

CONTENTS

Pg.2	Guest Editor's Note Mr. Sunil Adesara
Pg. 3	From Chief Editor's Desk Dr Nikhil Zaveri Director & Principal, SEMCOM
Pg. 5	SEMCOM Updates Editorial Team, DRIVE SEMCOM
Pg. 6	BOOK REVIEW BY MR. ANKUR AMIN LECTURER, SEMCOM
Pg. 10	ARTICLE MS. SHUVASRI DAS Lecturer, SEMCOM
Pg. 12	ARTICLE Ms. Priyanka Nair Lecturer, SEMCOM
Pg.14	My Voice Mr. Sunil Chaudhary Lecturer, SEMCOM
Pg. 16	ManagANT Ms. Vigna Oza Lecturer, SEMCOM
Pg.17	Being: Mr. Dipan Bhatt Lecturer, SEMCOM
Pg.18	Go Green: Ms. Hiral Patel Lecturer, SEMCOM
Pg.19	SWARNIM Gujarat Editorial Team SEMCOM

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DRIVE

Guest Editor's Note:



Mr. Sunil Adesara

Freelance Photographer

SMART EYE PHOTOGRAPHY

"BEAUTY IS NOT IN the CAMERA, IT IS THE EYES".

There are 13 types of photography: Photo Journalism, Documentary Photography, Action Photography, Macro Photography, Micro Photography, Glamour Photography, Aerial Photography, Underwater Photography, Art Photography, Portraiture Photography, Wedding Photography, Advertising Photography and Travel Photography.

Digital camera is of 4 types; Ultra Digital Compact Camera, Advanced Digital Camera, Digital SLR and Professional Digital Camera.

In order to take a good picture one should know the basic technical terms and how they work. One should learn more about the SLR (single lens reflex), aperture, shutter speed, lens and ISO sensitivity. What should be the shutter speed? How much aperture to be set? How ISO sensitivity works? How different modes work? What are the different multiple exposures? These are some of the basic of photography.

"YOU DON'T TAKE PHOTOGRAPH, YOU MAKE IT", that is what one should remember.

BY:

MR.SUNIL ADESARA

Freelance photographer

FROM THE CHIEF EDITOR'S DESK:

Emerging Challenges in Management Education:

Management education plays an indispensable role in instilling leadership qualities and other competencies, life skills and skills that are very essential for an effective manager who is not only expected run an organization efficiently but also bring in changes according to the changing times and to have a perfect blend between managerial theory and practice. Management education focuses on two crucial points - enhancing existing skills and passing on managerial competence and skills to students.

Management education has become one of the core aspects of society for its impact on the chief aspects of life - personal, organizational and societal aspects – is immense and overwhelming. In the current scenario Management Education is faced with many challenges which when overcome and converted into opportunities will result in management education undergoing a metamorphic and multidimensional change. The biggest challenge that the businesses worldwide face today is to produce powerful managers who will be able to bring about a paradigm shift in the way businesses are run by the successful assimilation of theory and practice.

A close scrutiny of management education reveals that its immediate need is quality improvement and management education is at crossroads. Moreover the global market has diversified and the complexities of world market place are to be integrated in management education which calls for internationalization of curriculum. Because of the impact internationalization of curriculum is no longer a luxury but a necessity for survival. The global market and businesses are always in a state of flux and are constantly evolving to bring in revolutions to meet the demands of the ever growing world. Everyday something new shoots up and to successfully deal with

these increasing massive changes to suit one's needs and demands management education should be shaped in accordance with global changes to improve competitiveness and effectiveness. This calls for the need for managers to think globally, to think out of the box and to act locally. For management education it is the need of the hour to develop a talented workforce that can generate efficient future leaders and successful managers who can tackle complex situations and handle various business and management related issues ultimately contributing to global economy.

Theory and practice are like the poles that are apart. For a manager to be adept at using the contingency approach to solve business problems, combining the best parts of several solutions into a unique and better solution and to having a global perspective, management education should directly relate to real organizational problems. A manager needs to be taught and trained with management concepts to equip and prepare him to surmount the increasing demand.

