also the age group seems to be techno-savvy.

The question was designed and implemented with nine questions pertaining to the subject.

Data Analysis and Interpretation:-

Table No 1.1:- Respondents availing the services of access of Internet.

Sr No	No of times	No of respondents	% of respondents
1	Daily	40	50
2	Once in a week	30	37.5
3	Twice in a week	10	12.5
		80	100

From the above table, it is concluded that number of respondents would never be 100% on any areas, but the survey shows that majority of them surf the net Once in a week , as daily they might not afford to spend on the same as the respondents were students, but regarding E-Biz students they always choose the option of daily.

Respondents availing the access of Internet

- Daily — 49%
- Once — 38%
- Twice — 13%
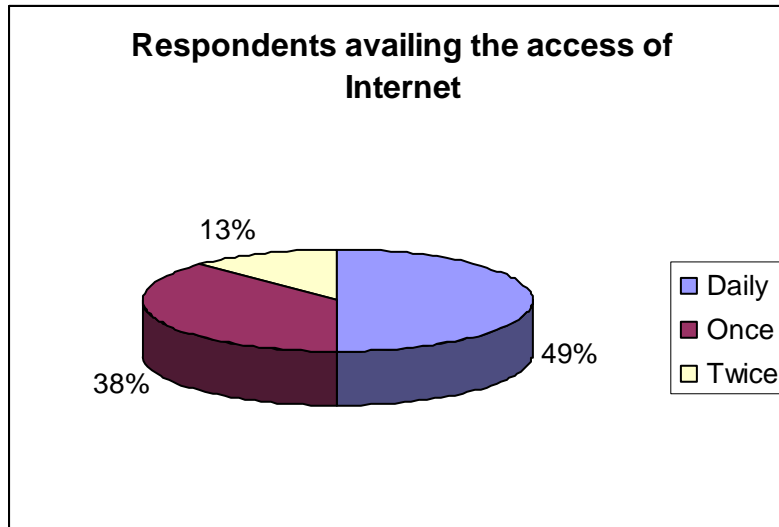
Table No 1.2:- Respondents who are seeing the ads on the Internet.

Particulars	Number of respondents	% of respondents
Yes	40	50%
No	40	50%

The above table showed us the result that the respondents were equally on both the terms for seeing the ads, 50% of them said that they do watch them and 50% of them just ignore the ads .

Table 1.3:- Respondents using Banner ads for Navigation of other Ads on the website.

Options	% of the respondents
Yes	20%
No	80%

Based on this interpretation we can come to know that respondents hardly used the Banner Ads may be that they normally surf the internet on the basis of getting information and Banner Ads may not be so useful to the, but however some do refer to it for the navigation purposes.

**Table No 1.4:- Respondents using online shopping facilities**

Parameter	Number of respondents	% of the same
Yes	15	18.75
No	65	81.25

The above table showed that majority of the respondents do not refer to the online shopping as they do feel that the confidence in buying it by hand or other media is not possible on internet. They even do not trust the quality of the goods as the other party is not known on the other hand.

Table:- 1.5 Respondents using different modes for buying the articles.

Modes	Number of respondents	%of the respondents
Print Ads	27	33.75
TV Ads	31	38.75
Cinema Ads	17	21.25
Internet Ads	11	13.75

The highest table factor showed the results that majority of them were buying the articles by referring the new ads placed on TV as it has become the most popular medium of the same, 33.75 % of the people referred to Print Ads and Cinema Ads and Internet Ads showed us the least preferred ads.
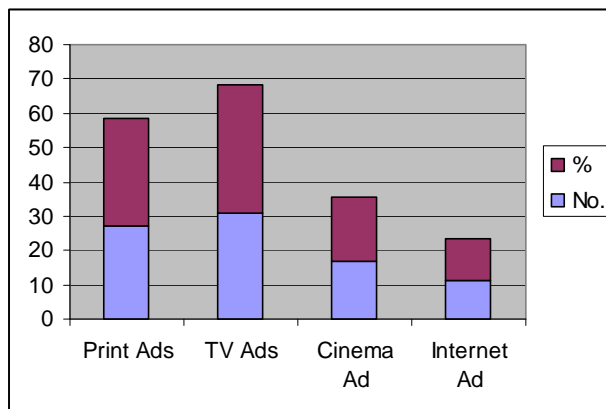
Table No 1.6 Respondents who use the Internet for several reasons.

Reasons	Number of respondents	%of the respondents
Shopping	10	12.5
Email	20	25
As an information tool	35	43.75
Banking / Investing	05	6.25
Entertainment	10	12.5

From the above table, it can be concluded that the majority of the respondents referred to the internet because they take it for revising their subject matter as in for searching it as an information tool, 25% use them for email to friends and relatives, peers etc and the least ratio of them thinks it in the way for financial purposes.

Table No 1.7 Respondents preferring the methods of online ads.

Method	Number	%
Visual method	33	41.25
Audio Visual method	27	33.75
Literary	20	25

The conclusions from this shows that highest number of respondents feels that more attention if when it visual method ads displayed on the internet, 33.75% of them goes for audio visual method and hardly 25% people would go for literary. The reason is that they have limited period of time for surfing the net and they always feel bored to read the literary items, which are text based.

Table No 1.8 Respondents availing the ads which creates more visibility.

Ads	Number	%
Animated Ads	65	81.25
Unanimated Ads	--	--
Clickthroughs	15	18.75

Animated ads shows highest preference compared to unanimated ads and clickthroughs as it creates more visibility with the contrast colors and style .The visibility cannot be seen in unanimated ads as they cannot create attention of the public.

Also, a literature survey regarding research undertaken elsewhere was made. Various research studies which show the effectiveness of these tools and methods of advertisement.

