

CONTENTS

Pg. 2	Guest Editor's Note MR.VIPUL DESAI
Pg. 3	From Chief Editor's Desk Dr Nikhil Zaveri Director & Principal, SEMCOM
Pg. 4	SEMCOM Updates Editorial Team, DRIVE SEMCOM
Pg. 6	Article Mr. Jay Nanavati Lecturer,SEMCOM
Pg. 8	ARTICLE Ms.T.Hepzibah Mary Lecturer, SEMCOM
Pg. 11	ARTICLE Ms.Nisha Macwan Lecturer,SEMCOM
Pg.15	BOOK REVIEW BOOK WORM CLUB SEMCOM
Pg. 18	My Voice: Mr Sunil V Chaudhary Lecturer, SEMCOM
Pg.20	BEING: Mr. Dipan Bhatt Lecturer,SEMCOM

Pg.22	CORNER MUSING: POEM -DHRUVAL PATEL
Pg.22	ARTICLE -NEEL THAKKAR
Pg.23	ARTICLE -NIDHI JOSHI
Pg. 24	SWARNIM GUJARAT Editorial Team, SEMCOM

Editorial Team:

Guest Editor : Mr.Vipul Desai
Chief Editor : Dr Nikhil Zaveri
Managing Editor : Ms Nishrin Pathan
Executive Editor : Ms T.Hepzibah.Mary
Technical Editor : MS Reshma Pathak

DRIVE

From Guest Editor...



MR. VIPUL DESAI

Hello Friends!

The new academic year has begun. We start our activities with a new note and tune our time to get us the best that we can make it.....

What do we do different? We have the time table for study, followed by internal tests and above all exams.... Where is the scope? But remember, always there is time for the activities that we 'Like to Do'. It is a matter of planning and determination. Let me put it differently - it is more determination than planning because plan will follow once you decide.

Coming back, -- what do we do differently? If you want, I have a quick idea - just a suggestion -worth a trial. Just decide that you will read

three books in this year, other than your text books that can personally help you. Name of the books? Do not worry. Take help of your friend, teachers, elders anybody....See for the year and I am sure you will find that you have really grown, not only in age but in wisdom.

So dear friends! Just start and as you proceed you will be convinced that the investment of your extra time with the books is worth a great dividend that you can reap from year to year.....

Wishing you all the best.

From the Chief Editor's Desk

Importance of Prayer in Students' Life:

It is said that when you pray you communicate with God. A person who prays completely submits himself or herself to God and feels oneself 'nothing'.

Prayer helps person reduce self-centeredness and leads to confession, conviction and conformation. Prayer without faith has no meaning and the one who has faith has to bow down to the God as an expression of gratitude towards Him.

Prayer is important for all, but it is more significant for student as he /she passes through learning phase of life. Learning is for everything - material world as well as spiritual. The way curriculum learning helps student build ship of his career, prayer is the sail which will help him/her navigate the ship of his career. The worldly tasks have better accordance when the soul of a student is free from all burdens. Thus, a student gets strength and

right direction when his learning

Activities are accomplished with faith.

As prayer gives inner strength, it helps student to overcome daily problems with self-satisfaction. Faith, gained through prayer, also develop conviction - a sense to judge righteousness in life. This is very important for a student as he confronts so many new things in the course of his learning.

Prayer also leads one to meditation which is very significant in students' life. Meditation helps him memorize or rather internalize the learning. Student life is between the age of 18 to 22, when a person is highly imaginative, impulsive, self-loved. They are the people who know very less about themselves. Prayer helps them destroy imaginations and not only makes aware about the real life but also prepares them to face its hardships. By offering prayer student gets poised so as to overcome impulsive behavior and teaches how to merge with the

vast ocean of knowledge.

An institution plays significant role in providing such ambience to the students. Academic activities for the day must begin with the prayer. It should not become a protocol – for the sake of doing - as it happens usually. Students must be made aware of the importance of prayer in their lives.

DR.NIKHIL ZAVERI

DIRECTOR & PRINCIPAL,

SEMCOM.

SEMCOM Updates:

Workshop for final year students:

A workshop on “How to be successful in today’s competitive world” was conducted on 8th July 2011 from 3.00 p.m. to 5.00 p.m. in SEMCOM auditorium for the final year students. Swami Nikhileswaranadji was the Guest Speaker. The objective of the workshop was to encourage the students to face the world and confront the world with courage and confidence. Even though the world is hostile, students with optimism and courage can fight the competition and emerge victorious. He exhorted the students to never lose sight of their goals and work hard towards that end.