Till some time ago management education focused on bureaucratic management skills but in the current environment that is characterized by intense competition, globalization and ever-evolving technologies, the focus should be on entrepreneurship management skills. Because of the fast emerging changes and the ever evolving challenges pertaining to managerial skills, organizations and business houses require global managers with qualities and competencies in global perspectives. Companies have started feeling the need for global standards to benchmark human resources and the difficulty lies in identifying and zeroing on the right candidate for the right job and hence quality in management education has become a necessity. Globalization has made it an imperative that the managers acquaint themselves with an integrated knowledge of the business and management.

The enhanced competition because of globalization has become the greatest challenge for students and for whom it has become a compulsion to understand international business trends and choose career opportunities in the ever evolving global marketplace. More challenges are posed by the evolving global marketplace that has created a wide range of opportunities and threats that should be converted to profits.

To successfully impart these to students of management, the curriculum must experience a change by making international business, economy, finance and trade vital components of the curriculum which will facilitate the students to have an analytical knowledge and understanding of international trends and global economy. Along these lines experience and expertise should become an integral part of the existing curriculum for the curriculum needs to be applied and realistic and it also needs constant revision and updating.

The existing curriculum has become too rigid and theory oriented. Graduates play critical roles by leading and participating in organizations thereby having a direct influence on the effectiveness of organizations and therefore it is essential to have a research oriented curriculum where there is a correlation between theory and applicability. Research increases the effectiveness and efficiency of an organization and efficiency by the generation of new ideas, theories, and knowledge by giving it an edge thereby helping the company advance and rise above other competitors in the market.

Even with a perfect curriculum management education faces another important challenge which is the shortage of high quality management teachers. Though there is an increase in the number of management institutions, teachers adversely fall short of the mark. This needs the greatest attention for the current managerial tasks and skills are marked by liberalization, privatization and globalization that have become the key words of change. To circumvent this

grave issue there should be crash programs to train teachers. It is very crucial to have an association among teaching, training, consultancy and research activities and industrial and business exposure is a must. The current outdated pedagogical procedure should be done away with and a new learner centric rather than teacher centric curriculum should be heralded in. Simulation, role playing, case studies, workshops and exposure should be infused into the teaching methods.

Ethics as a value has clean gone out of everyone's mind. There is a mismatch between the recruiters' expectations and the thousands of graduates churned out by numerous business schools. Management as a subject is adversely affected by the constant changes taking place in business and organizations. To make matters worse there are more changes, expectations and competitions brought in by the developments in technologies. To overcome these challenges simplicity, ease and effectiveness should be incorporated in the learning and teaching methods and technology should be managed to one's own benefit. Management schools need to mould graduates to become adept at change management which itself is an exclusive subject. Handling of the challenges can become more effective and efficient by bringing in a link between challenges of management and the role of management institutions. Graduates should be trained to understand the implications of change and to implement the change because managers work in a challenging and a competitive environment.

Management innovation through education and research is integrally connected to achieve results that benefit business practice and the greater economy. Therefore innovations in management education can work wonders. The challenges in management education should not be regarded as restrictions but as opportunities. To convert challenges into opportunities the need for creativity, innovation, out of box thinking, research and research projects has

become stronger, applicable, needful, significant and relevant.

BY:

Dr.Nikhil Zaveri,

Principal & Director,

SEMCOM

SEMCOM updates:

Inter Class Satodyu Competition:

Inter Class Satodyu Competition was held from 28th September 2011 to 1st October wherein 4th Year BBA – ITM was the champion.

Inter Class Dodge Ball Competition for Boys:

From 7th October 2011 to 10th October 2011 Inter Class Dodge Ball Competition for Boys was held. In this competition TYBBA – General was the champion.

Domestic Tour:

Domestic Tour for the Third Year and 4th Year students was arranged from 14th October 2011 to 22nd October 2011. The students of TYBBA - General, TYBCom, TYBBA – ITM and 4th Year BBA – ITM went to Bangalore, Mysore and Ooty and the coordinators were Dr. Kamini Shah, Ms. Nisha Macwan, Mr. Sunil Chaudhary and Mr. Yogesh Patel. Students of MEB went to New Delhi and Naintital for which the coordinators were Ms. Rina Dave, Ms. Swaty Parab, Mr. Nimesh Ravel and Mr. Chirag Patel.

