CONTENTS

Editorial Team:

Chief Editor : Dr Nikhil Zaveri

Managing Editor : Ms Waheeda Thomas

Executive Editor : Ms Nishrin Pathan

Technical Editor : Mr Sarvesh Trivedi

DRIVE

Youth Festival: The Festival of Moulding Youth

Along with the studies, all round development of a student has been given importance since the inception of the education. N.C.C., N.S.S., Sports, etc. were started to develop students with the same purpose by the stalwarts of education fields. With the passing years, cultural activities were also given equal importance. Initially, cultural activities were started to make students aware of different cultures of India and the world. Via various cultural activities, students developed their interest in various forms of art as well as they came close to the prosperous cultural heritage of India. Gradually Universities started celebrating Youth Festival to develop different skills in students. University Youth Festival includes competitions of fine arts, theatre, music, dance; where students discover their hidden potentiality in different art forms.

Through these competitions students develop their skills in above mention areas but apart from that they inherit a lot more

things which help them in leading a good, successful, flourishing life. Students, in youth festival, share maximum hours for one aim with students from different family, social and economical background. They share their ideas, their habits, and in a way know each other's culture. They also learn, which the holy book of every religion says, "Brotherhood". That becomes possible when they meet each other healthily and youth festival makes it happen. "Integrity" – every nation is in favour of national and international integrity – is observed by the students in youth festival. Of course, things like leadership quality, managerial competence, integrity, brotherhood, they don't learn consciously. At that time, they totally concentrate on their respective events for the aim of a mass of students. They come to know about the qualities, which they have adopted unconsciously without struggling to accept these lessons of life, when they get involved in their jobs in different fields.

This festival is called "Youth Festival". Wherever youth gathers, it becomes a festival. Today's youth is the future of the nation. Through this festival, they develop different qualities which ultimately help a nation to develop. When youth is having integrity, brotherhood, leadership quality, the nation is always look further and achieve heights in a range of fields. Thus,

Youth Festival does not train students in various cultural activities but it also builds up a nation by building up imperative qualities in youth.

By Dr. Nikhil Zaveri

Director & Principal,

SEMCOM.

SEMCOM updates

Patriotic Song Competition

SEMCOM, an institute managed by CVM, organized patriotic song competition under the leadership of Dr. Nikhil Zaveri, Director & Principal of SEMCOM and Mr. Sarvesh Trivedi, Vice-president of students' council on August 3, 2010, to create a sense of national integration among the students and to encourage their talents. Students from different classes participated enthusiastically in the competition for solo as well as group performances. There were total 83 participants in the competition including seven group and six solo performances. Shree Brij Joshi, well known music director and his team provided a noticeable support for the students. Shree Brij Joshi had also rendered his duty as one of the Judges for the competition along with Shree Omkar Dave and Smt. Urvi Trivedi. Under the solo patriotic song competition Harsh Yagnik, Swar Pandya and Parth Bhatt shared first second and third position while Parul Patel was adjudged for Principals' Special Prize. Similarly in group patriotic song competition Sheena Raju & Group, Parth Bhatt & Group and Priyadarshani Pant & Group shared first second and third position while Saloni Dixit & Group was adjudged for Principal Special Prize. The programme was coordinated by Ms. Waheeda Thomas, Ms. Reena Dave and Mr. Renil Thomas.

STUDENTS'S COUNCIL

The 14th students' council of SEMCOM was declared on 5th August, 2010. With more than 200 students involved in number in 10 committees, the SEMCOM students' council forms an important student body in the college. Mr. Nilkanth Ray is selected as Managing General Secretary and Mr. Priyam Desai as an Executive General Secretary of the council.The Principal Dr. Nikhil Zaveri emphasized the need of students' participation in different activities through council. The Vice President Mr. Sarvesh Trivedi appealed the students to reach the heights of achievement and championship with their active participation. Mr. Nilkanth Ray assured on behalf of the students to do the best of their efforts and come up with innovative activities and maximum participation.