Fine Arts Workshop:

A one day workshop was conducted on 16th July 2011 for the students who had registered for the Fine Arts Competition under various categories. The objective of the workshop was to introduce the students to the mesmerizing world of fine arts. Mr. Kanu Patel, Principal K. C. Patel and Mr. Krishna Pandya were the experts, who through their invaluable inputs exposed the students to the intricacies of fine arts. Ms. Rina Dave, Ms. Harshida Patel, Ms. Rima Shah and Ms. Priyanka Nair were the coordinators.

Fine Arts Competition:

Fine Arts Competition was organized on 19th and 20th July 2011. 165 students took part with enthusiasm and anticipation under various categories. The various categories were Collage Making, Poster Making, Cartoon Drawing, on the spot painting, Clay Modelling and Rangoli. Mr. Kanu Patel and Principal K. C. Patel were the judges.

Mirchi Buzz the Campus:

21st July 2011 saw the college campus aflame with the various talent show conducted by R J Vidya of Radio Mirchi, Baroda. It was a very lively and spirited afternoon with music, singing, dancing and acting. The programme made the students realize their potentials and bring out their talents and skills.

Career Planning:

On 22nd July 2011 experts from Endeavour threw light on the career opportunities students had after their graduation. It was conducted in SEMCOM auditorium for the betterment of the final year students. The experts interacted with the students and made them aware of the endless number of opportunities available for the students whether in terms of higher studies or career. Through enlightening presentation they shed light on the different areas that the students need to make strong in

order to be successful in their lives. The following were the objectives:

Guidance towards career after graduation

Helping students take important decisions.

Elocution Competition:

On 22nd July 2011 an Elocution Competition was organized by Sardar Patel University – Leaders of India Tele Serial for which the topic was “Life of Sardar Patel”. There were two participants from SEMCOM namely, Shobana Menon (TYBBA – General) and Parth Brahmhatt (SYBBA – IYM) and Shobana Menon emerged the winner.

Blood Donation Camp:

26th July is celebrated as ‘Vijay Diwas’ and ‘Kargil Day’ to remember the martyrs who laid down their priceless lives to protect the honour, integrity and the sovereignty of the nation. SEMCOM celebrates this in a unique way by serving society. To commemorate this day SEMCOM in association with Red Cross Society, Anand, organized Blood Donation Camp wherein 302 students donated blood selflessly in which they took great pride. It was coordinated under the able guidance of Principal and Director, Dr. Nikhil Zaveri. Mr. Vismay Shah, Mr. Yogesh Patel and Mr. Chirag Patel were the coordinators.

Article

The World (of IPv4) is not enough...

The Internet has become device-independent. Internet access from laptops, mobile-phones, iPads & a plethora of such PDAs has become a quite common scene. Each of these needs a unique identification on the Internet. For analogy, I would say it is same as having unique telephone numbers while communicating over telephone network. The existing addressing system uses a 32-bit number, represented in 4 octets (a group of 8-bits) which is known as IP (Internet Protocol) address. In fact, it is an IPv4 address, getting its name from presence of 4 octets.

The problem

Since IPv4 addresses are 32-bit numbers, and more importantly, each bit can either be 0 or 1 there are only 232 unique combinations possible with given 32 bits.

If you have just one bit, it can be either 0 or 1, which means 2 or 21 combinations.

If you have two bits, they can be any one of 00, 01, 10 or 11, which means 4 or 22 combinations.

Similarly, if you have 32 bits, 232 combinations are possible, and they have all been allocated.

On 3rd February, 2011, the Internet Assigned Numbers Authority (IANA), which controls the global distribution of IP addresses, allocated the final pool of IPv4 addresses to the five Regional Internet Registries (RIR) . This means

there are no longer any IPv4 addresses available for allocation from the IANA to the five RIRs.

So, does this really mean the end of the Internet? Not at all. Luckily, this problem was foreseen, and an alternative to IPv4 developed. The new addressing system, IPv6, uses 128-bit numbers for addressing. Hence, there are 2128 (approx. 3.4×10^{38}) unique addresses available. All the new addresses now will be IPv6.

The problem is that IPv4 is not directly (and automatically) compatible with IPv6. This means devices connected via IPv4 (which make up most of the existing Internet) can not communicate directly with devices using IPv6 (and vice versa).

If your website is on an IPv4 connection, it won't get traffic from IPv6 users/sites and the reverse is also true. Getting traffic is essential to any business on the Net; nobody can afford to lose IPv6 users. So, to continue offering service, every organization needs to be planning IPv6 deployment now.