Preliminary Examination:

Preliminary Examination for First Year and Second Year students (Semesters I and III) was conducted from 14th October 2011 to 18th October 2011 and it was successfully coordinated by Dr. Yashasvi Rajpara.

University Examination:

University Examination for First Year and Second Year students (Semesters I and III) was conducted from 8th November 2011 to 29th November 2011 for which Dr. Yashasvi Rajpara, Dr. Subhash Joshi and Mr. Ankur Amin were the Centre Coordinators and Centre Head.

SEMCOM Premier League – II:

From 1st December 2011 to 10th December 2011 SEMCOM Premier League – II was organized. The inaugural for the same was on 30th November 2011 at 5.30 p.m. for which Mr. Kiran Patel, Vice President, Anand Cricket Association, was the Chief Guest. The final match was on 10th December 2011 and the final match was between BCom Indians and MEB Maestros. BCom Indians were the champions.

Smarteye Photography Contest Workshop:

Workshop on Basics of Photography for Smarteye Photography Contest was held on 9th December 2011.

Mr. Sunil Adesara, a Freelance Photographer, was the expert who taught the students the intricacies of photography. The workshop was conducted in two batches and the coordinators were Ms. Swaty Parab, Dr. Vigna Oza, Ms. Komal Mistry and Ms. Priyanka Nari.

Admaking Contest – Second Elimination Round:

The second elimination round of Admaking Contest was held on 9th December 2011 from 3.00 p.m. onwards for which the coordinators were Ms. Swaty Parab, Dr. Vigna Oza, Ms. Komal Mistry and Ms. Priyanka Nair.

15th Annual Sports Day:

The 15th Annual Sports Day was organized on 13th December 2011 in Shastri Ground. The Chief Guest was Mr. Arshadkhan Pathan, Cricketer (IPL – Royal Challengers, Bangalore) and the Guest of Honour was Dr. Nagar, Principal, S. S. Patel College of Physical Education. Prior to the 15th Annual Sports Day, on 12th December 2011 Cross Country Race was organized. The coordinators were Dr. Yashasvi Rajpara, Mr. Jay Nanavati and Mr. Chirag Patel.

Book Review:

RICH DAD'S CONSPIRACY OF THE RICH: The 8 New Rules of Money

- **Robert Kiyosak**

Introduction

The title of the book is “**Rich Dad’s Conspiracy of the Rich: The 8 new Rules of Money**” authored by Robert Kiyosaki. This book has been published by Business Plus, Hachette Group, New York. This book shares Robert Kiyosaki’s view of global economics and explores why people are finding themselves challenged by these turbulent times. He provides solutions to financial problems and explains what created today’s economic chaos and how it can be eased. Robert has been featured regularly on shows like *Larry King Live*, *Oprah*, and countless other shows and publications.

Rich Dad Poor Dad ranks as the longest running bestseller on all four of the lists that report to *Publishers Weekly- The New York Times, Business Week, The Wall Street Journal, and USA Today*. There are 27 books in the Rich Das series. He writes a biweekly column, “Why the Rich are Getting Richer,” for *Yahoo Finance* and a monthly column titled “Rich Returns” for *Entrepreneur* magazine. Robert Kiyosaki is the author of #1 bestselling personal finance book of all time, ‘**Rich Dad Poor Dad**’, has taken a new, innovative approach with this book. He made history with this book, as the first truly interactive online book in Rich Dad series. Conspiracy of the Rich represents the first truly interactive effort in which readers everywhere could express their thoughts and

comments online to the author as he wrote each chapter. There are some highlights of the incredible reception of this project as below.

- Over 35 million hits from 167 countries
- Over 2.4 million visits to the website
- 120,000 registered users
- Over 50,000 comments, questions and insights from readers
- 10,000 bloggers from all over the world helping expose the conspiracy.

Description and Summary

This book can be divided into two main parts.