1) **People refer to more of clickthroughs ads avoiding looking directly at some ads.**
The so called visibility affect on the Web advertising is no myth now. The survey showed that there are so many instances when people do not look directly at ads even for fraction of seconds. That even does not go for that they do not look tem at all but it might not help them for peripheral vision. In examining this behavior the results were:-

Ad location	% seeing ad
Left column	68
Top of the page	55
Right column	34
Bottom of the page	14

2) **Visual breaks in ads serve as a barrier for seeing the ads**:- As seeing in the homepages, viewers avoid seeing ads when they have any visual barrier of either a white space or any border between the ad and editorial content.

3) **More visual attention is created in text ads**:- The research study had founded and important fact that blended into surrounding editorial content on a news homepage attracted people's eyes more than the ad with a contrast colour or designs. The text ads recorded the longest average duration of viewing. On average participants spent 6.9 pursuing the text ads.

4) **Size do matters- even a half page ad works:-** Larger ads are seen before then smaller ads , our observations suggest. The larger ads get viewed more on average with 0.6 and 1.6 seconds. The results are as follows:-

AD size pixels	% seeing ads
160*800	68
722*77	60
468*60	53
160*105	39
184*90	35

5) **Ads inset within article text are seen more**:- On visits to the several article pages with the ad inset into the text , 56% of the ratio were the group who used to refer such kind of ads, even the half page ads get more of attention then the long ads.

6) **Mouse over expand ad were viewed more than other banner ads:-** The expanding ad was viewed for almost 2 seconds, on average by those who saw it. That makes it the best performing banner ad in our test- though it's a distant second to the right-column text ads that we published on one set of homepages.

7) **Ads closer to the top left part are viewed more than elsewhere**:- Ads located at the bottom or bottom right of a homepage get fewer viewings than ads positioned elsewhere. Ads closer to the upper left tend to be seen much more quickly- within the first 5 seconds on average. The bottom ad takes 96 seconds to be seen by only 10% of participants.

8) **Creative, quality and content of the ad affects the behavior of the viewer:-** Differences in the content of banner ads can affect how they are viewed. Some images in ads perform better than others. Eg:- IBM colour of the ad is bright orange plus they have graphic images and an animated text scroll which helps to create attention and creative scroll enables them to go for further information.
   Eg:-British Airways have dark blue background text two fold series of illustrated graphics with animation text and illustrations for reference.

9) **Small pop ups are quickly seen:-** Approximately 70% of the people do refer to the pop-ups. Average time which is spent on ad is 1 second which is normally into the pop-ups ad. Sometime   we even see several ads coming up, but in order to get rid of it we use close box dialogue to get rid of it.

Learnings and findings from the past experiences:-

a) Designing ads to deliver its message in a single glance. If you want to insert more text on and ad unit that can be consumed in a single glance, then assume that the unit would have one glance to hook the reader's attention. But, only if the initial hook is effective.

b) Consider designing news homepages so that ads are not set apart from editorial content too much with horizontal or vertical rules and excessive white space, which can act as barriers to viewing ads.

c) The researcher's observations suggests that you will get better viewing for banner ads that do not contrast too severely with surrounding editorial content. An ad that broadcasts by using bright, contrasting colors sometimes has the opposite of the intended effect.

d) Text ads work, in part, because they look similar to editorial content and that helps bring visual traffic to them. It also helps if they are in close proximity to editorial content, which helps draw eyes.

e) Size is not always the dominant factor in Web ad performance. To get the most people to actually look for and ad on an article page, insetting it to the text flow seems to work better than any other placement.

f) Using expandable banner ads would affect more than the static ads.

This refers to the fact that the Internet is an active medium. Unlike television, the Internet puts the consumer in control of the experience, moving the role from being a passive receiver to that of an active receiver. The challenge is then to build advertising pull strategies, rather than advertising push strategies. The measures of successful Internet advertising are not only relying on Recall, Communication and Persuasion as in traditional media, but also on a measure of Alienation. The former measures refer to the ad's ability to involve the consumer rather than to disturb his/her surfing experience. Measures such as Likeability, Interest and Suitability of the ad fall into this category of measures.

Model: 1

Minimise alienation

Persuasion

communication

Recall

Even though Internet advertising advocates have long labeled it the most accountable of all ad media, that claim used to be more hype than truth. However, methods and technologies now in place are making the measurement of online ad effectiveness an everyday reality, available to any marketer. This can be represented with the help of graph below shows that every year global advertising revenue increases with the advancement of new IT technologies.(Source:- Advertising-Opthamedia)

Clicking ahead
Global internet advertising revenue
$bn

Source: ZenithOptimedia   *Estimate

Conclusion

Throughout the course of this paper we have seen that online advertising can be an effective branding vehicle. We've seen that, from simple banner to rich media, online advertising can provide marketers with powerful communication tools. However, as highlighted at the end of our development, we strongly think that successful branding in the 21st century will largely depend on advertisers' ability to develop either mixed media strategies working in synergy, or on integrated communication plans. Here lies the challenge to modern marketers. More research is still needed to better understand how each media works in conjunction with the others. This is crucial, particularly when online communication takes new multiple forms such as e-mail advertising, or advertising on wireless devices. These last two

forms of communication are projected to grow exponentially to surpass online advertising revenue (2005 Jupiter Communications). Not a lot is known yet about the branding effects of these communication forms. We are working to deepen our understanding in this area and we encourage the whole industry to do the same. We believe that the future is really linked to our ability not only to understand how each medium works, but moreover, how they work together. As the industry keeps on evolving this research area becomes more interesting and has a scope of further research across countries and cultures.

We have an exciting future in front of us, let's continue our effort to learn every day, and bring better knowledge to the industry!

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