The Ipv6 Compliance Scenario

An Ipv6 compliant product or system must be able to receive, process and transmit or forward (as appropriate) IPv6 packets, and should interoperate with other systems & protocols in both IPv4 and IPv6 modes of operation.

- Globally speaking, all major US government federal agencies have migrated their IT infrastructure to use IPv6, and all

agency networks were enabled to interface with this infrastructure with effect from June 2008. The US government's CIOs require that all the new IT procurements be IPv6 compliant.

The ICANN (Internet Corporation for Assigned Names and Numbers), a non-profit corporation, which handles the domain names for the world,, has also enabled its servers to be IPv6 compliant.

There has been significant IPv6 adoption in Japan and Korea, with production networks and consumers paying for IPv6-based services. China is spending millions developing a new backbone network that is reportedly going to be IPv6. The EU has also heavily financed R&D in IPv6 backbone networks.

Speaking locally, in India also, efforts began as early as 2004 when "Migration from IPv4 to IPv6 in India" was listed as one of the items in the Ten Point Agenda given by Hon. Minister of Communications & Information Technology, Government of India. You can find highlights of the Ministry's account of this:

"Keeping in view the global trends in IPv6, DIT took initiative towards IPv6 transition and a National Roadmap for IPv6 implementation which includes an awareness building programme, research and development, test bed projects on IPv6 migration and deployment by Network providers."

And -

"Internet Protocol Version 6 (IPv6) Keeping in view the global trends in IPv6, the Department of Information Technology took the initiative towards IPv6 transition and a National Roadmap for IPv6 implementation. It includes an awareness building programme, research and development, test bed projects on IPv6 migration and deployment by Network providers. In India, IPv6 has been deployed in the ERNET and Sify networks."

All telecom companies and ISPs will have to be IPv6-compliant by the end of next year, and offer IPv6 services thereafter.

The Transition

It is imperative for any organization to be IPv6-ready, in order to remain competitive.

The first step is to assess where organization stands in relation to IPv6. Answers to the following questions may help to assess the same:

- Does your organization currently provide IPv6 connectivity?
- If not, when do you plan to deploy IPv6 on your networks?
- How much will that cost?

Next, carry out an audit of your entire IT infrastructure, and identify the hardware/software that need to be changed/upgraded. Ensure that all the equipments are dual stacked (running both IPv4 as well as IPv6).

If the hardware does not support IPv6, find out from OEM whether a replacement is required, or if an upgrade/patch will suffice. For software purchased from a third party, get in touch with the provider to check if the product is already IPv6 compatible, or there is an upgrade available. If no IPv6 upgrade is available, look for an alternative software source. Any software that has been developed in-house may have to be rewritten. Identify and change all the hard-coded IPv4 addresses in software code to IPv6. Any application that directly uses network, might have to be re-written. Most operating systems are IPv6 compatible, and you only need to activate it. However, any legacy systems running an OS without IPv6 support must be replaced/upgraded/patched.

Conclusion

With IPv4 addresses having been exhausted, the time, cost & complexity of operating a stable & growing Internet will rise significantly, unless IPv6 deployment is well under way.

Want to find out your IPv6 readiness? Use this <http://test-ipv6.com>

MR.JAY NANAVATI

LECTURER, SEMCOM

Article:The Influence of Books:

As food is to the body, spirituality to the soul and music to the ears so are books to the mind. The mind thrives on the nutrients that it absorbs from books, the nutrients of which have great sustaining power. The wonders that books do to a susceptible mind are unfathomable. It is said that without counsel, a kingdom perishes. So does a man whose mind is not sustained by the uncomprehending influence of books. He is completely lost in this hostile and highly competitive world, in the middle of nowhere.

Books dispel the darkness of ignorance and diffuse the light of knowledge and enlightenment. From books begin the life giving river of knowledge that makes the barren land blossom into a beautiful garden, a garden that gives fragrant flowers, juicy fruits and shelter to countless birds and animals. Books nurture the mind metamorphosing into great and creative mind that works miracles and wonders inspiring the mind to transform mountains into molehills, defeat into triumph, hurdles into opportunities, challenges into alliances and make the impossible, possible.

The world has undergone tremendous changes in all fields and in this ever changing and fast growing world, it is books that help man to be rooted by giving him a

sense of belonging. Man looks within and without with the light given by the books. Man has many opportunities whereby he is led astray by many compelling evil forces. Through the illumination emanated by books, man is empowered to ward off the prevalent wickedness. The sway of books can be found in all areas of man and he is a totally altered human being socially, mentally, psychologically and spiritually. Books teach him to introspect and that brings about an absolute modernization in his emotions, feelings, views and opinions.