Part One: The Conspiracy (The Root of all Evil)

This part contains five chapters which gives how ignorance on money is the root of all evil. First chapter focuses on the financial panic of Subprime mortgages of Americans. There are four factors of new rules of money

1. Taxes
2. Debt
3. Inflation
4. Retirement

Chapter two is on conspiracy against our Education. It states that many of the rich are fighting President Obama's economic stimulus plans to spend more on improving education. It states the conspiracy in education, which designed to suppress financial knowledge rather than create financially literate people who can prosper in a capitalist system.

Chapter three is about the conspiracy against our Money. It explains how banks never broke but one can. But good news is that bank can print its own money and so can we.

Chapter four explains the conspiracy against our wealth. The financial hardship of the great depression caused poor dad to embrace the ideas of having job security, saving money, buying a house, staying out of debt but he did not want to an entrepreneur.

Chapter five is on the conspiracy against our financial intelligence. It says about financial fairy tales like during subprime loss, US asks people to believe in hope while at the same time the Federal reserve prints trillions of dollars out of thin air. It also explains the stages of evolution of money: Barter, Commodities, Receipt money, Fractional reserve receipt money and Fiat money. It also focuses on Global Monetary System. In a nutshell, part one is about the financial history of United States and how that history is repeating itself today. It is about the rich and powerful have manipulated people's lives via central banks, multinational corporations, wars, education and government policies.

Part Two: Fighting Back (Beating Conspiracy at its own game: Why winners are winning and losers are losing)

Part two makes you learn how to do well in a world that is booming as well as busting. This part will focus on beating conspiracy at its game. It says that you study the history of the rich, learn their game and live life aware of their rules of money and create some of

your own rules along the way. This part contains seven chapters.

Chapter six is on where we are today in context of our economic and financial situation. Today, Americans feel the worst because of following reasons.

1. Old industries are dying.
2. Taxes will rise.
3. The United States is the biggest debtor nation in the world.
4. China is threatening the reserves status of the U S dollar.
5. The US consumer is loaded with debt and strapped for credit.
6. Unemployment is rising.
7. Technology is invisible and relatively inexpensive.
8. Our school systems have not prepared students for the information age.

Chapter seven is on what's the name of your game? It give the name of the game through one can beat the conspiracy. The name of the game is CASHFLOW. It also states about the two important terms like Capital Gains and Cash Flow.

Chapter eight is on Print your own money. This explains the rule of money that money is knowledge. By speaking the language, you can play your own cash flow game.

Chapter nine is on the secret of Success: Sell. It says that when we see to world economy, why US is in financial crisis: China is selling and US is buying. Not

only that, Americans are buying with borrowed money, using their homes as ATMs. As a nation, US lost the ability to sell more than they buy.

Chapter ten is on building for the future. It says that you must build your house of bricks wit rebuilding and educating yourself. Author shows the eight Integrities which make CASHFLOW quadrant. They are Mission, Team, Leader, Product, Legal, systems, Communication and Cash flow,

Chapter eleven is on Financial Education: an unfair advantage. It says that the knowledge of money is the new money and it gives direction for those of us looking clarity on investments during the uncertain times.

Chapter twelve is on If I ran the school system. It says that much of this financial crisis by a lack of financial education. It states the fifteen financial education program if I ran the school system based on the fifteen financial lessons.

To conclude this book, I would like to present the **8 New Rules of Money** which beat the conspiracy of the rich. They are

1. Money is Knowledge
2. Learn How to use Debt
3. Learn to control Cash Flow
4. Prepare for Bad Times and you will only know Good Times
5. The need for Speed
6. Learn the Language of Money

7. Life is a Team Sport. Choose your team carefully.
8. Since money is becoming worth-less and less, Learn to print your own

Critical Analysis

I'm reading this mind blowing book, '**Rich Dad's Conspiracy of the Rich,**' which is the first Rich Dad book written completely online. Robert dispels the old myth and says that you do not need money to make money. **Robert Kiyosaki says you need knowledge.** The focus is on financial knowledge and Robert explains that it's not investing that is risky but rather lack of financial knowledge.

The focus is on financial knowledge and Robert explains that it's not investing that is risky but rather lack of financial knowledge. In the first rule of money Robert introduces the '**conspiracy against our education.**' He writes 'it is a crime that in America our real estate taxes determine the quality of education a child receives. Schools in poor neighbourhoods receive less tax money than schools in rich neighbourhoods.