International Tour

This year, as a part of SEMCOM International Industrial Tour, students were taken to Singapore and Malaysia between 7th and 16th August, 2010.

Before the tour special classes were conducted regarding tour preparation.

Students were groomed for tour destinations, industries to visit and safety measures to be taken during the tour. 64 students of SEMCOM were selected for this.

Students visited Singapore Parliament, Singapore Indian Chamber of Commerce and Industry (SICCI), Hup Fatt Brothers Engineering Pte Ltd, Singapore, New Water Treatment Plant, Singapore Gems & Jewellary Park and learnt various business concepts practiced at international level.

Dr. Kamini Shah and Dr. Yashasvi Rajpara were the faculty coordinators. Ms. Wahheda Sheikh, Mr. Nimesh Joshi, Mr. Nilay Vaidya were the faculty facilitators during the tour.

'Matki Phod' competition

SEMCOM celebrated Janmashtami with holding 'Matki Phod' competition on 13th August, 2010. Teams from different streams of participated like in the competition. There were seven teams out of five were of different streams: BCOM, BCA, BBA, BBAITM, and MEB, where other two teams were of. BHAIKAK HOSTEL, STUDENT COUNCIL. There was also GIRL's TEAM, however the team was out of competition but they gave a strong fight to everyone. The Winner of the competition was BCOM team.

Leg cricket girls:

SEMCOM has started an innovative competition in sports. i.e.: Leg Cricket. It was an inter class tournament, where the champions were the team of TYITM. The final match was on 20th August, 2010.

Aura band celebration

SEMCOM has its on own rock band named Aura. In Aura Band students come out with their creativity and art of music. Students manage everything starting from Background music to singing. Here students from different come together and create music. SEMCOM organized Aura band celebration and their performance on 27th August, 2010. Students, faculty members and other invitees enjoyed their performance.

Post Mid-Semester Examination:

Pre Mid Semester Examination of all First Semester Students and First Internal Examination of all other students were held successfully from 5th September to 9th September, 2010 in the college.

Jaano Gujarat Celebration week:

To celebrate the 50 years of the making of Gujarat the state government has launched hoards of programme to be

initiated for the further development of Gujarat. Honorable Chief Minister Shri Narendra Modi hailed the diverse contribution from various institutes to take the step further. In response to call SEMCOM planned and conducted several activities to keep the spirit of vibrant Gujarat alive amongst the youth and to make the students aware of its rich heritage. This includes the activities like: 1 Essay writing competition, 2 Elocation, 3 Spritual Blast, 4 Sanchika & Natak, 5 G. K. Quiz, 6 Cross Country. In all the competitions, students participated very enthusiastically, showing their acquaintance with the different aspects of Gujarat and its rich heritage. Moreover, SEMCOM organized Book Fair on 25th and 26th of September, 20101, where all the books were in Gujarati and of almost every field.

'Satodiu'

SEMCOM organized Satodiu game tournament from 25th to 28th September under Janno Gujarat. Satodiu is the game which children play in the old streets (POLL), where they learn how to work as a team and give fight to the opponents, picking up the opportunity whenever given. This was inter class competition, where the students of different class played

with sportsman spirit. The winner team was MEB Semester3.

SEMCOM - Sports

SEMCOM participated in an intercollegiate sports event organized by Sardar Patel University from 25th September 2010 – 2nd October 2010, where 34 colleges and Departments participated. Out of these 34 different colleges SEMCOM was able to be champions in Intercollegiate Basketball (Girls) Competition on 30th September, 2010, Intercollegiate Football (Boys) Competition on 31st September 2010, and Intercollegiate Volleyball (Girls) Competition on 3rd October 2010.

MY VOICE: LETTER TO GOD

Dear god

This letter comes to you from the boy of green land and milk city. The boy has grown up to be man but still at heart is boy. God I am blessed to enjoy freedom, democracy and love and caring of my near and dear ones. I also belong to the land of festivals and celebrations. My home land is also the blending of different cultures, languages, traditions and the way of living. The festivals, their preparation and celebrations add color to life and bring us closer to each other. It stuns me that with all the hurdles and mess we continue to achieve economic development of higher rate. I had seen changes in the lives of people and their standard of living for better. We continue to achieve impossible and the only thing which makes this possible is our ancient heritage of spirituality, hard work, able leadership, patriotism, the new generation of youth which is full of energy and is multi talented and above all your love and blessings.