It is a well known fact that the dawn of every new day sees immense revolutions in every field. Though we talk about many changes in everyday life at length they remain the same in essence and nature. It is books that enable man to analyze and scrutinize the things in a different light by shedding more light on the same and making him see the core area of difference. Books give new dimension to every old thing under the sun by persuading man to see it from a new and a different perspective.

In this hostile and highly competitive world man has every reason to become easily disheartened, apprehensive, wrecked in body and spirit, bewildered and lost. During these difficult times books very quickly and readily comes to the rescue of man and redeems him from the mire in which he finds

himself entangled without any hope. Man cannot depend on another human being for the simple reason that the human being is equally fragile and helpless like him. But on the other hand books are immovable and irrefutable storehouses of knowledge and wisdom and have withstood the test of time. The contents of books give profound revelations about the secrets and mysteries of the world and it always comes as a pleasant surprise as to what books can do for man.

Books serve as beacon of hope and ways than stand strong as the lighthouses giving light to many a lost seafarer. They are the oases offering solace to many exhausted and weary desert travelers. In an oasis man finds abundance and richness of all kinds that refresh his tired and worn out bodies and mind. Similarly books strengthen man to go forward in his journey of life giving encouragement, hope and nourishment. Books assure man that man can be defeated but never destroyed. Like the phoenix he has the potential to rise again and again.

Books have enormous dominance to convert the simple to wise, the pauper to king, the coward to stouthearted, the ignorant to the enlightened, the poor to the rich, the meek to the strong and the follower to the leader. Man is only a sojourner in this world and hence his journey in the world as a pilgrim is

beset with impediments and turbulences and it is through the help of books that he comes out of his furnace of trials unscathed. Books teach man that when he undergoes tribulations and afflictions it is only for his good. Because during such times he is refined and purified as gold and silver, the precious metals that one day adorn the heads of kings and leaders.

Books make ray of hope shine on man when he thinks that he has come to the end of the road. They are his bosom friends, constant companions, trustworthy comrades, gentle menders, relentless motivators, best counselors, selfless teachers, reliable confidantes, brave leaders, perfect guides, strong protectors and unwavering role models. By playing different roles at different times depending on circumstances they sharpen his wits, widen the horizon of knowledge, deepen the depth of understanding, polish his manners, renew his thinking, redefine his values, modify his outlook, reinvent himself, refresh his spirit, beautify his achievements, glorify his successes and refine his feelings.

Books when not chosen discreetly can be more disastrous than beneficial. When not handled in the right manner they become destructive weapons in the hands of the wielder. So one has to be very cautious in the selection of books. Bad books can pose as helpers and

later turn out to be parasites that cause cancerous growth inside the mind. Such books can mislead in a subtle manner encouraging man to indulge in vices thus bringing about irrevocable and irreparable destructions to himself and society without chances of remedy. While thus indulging in vices it assuredly makes him believe that he is doing good and not bad by making his reasoning power blunt.

Rather than be bewitched by bad books man should let himself be transported to the glorious world of imagination and fantasy by good books. When a man surrounds himself with books he is unshakeable as he is surrounded by a strong fortress that never can be invaded by the evil forces. It is a well known fact that in the modern times an illiterate is not one who does not read and write but one cannot learn, unlearn and relearn. Man learns, unlearns and relearns in the world of books. They give him the needed maturity and understanding to do what is required and expected of him. With the help of books man can achieve undying glories, accomplish great and impossible things, command successes, attain laudable achievements, conquer unconquerable ramparts and scale greater heights.

When books have greater control over a man, he leads a highly principled life having a clear view of his visions and missions. Books teach him thoughtful moral values and

ethics and mould him into a highly competent and double edged sword to surmount the world and take the world in his stride. Let us embolden ourselves with the thought that books are the storehouses of knowledge and house of wisdom.

-Ms. T. Hepzibah Mary

LECTURER, SEMCOM

ARTICLE:COMPUTER AIDED LEARNING

Computer Aided Learning means Learning by interactive use of computer as a tool. Computer aided learning help us to make the learning process joyful, interesting and easy to understand through audio-visual aids. Teachers will be resourced with Multimedia Contents to explain topics better. Overall it will help us to improve quality of education in long run.

The emergent components of computer-aided Learning (CAL) include

1. Multimedia presentations
2. Digital books / E-books
3. Internet.

Multimedia Presentations:

Interactive multimedia weaves five basic types of media into the learning environment: text, video, sound, graphics and animation.