Talk about a conspiracy of the rich!

I think the bottom line of the first new rule of money is that we need to first educate ourselves to be financially literate, and then our children, because as we know when we look at their syllabus, they are not receiving financial education at school no matter what neighbourhood they live in.

He is one of those authors that is able to effectively communicate with the average person and often has

one or two gems that make it worthwhile to read his books. Having said that, this book is a bit different than his others both in terms of content and style, it is primarily compiled from his website which by this point is both a work in progress as well as a day by day breakdown of the current economic crisis unfolding as history.

The author departs from the prior "real estate" emphasis into a much broader investment perspective which includes precious metals and other assets, proper use of debt, information and much more. I was fairly impressed by both the rationale and future trends as well as the very "do-able" information presented. It is obvious the author has taken time to create something within the grasp of average Americans by first providing a framework for safety then moving beyond to creating choices for potentially more rewarding investments.

This remarkable book is filled with factual information, both current and historical, and although that information may discourage or frighten some readers the book is written in such a casual style that it is almost as if its story is being told by your best friend. Only, in this case your friend actually knows what he is talking about. It is a great read, and the information it conveys is simply too valuable to miss. I only wish such books had been available forty or fifty years ago.

This book seeks to break that mindset by encouraging its readers to change their attitudes from "I can't do that" to "How can I do that" and offers fairly specific suggestions and guidelines as to how individual successes might be achieved.

After reading this book, I came to the conclusion that it is invaluable, especially to young adults, and should be read by every thinking American. I also came to the conclusion, however, that the book's title is something of a misnomer. It should really be entitled "The Conspiracy of the Super Rich," for they, the politicians they control, and the heads of America's largest banks are the ones who perpetrated and carry on the conspiracy. I thought that this would be an interesting book because I'm libertarian and anti-Fed, but it all came apart when it dealt with personal investment advice. And that was the reason to read.

BY : Mr. Ankur Amin,

Lecturer.SEMCOM.

Article:

Quality Assurance in Higher Education

Higher Education – A Brief Retrospect

India has a glorious past in the field of Higher Education. It has a great philosophical foundation which was built by the persons of highest knowledge and perfection. Due to this India's culture has survived even through its period of decline.

The earliest known university in India was established in 6th century B.C. in Takshashila. In 4th and 5th AD Nalanda and Vikramshila in Bihar were renowned for their excellence all over the world.

The modern system of higher education in India is only 150 years old. On the recommendations of Wood's Dispatch (1854) the first three universities were set up in Bombay, Calcutta and Madras. These universities were established on the model of University of London. These were affiliating universities whose function were to prescribe syllabi, conduct examination and confer degrees. Thus our universities became degree giving institutions whose primary focus was not education but conducting examination. The sudden growth in the number of colleges and universities made the affiliating system too unwieldy to address concerns of quality.

It was the Indian University Act (1904) which envisaged the establishment of teaching in Universities. At the dawn of independence, India had 20 Universities. The value of higher education was realized by our early leaders who recognized the importance of institutes of higher learning for the development of the country. It was this vision that led to the establishment of the IITs, the IIMs, AIIMS and the national laboratories, resulting in many high impact initiatives including Vikram Sarabhai's space programme and Homi Bhabha's atomic programme.

Since then there has been an exponential increase in the size of higher education in terms of number of educational institutions, number of teachers and number of students.

Progress in Institutional Capacity

Quantitatively education of India has the third largest place after China and America. Higher education in

India has had manifold increase in its institutional capacity since Independence. During 1950 and 2008, the number of Universities has increased from 20 to about 431, colleges from 700 to 20,677 and the teachers from 15,000 to nearly 5.05 lakhs. Consequently, the enrolment of students has increased from a mere 1 lakh in 1950 to 116.12 lakhs.

Over the preceding decades, the country has taken long strides in higher education but merely increasing the number of higher educational institutes and their enrolment capacity will not achieve the national goals without paying attention to the quality of the higher educational system.