My home country is beautiful and is surrounded by mountains, rivers, greenery, desert, and ancient architecture. There are cities and villages which are modernized and provide better way of life to billions of people. This is the country of variety be it culture, food, dress, way of life or language. The important thing which holds us together is the love for our country and fellow citizens. From the land of culture, knowledge, spirituality, wisdom, I thank you for being the part of such a wonderful and lovely country. Bless us almighty with your love, knowledge and wisdom.

With love

Yours forever

Sunil V. Chaudhary.

Mobile Number Portability – A Technical Insight

Introduction

Mobile Number Portability MNP allows subscribers to retain their existing mobile telephone number when they switch from one access service provider (telecom operator) to another, irrespective of mobile technology, or from one technology to another, of the same or any other access service provider.

A significant technical aspect of MNP is related to the routing of calls to a number once it has been ported. There are various flavors of call routing implementation across the globe but the most common practice is via the use of a central database (CDB) of ported numbers. Network operators generally hold local copies of CDB and query it to find out which network to send a call to.

In the All Call Query (ACQ) methodology the operator that originates the call always checks a centralized database (CDB) and obtains the route to the call.

Syniverese and Telecordia (a company emerging from the famous Bell Systems Ltd.) are managing central database (CDB)

A Few Terms

To understand how MNP works, one must know what 'Related Information' is transferred to the CDB when a number is ported. Not going into deep details; there are a few terms that must be known i.e.

- Donor
- Recipient
- SIM
- IMSI
- MSISDN
- ICC-ID

Donor is the service provider whose service the subscriber wants to discontinue.

Recipient is the service provider whose service the subscriber intends to avail.

CDB stands for Central Database is repository of mapping information vital to the call routing.

ACQ stands for All Call Query

A SIM, as most of us know, stands for 'Subscriber Identity Module'. Generally, it is reflected of as a card that holds the subscriber's mobile number. Actually it doesn't. SIM basically holds the IMSI (International mobile subscriber identity). An IMSI is a 14-digit number that uniquely indicates presence of a SIM card.

No two SIMs in the world would have the same IMSI. Your mobile number, or MSISDN (Mobile Subscriber Integrated Services Digital Network) as it is technically known, is mapped against the IMSI and the map is known by the SIM issuing network operator. The mobile numbers we use (e.g.98240 12345) are illusive by nature; a cell phone uses the IMSI to communicate with its parent network.

ICC-ID (Integrated Circuit Card ID) is a 19 digit number that signifies the physical existence of a SIM card and acts more like a product serial number. It is hard-written and dies with the SIM. The ICC is just like the IMEI code of a mobile instrument and is printed on back of the SIM as well.

To clear things up a bit, try to understand the scenario using an analogy:

- The ICC-ID is your NIC number. Unique for everyone. Never to be used again for anybody else.
- IMSI is your university's ID number/roll number.
- And the MSISDN (the phone number) is your name.

You use your name [MSISDN or the phone number] in your everyday communication. Which by itself can't be unique, but combining it with your sir-name and address will make it distinctive. Like your mobile number combined with network code and country code is unique across the world.

However your university (a network you are a part of) still uses your roll number in all the official settlements (which may or may not be accompanied with your name). Why not the name itself? You can figure it out yourself. Other universities (other networks) on the other hand will still use your name + sir-name + address for referring you, not your roll number.

I shall explain it by the example of losing your SIM. If you ever had lost one, you are issued a new SIM with your old number. The operating company simply de-maps your MSISDN off your lost SIM's IMSI and maps it against a new IMSI. So you shall have a new SIM, but old number. Similar is the case with a university re-admission case. If a student previously expelled is granted a new admission, he is allocated a new roll number, but the name still remains the same.