Text has the most impact on the quality of the multimedia interaction. Generally, text provides the important information. Text acts

as the keystone tying all of the other media elements together.

Sound is used to provide emphasis or highlight a transition from one page to another. Sound used creatively, becomes a stimulus to the imagination; used inappropriately it becomes a hindrance or an annoyance.

The representation of information by using the visualization capabilities of video can be immediate and powerful. While this is not in doubt, it is the ability to choose how we view, and interact, with the content of digital video that provides new and exciting possibilities for the use of digital video in education. Video can stimulate interest if it is relevant to the rest of the information on the page, and is not 'overdone'. One of the most compelling justifications for video may be its dramatic ability to elicit an emotional response from an individual.

Animation is used to show changes in state over time, or to present information slowly to students so they have time to assimilate it in smaller chunks. Animations, when

combined with user input, enable students to view different versions of change over time depending on different variables. Animations are primarily used to demonstrate an idea or illustrate a concept. Video is usually taken from life, whereas animations are based on drawings.

Graphics provide the most creative possibilities for a learning session. They can be photographs, drawings, graphs from a spreadsheet, pictures from CD-ROM, or something pulled from the Internet. With a scanner, hand-drawn work can be included.

Digital Books/E-Books:

Digital book is an electronic book that can be read digitally on a computer screen.

E-books can have built-in dictionaries and pronunciation guides. The e-book is not limited to static pictures; it can also integrate video, audio, animation, and even interactive simulation. As computer games become more complex in storylines and character development, they are becoming a new evolution of literature in which the reader interacts with the story

more actively rather than simply reading it. E-books can be delivered in segments, such as Harlequin romance novels that can now be delivered to your mobile phone in daily chapter installments.

We have seen the precursor of the growth in e-books for at least two decades now, but still e-book sales lag far behind projections and constitute only a small percentage of the book market.

There are two major standards-related barriers to e-book adoption.

1. A portability challenge.
2. Protect intellectual property (IP) rights

The amount of book content available in digital format is undeniably growing, but there is some concern about the use of proprietary formats and the lack of standards. We do not want students and institutions to have to invest in multiple different technologies for each e-textbook based on publisher. Such differences create learning and usage barriers and reduce adoption rates. Adobe's Portable Document Format (PDF)

has emerged as an industry standard for much e-book content. Academic publishers are working on a common XML-based format that could be universally applied to textbook content.

The second domain in which standards are a critical challenge is in the protection of IP—who owns e-book content, and how can it be protected from illegal copying and distribution? In this domain, the relevant technology is digital rights management (DRM). While many of the other barriers to e-book adoption appear more practical—such as the lack of an effective e-book reading device or users' being less accepting of e-books after growing up reading paper books.

Internet:

Internet can be used to produce well-motivated, pedagogically sound learning experiences which play to the strengths of the medium. These clearly lie in the facility with which material can be made available, maintained, updated and re-used. After all, education is concerned with preparing learners

to become fully-fledged participants in a given arena. The Internet is unrivalled for bringing together scattered people in virtual communities for teaching and learning.

Uses of Internet in CAL:

Access to world experts: If a student wishes to consult an expert about a question for which no expertise is available locally, then the Internet is much the fastest (and cheapest) method of doing so.

Access to fellow-students: For an academically isolated student, the Internet provides access to a “virtual learning community” of other students of the same subject, for mutual support.

Access to tutors: For students unable or unwilling to attend higher education institutions, the Internet can provide a convenient means of access to tutors.

Videoconferencing and transmission of recorded lectures: Lectures using Videoconferencing or multicasting of recorded lectures. At the moment

the latter requires specialist high-speed connections and equipment.

Computer Aided Learning-An Initiative

Most parents, teachers and students identify computers as a source of learning. The objectives of the program were to make learning a play, assessment a fun and equal knowledge for all students. Azim Premji Foundation created syllabus-based bi/trilingual multimedia contents. As a part of the program, the content along with a one-day orientation was given to teachers. The program, in partnership with the respective State governments, covered approximately 16,000 Schools across 14 States in the country.

The main objective of the CAL programme is to attract the children, retain them in the schools and to improve the quality of the education through animated multimedia based educational content. CALP objective is sought to be achieved through story based, animated cartoons, interactive

games and riddles with the use of multimedia features.

Concepts hard to visualize, simulations and dynamic processes will be explained through good and effective graphics, sound, animations and video clips based on imaginative analogies and components locally available, commonly noticed by the children in real life.

Integration of computers in learning process can be effectively used to bridge gap between active learning and passive teaching and make learning a more interesting and enriching experience.