Higher education has been neglected during the last twenty years or so thereby facing several critical issues including access, equity, quality and excellence. The Eleventh Five Year Plan has addressed these issues in more comprehensive manner. It has brought higher education into the priority list of the government. Prime Minister Dr. Manmohan Singh describes the Eleventh Plan as 'Education Plan' and mentions the change as 'Second Wave' in Higher Education.

Contextualizing Quality in Higher education

The definition and concept of quality in education may differ from person to person, but it is universally accepted that quality is an on-going multi-dimensional process. The institutional quality in terms of its internal dynamics and external support and image needs to be considered while considering the quality of the institution. The quality of an institution depends on the quality of the student it produces. These products from the educational institutions would become the probable teacher or entrepreneur one day. Hence quality becomes an integral part of the educational system.

Quality Assurance – What is it?

Quality assurance process pertains to the discernment of the variations in the different functional aspects of the institution created by implementation or adoption of any well thought out action or practice.

The purpose of capacity assurance is capacity building within an institution for pursuing quality improvement leading to stakeholder satisfaction. It is a continuous and conscious process aiming at excellence.

Quality Assurance Mechanisms

The Higher Education sector ensures quality of the educational process with the help of accreditation agencies established for the purpose. The main agencies which accredits University and Colleges in general education is the National Assessment and Accreditation Council (NAAC) established by the UGC in 1994, whereas similar function is done for Technical Education by the National Board of Accreditation (NBA) set up by the AICTE in 1994, and for Agricultural Education by Accreditation Board (AB) set up by ICAR in 1996.

Status of Quality and Excellence

By March 2008, there were about 20,676 colleges in the country, of which about 16,000 come under UGC's purview.

This accounts for about 80 percent of the total colleges in the country. Of the total colleges under the purview of the UGC, about 40 percent or 5,813 receive UGC grants as they meet the minimum standards defined by the UGC.

Currently (2008), UGC has recognized about 9 universities and 100 colleges with potential of excellence, about 250 colleges are recognized as autonomous colleges and about 500 departments/centres are recognized as centres of excellence.

As on date there are about 417 Universities - of these about 140 have been assessed and accredited by the NAAC. Of these 140 universities, 31 percent were graded 'A', 61 percent were graded 'B' and 7 percent were graded 'C' in that order.

Of the total colleges accredited by the NAAC till date (that is 3,492), about 9 percent were graded 'A', 68 percent were graded 'B' and the remaining 23 percent were graded 'C'.

Quality Gaps – An Assessment

There are various factors that lead to inter-university and inter-college variations in the quality of education.

Analysis of about 111 universities and 3,492 colleges assessed by the NAAC indicates that the deficiencies in availability of human resources in terms of quantity

and quality teachers and physical and other infrastructural facilities caused qualitative gaps between 'A' and 'C' grade universities and colleges.

High quality colleges are better placed with regard to academic indicators, which include higher student-teacher ratios, number of permanent teachers or teachers with PhD degrees, presence of research excellence, books per student, books and journals per college and students per computers etc.

Similarly the percentage of colleges with libraries, computer centres, health centres, sport facilities, hostels, guest houses, teacher's housing, canteens, common rooms, welfare schemes, gymnasiums, auditoriums and seminar rooms are much higher in case of high quality colleges as compared with the low quality ones.

Conclusion

Today the comparative advantage of a country is increasingly determined by how well it uses its knowledge and innovation. Success in leveraging knowledge and innovation is possible with a sound infrastructure of higher education.

Development in the 21st century is fast assuming a global and multi-cultural orientation in a borderless world. In order that Indian higher education becomes a destiny making enterprise, it should play a pro-active role from local to national and from national to global level. And to pursue that vision, higher education must be based on the same noble principles that inspired the country to wage the liberation movement under the leadership of Gandhiji.

BY:

Dr. Shuvasri Das,

Lecturer, SEMCOM

Article:

Realizing the potentials of Human Resource Information System (HRIS):

Introduction

Human Resource Information Systems (HRIS) forms an integration between human resource management (HRM) and Information Technology (IT) in other words Human Resource Information System (HRIS) refers to the systems and processes at the intersection between Human Resources Management (HRM) and Information Technology. It merges HRM as a discipline and in particular its basic HR activities and processes with the information technology field, whereas the programming of data processing systems evolved into standardized routines and packages of Enterprise Resource Planning (ERP) software.