How it works?

Now, one might predict that MNP is as simple as it looks. De-mapping the IMSI off the donor operator's IMSI and mapping it against the recipient's. But the problem is

that the IMSI and MSISDN are network dependent and can't be cross mapped.

The recipient operator selects an unregistered number out of its lot and dedicates it for the incoming port. Like, if a number 0313-5559555 is to be ported out, the recipient might select (if available) a similar looking number with its own network code. For instance: 0331-5559555. This number co-relation information (+923135559555 -> +923315559555) along with the new IMSI and ICC-ID is stored in the CDB unit of the MNP-Server.
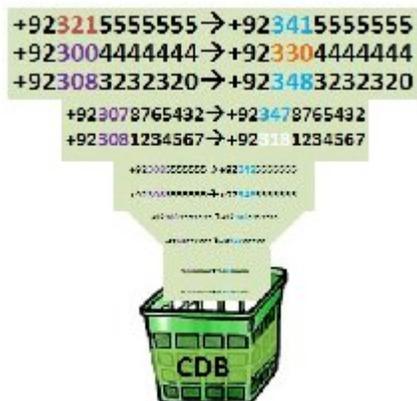

The database, as earlier stated is then accessible to all the networks so the incoming traffic can be routed to the new number.

After the nation-wide implementation of MNP, every network first queries the MNP-Server before establishing a call so that it can know to what number and network the call must be routed. MNP in short,

establishes a user-transparent call divert service, but without using the donor operator's resources.

Consider the case of number ported from operator [A] to operator [D] as explained in figure given below. Now if a user of operator [B] will call that ported number, the call shall be routed as shown in the figure below.
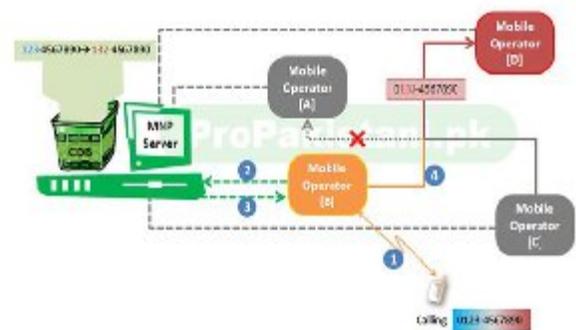
Mobile operator [B] will first query the MNP server about the status of the number to be dialed. Since the number is ported, the server shall reply with a divert number. The call will therefore be routed to the recipient network, the Operator [D].

In case a called number is not ported, the MNP server shall not respond an affirmative nod, and normal call routing shall take place.

Where do we stand globally?

Globally, Singapore was the first country to implement MNP in 1997. Around 60 countries have already adopted MNP

MNP is expected to be launched in India by the end of October, 2010. India is the 8th nation in Asia to launch MNP

India is the 2nd largest telecom market in the world after China. The wireless segment, with 392mn subscribers, grew at a CAGR of 62% over last 5 years. The target of 500mn subscribers by end of calendar 2010 seems to be quite achievable

The major obstacles that can limit growth of MNP are porting charges and time taken tor porting.

By: Jay Nanavati

Lecturer.

SEMCOM

Contributors:

"DRIVE" is regular monthly e-news letter published by **SEMCOM**. This e-news letter deals in all aspects of management, commerce, economics, technology and Humanities. It is open for all students, alumni, teachers and professionals dealing with above stated areas.

Your contribution in the form of research papers, articles, review papers, case studies are invited for publication. All papers received by us will be published after the approval of our Editorial Team.

You are requested to send your article to [kpatel@**SEMCOM**.ac.in](mailto:kpatel@SEMCOM.ac.in)

OR

mail at:

SGM English Medium College of Commerce & Management (**SEMCOM**)

Opp. Shastri Ground
Vallabh Vidyanagar - 388 120
GUJARAT
INDIA

Tel. No. : +91 2692 235624, 231811
Fax. No. : +91 2692 235624