- **MS. NISHA MACWAN,**
LECTURER, SEMCOM

Book Review:

ECONOMY AND SOCIETY

Evolution of Capitalism

Author: R.R.Suresh

Pages: 318

Price: Rs. 395

Publisher: Sage Publications India Pvt.Ltd

Authors' Profile: R.R..Suresh retired as reader from the Department of Economics, Ramjas College, Delhi University. He has taught Economics for four decades. He began his career in teaching in 1962.

His main focus areas were National Income Accounting and Comparative Economic Systems. He was active in syllabus revision committees of the Department of Economics, Delhi University, and in committees on Public Finance, National Income Accounting and Comparative Economic systems.

Apart from his activities on academic fronts, Dr Suresh was also the President of Ramjas College Staff Association for ten years and a member of the executive committee of Delhi University Teachers Association. He was an elected Delhi University teacher's representative on the University's highest decision making body, the Executive Council

He has written two books, Public Sector Banking and Economics for Class 12.

About the Book: This is a textbook which brings together some of the major principles and theories, mainstream and heterodox, in explaining the emergence, evolution and working of the capitalist system. The subject matter is vast and principles and theories about a continual flow of events/phenomena are aplenty. Many have had limited life (often losing their relevance as capitalism changed). Yet some have contributed significantly in the understanding of the capitalist socioeconomic formation. These have been contextualized within the evolving structure of the capitalist system.

This book emphasis the socio economic formations change. The emergence of capitalism and its evolution illustrates this fact of change. Hence, the capitalist socio economic formation must one day give way to another formation. Mainstream analysts; however assume that the capitalist system is here to stay. In fact, the collapse of the Soviet bloc led Francis Fukuyama to proclaim 'the end of history', a view which only articulated what most already euphorically believed in since Second World War. The book can be divided in the following stages:

STAGE 1: The book starts with introducing the reader (in Chapter 1) to a simplified Marxian approach to +the study of the economy, state and society.

STAGE 2: This is followed in Chapter 2 by a survey of the various modes of production mainly with a view to bring out their distinctive features.

STAGE 3: This Chapter is followed by a discussion of the origins of capitalism in England (discussed in Chapter 3) in the forms of debates regarding the transition from feudalism to capitalism.

STAGE 4: The following chapter (i.e Chapter 4) brings out the basic, distinctive features, the differentia specifica so as to say, of the capitalist mode of production and the socio-political regime necessary for these features to exist.

STAGE 5: The rest of the book (Chapters 5 to 10) discusses the evolution, working and problems (crises tendencies) of the capitalist system, from its competitive nation based phase to its present transnational global phase.

An understanding of how and why economic systems change is crucial not only in knowing the social order we live in but in analyzing changing value systems, political systems, institutions (social, political, religious, legal or otherwise) clash between civilizations etc.

Critical Evaluation (Merits Demerits):
The book is primarily addressed to the student who has some knowledge of economics. However, economic terms, from mainstream economics or Marxist political economy, are sought to be explained simply so that people from other disciplines and intelligent laymen also benefit. These explanations are either in text or in the footnotes. The serious reader would benefit referring them.

The book, as textbooks tend to be discuss the subject matter in a rather abstract manner despite reference to real situations- based on the origin and evolution of capitalism in England and U.S.A. Capitalism in these countries originated as industrial systems. It should not be used as a basis for understanding the emergence and evolution of capitalism in countries where it occurred or is occurring late

The analysis in the book is valid and the writing is clear with a brisk tempo. R.R. Suresh has described in great detail the good capitalist economies of the world.

The five stages need not be applied only to economies; they can also be applied to the different sectors of the economy. R.R.Suresh advocates that economies can recover if they decide never to give in, are willing to change tactics, if economies never, ever give up on their core values.

However, the book leaves the readers with as many numbers of questions as answers. R.R. Suresh writes that decline is often the result of neglect of primary sector but it is often observed that companies often diversify to escape decline in their core business. Excessive pride in achievement and overzealousness to reach new goals, of course, play a role in economic decline, but they are rarely the root cause of the problem.

Cross references are common in the text. But often arguments/phenomena are repeated where it is felt that the reader may not take the trouble to refer elsewhere (unfortunately, it is a common failing amongst readers, particularly amongst students in India

In spite of this question the book is a credible effort. Each one way has been analyzed and also data from other research and new primary and secondary data was used. R.R. Suresh took a lot of what people 'sort of knew about' and drew crystal clear conclusions to make the book an interesting reading.

- **MR.NIMESH RAVAL**
LECTURER,SEMCOM

My Voice: Dedicated to Lord Shri. Krishna

Janmashtami is near and we are going to celebrate the birth day of a very versatile and impressive personality whom we know by the name of Jagatguru (World guru) Lord Shri. Krishna. The persona of Lord Shri. Krishna defies any description, words gets decorated and become ornaments when they try to describe the persona of Jagatguru Lord Shri. Krishna.

We can learn a lot from Lord Shri. Krishna's persona. Lord Shri. Krishna played the role of ideal son with mother Yashoda and father Nand. Lord Krishna was true friend of sudama. When Lord Krishna helped poor Sudama he never thought about the status difference between the two. Lord Krishna was true lover to Radha and they are known as Radhekrishna. Lord Shri. Krishna always came to the rescue of his devotees whenever they were in trouble or whenever they needed him. Lord Shri. Krishna was and is always for those who truly remembers and worships him. Rukmani prayed for the love of lord

Shri. Krishna and Lord Krishna accepted Rukmaniji as his wife. Lord Krishna and his devotees and their devotion are well known in the world. Meerabai, Surdas and Narsinh Mehta were some of his well known devotees. Sandipani Acharya was guru of lord Shri. Krishna. It is well known in Hindu mythology that the place of guru is above all, worship and service to guru is considered as the way to the heart of almighty god.

Lord Shri. Krishna acted as philosopher, guide and mentor to pandava prince Arjuna. He solved all the doubts and suspicions of Arjuna at the battle of kurushetra (Mahabharata) and explained the importance of unselfish karma (deeds, work) which is now incorporated in Shrimad Bhagvad Geeta a mythological epic. In today's stressful environment when people hardly find time to relax and are facing the major problem of mental depression the wisdom of Shrimad Bhagwat Geeta carries lot of significance and can certainly help people to develop positive philosophy about work life, social life and family life. Lord Shri.

Krishna's message to mankind in Shrimad Bhagvad Geeta is to control five senses and dedicate good work to Lord Shri. Krishna. He asked mankind to perform good karma (good work) without expectation of rewards. He encouraged Arjuna to fight for the good of mankind and face all the hurdles of life with positive attitude. Shrimad Bhagvad Geeta is not only a spiritual book but a great philosophy of how to live and lead human life.

Lord Shri. Krishna was good in performing arts. He was great flute player and used to dance in form of Ras-Leela with Gopi's and Gops. Lord Shri. Krishna was also an excellent administrator and had many qualities of good leader and manager. Lord Shri. Krishna played many roles with message for mankind to do unselfish good work and practice good values and good ethics.

He was and is truly a great guru, philosopher, guide, mentor, lover, son, husband, uncle, musician, dancer and able administrator and excellent leader the world has ever

known. Lord Shri. Krishna devotees are from various parts of the world and persona of Lord Shri. Krishna cannot be put in few words. This write-up is just a small description of great and very versatile persona of Lord Shri. Krishna.

Let us follow the path shown by Lord Shri. Krishna and do good work without keeping worries of rewards. Lord Shri. Krishna will surely reward us for our good deeds. Jay Shri. Krishna and Wish You All in Advance a Happy Janmashtami.

-MR.SUNIL CHAUDHARY

LECTURER,SEMCOM

BEING:

Lotus of education

On 31st July, 2011 Parents workshop at SEMCOM was organised where once again I happen to meet worried parents to whom I met at the time of their wards' admissions. How worried they were at that time. The Counselling process at SEMCOM has given a lot of new experiences, which taught so many values of life. There, parents and students happen to meet us and ask their queries regarding different courses and many more things that includes; hostel facilities, lodging facilities, lectures, students' safety, students' future, etc. Looking or rather answering all these questions from this side of the table means a different thing. But after handling numerable cases, I started handling all those cases from their point of view. The first change I observed in me is; I stopped calling them cases. They are not cases, they are parents and children. And I am proud that I don't call them cases anymore. Parents are the most worried animals on planet – I can say that in

this short experience of teaching in college for three years. They can go to any extent for their children, whether they are in Jr.KG or in the final year of college. The simple reason behind that is; they can never know that their sons and daughters are now grown ups and they can do things on their own.

And when I am alone at home I am reminded of a parent who came from Banswada, Rajasthan to Vallabh Vidyanagar, Gujarat for his grandson's admission. He was excited for the admission of his grandson as the grandson is the first person in his entire family to be admitted in the college. Obviously, he would be excited; he had never gone out of his village and farm. He was born in the village and probably would leave his breath there on his land. But it was clear that he wanted his grandchildren to study. He told us that he never studied but he wanted his children to go to school. It was not possible for him to let his sons and daughters study in those days. His economic condition was such that children could not seek the education. At that time he determined that the same thing

would not happen with his grandchildren and he kept that promise and sent his grandsons to a far place to study in good school. And today he had come here for the better education.

It is just one story behind such worried parents. When they come here and inquire about the facilities and studies, they do not want to insult us or just doing time pass, but they are worried for their children. That farmer asked so many questions related to education we provide to our students for nearly half an hour or more than that. Of course, we answered him very calmly, but someone may think why he is asking so many questions. The answer is; he or his children had never stepped up a school and college in their entire life. He never knew what a college meant. He was just like that worried mother, who is sending her child to Jr. K.G. for the first time. Parents are not allowed in schools and that is the reason why a mother does not eat anything on her child's first day of school. In real sense, they value education and not the person, who has got all the luxuries for the better education. For that

person, education might be a new vehicle to reach at some place. There isn't anything wrong to think like that because education is for that. It helps people reaching at some destined place but whatever; it is not a time-pass.

- **MR. DIPAN BHATT**

Lecturer, SEMCOM

DREAMS

Life is too short

And dreams are too big

Let's think how we fulfill it

Dreams are too big

And time is too less

So stop thinking and just fulfill it

Dreams, dreams, dreams please
come alive

I am at your door please give me
some sign

If you have guts

Than open the door

Give me challenge

And let's fight once more.

BY:

Dhruval Patel

FY BBA, SEMCOM

IT IN FUTURE CLASSROOM

IT is the term which is getting broader outlook day-by-day. It is entering into every field. It is making man used to the Automation Technology. According to me, Everything around is IT integrated. Man also accepts IT because it makes him easy and fast.

Earlier we didn't had much of technology integrated to our surroundings. People never knew what is IT. They used to manually do things. For example, Agricultural tools. But now the scenario has changed. Everyone wants quicker and less physical integrated tasks.

Here I am going to make my point clear by giving an example.

"JBL" -By Harman

It is the company producing Audio Systems for car, home, ETC. They introduces one Home Audio System named Multiroom System.

Multiroom System is a Wi-Fi integrated system. Multiple speaker around the house/building are connected. They are wireless and works on two Wi-Fi router/console.

This system is the really useful in organizations/colleges. In colleges generally announcements, prayers, ETC. are made by mic and outputs

are given in classrooms. But for this we need bundle of tires and tools. But for the multiroom system NO WIRES and NO TOOLS required. Just place the main console at the control deck, set the speakers in the rooms according to the range and you are ready to use.

This product makes hassle free integration, a good companies reliability and comfort to user.

BY:

Neel Thakkar
SY ITM, SEMCOM

After Tata Ford Motors enters Sanand.

Ford Motor Company has announced that it will build an integrated manufacturing facility comprising of a state-of-art vehicle manufacturing facility and an engine plant in Sanand, Gujarat. The company has invested approximately 4000 crores and has signed an MoU with Government of Gujarat for the same. The vehicle manufacturing plant will have an initial annual capacity of 240000 units and the initial annual capacity of vehicle manufacturing plant is 270000 engines. Ford investments will also create 5000 jobs at the new facility.

Construction of both plants will begin late this year and the first vehicle and engine is scheduled to come out in 2014. Ford is bringing more than 50 new vehicles and power trains to its Asia Pacific and Africa region by mid-decade. Sixty to seventy percentage of Fords growth is expected to come from this region in coming 10 years.

“This is an investment in the future of Ford Globally. These new state-of-art

facilities will help us reach the goal of increasing worldwide sales by nearly 50 percentage by mid-decade to about 8 Million vehicles per year. We are aggressive expanding in markets around the world that have growth potential in order to offer more of fuel efficient high quality vehicles from our global portfolio that customers in markets like India want and value” says Joe Hinrids, president and CEO of Ford Asia Pacific and Africa.

Mr. Narendra Modi stated in his address “Entry of Ford Motor Company in the state will further strengthen the capacity of Gujarat as an auto hub. I further assure Ford the wholehearted support of my government for the speedy implementation of the project”.

This additional investment brings Fords total investment in India to approximately US \$ 2Billion. Ford recently announced an investment of US \$ 72 Million by 2012 to expand its power train facility in Chennai to further support its expenses in India.

By:**Nidhi Joshi**

SYBBA -ITM,SEMCOM

Contributors:

“DRIVE” is regular monthly e-news letter published by SEMOCM. 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 write up to 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