With the changing world and constant new technology that is available, managers need to be aware of the technology that will increase effectiveness in their company. Human resource information systems (HRIS) have increasingly transformed since it was first introduced at General Electric in the 1950s. HRIS has gone from a basic process to convert manual information keeping systems into computerized system, to the HRIS system that is used today. Human resource professionals began to see the possibility of the new applications for the computer. The idea is to integrate many of the different human resources functions. The Human Resource Information System (HRIS) is a software or online solution for the data entry, data tracking, and data information needs of the Human Resources, payroll, management, and accounting functions within a business. Human resource information systems (H.R.I.S.) provide valuable tools to assist human resource professionals in serving employees and their employers. However, human resource managers need to be mindful that H.R.I.S. is only a tool that is available to assist in the human resource function and that implementing an H.R.I.S. does not eliminate the need to maintain strong H.R. practices throughout the organization.

An effective HRIS provides information on just about anything the company needs to track and analyze about employees, former employees, and applicants. With an appropriate HRIS, Human Resources staff enables employees to do their own benefits updates

and address changes, thus freeing HR staff for more strategic functions. Additionally, data necessary for employee management, knowledge development, career growth and development, and equal treatment is facilitated. Finally, managers can access the information they need to legally, ethically, and effectively support the success of their reporting employees. The efficiency of HRIS, the system are able to produce more effective and faster outcomes than can be done on paper. Technology is transforming the work of the Human Resources professional. Human Resource Information Systems (HRIS) and Human Resources Management Systems (HRMS) are making tracking employee information easier than ever before.

Roles of Human Resources Systems (HRIS)

Listed below are some roles of the Human Resource Information Systems (HRIS):

- 1) Simplified data entry
- 2) Less paperwork
- 3) Less delay.
- 4) Better user feedback.
- 5) Increased efficiency
- 6) Highly detailed budget information
- 7) Improved tools for data analysis
- 8) Management of all employee Information.
- 9) Reporting and analysis of employee Information.
- 10) Company-related documents such
- 11) As employee handbooks, Emergency evacuation, procedures and safety guidelines.
- 12) Benefits administration including enrolment, status changes, and personal information updating.
- 13) Complete integration with payroll
- 14) And other company software and Accounting systems.
- 15) Applicant tracking and resume Management.
- 16) Attendance and PTO use
- 17) Pay raises and history
- 18) Pay grades and positions held
- 19) Performance development plans
- 20) Training received
- 21) Disciplinary action received.
- 22) Personal employee information, and Occasionally.
- 23) Management and key employee Succession plans.
- 24) High potential employee Identification, and
- 25) Applicant tracking, interviewing, And selection.

Problems Faced

Although almost all HR managers understand the importance of HRIS, the general perception is that the organization can do without its implantation. Hence only large companies have started using HRIS to complement its HR activities. The primary reason for delay in HRIS implementation in organizations is because of the fear psychosis created by "technology" and "IT" in the minds of senior management. They may not be very tech savvy and fear being left out. Here are some questions which the management could ponder upon:

- 1) What role if any do HRIS play in HR operations?
- 2) What is the impact of HRIS on HRM?
- 3) What are possibilities of HRIS to grab attention of HR manager to facilitate HR operations?
- 4) Do HR professionals see HRIS as an enabling technology?
- 5) Do HR professionals think that HRIS are used in support of HR tasks?
- 6) Will HRIS be used more in support of strategic HR tasks in organization in the future?

Once these answers are found the management will have a better understanding of the concept. HRIS software is becoming more and more compatible with other software. Five years from now, it will have built-in-intelligence and be closed linked with Payroll Management Software, career path detection and growth plan visualization, search and select skill alignment for various needs of organization, and control and maintenance of HR costs. With the HR software area becoming so competitive, there is dire need of faster and more efficient database processors,

for rapid recovery of data and speeding up the marketing process.

HRIS represents a large investment decision for companies of all sizes. SMEs are increasingly failing to use HRIS in support of HR operations. Ultimately, HRIS systems best prove their worth through their ability to compile and analyze information from a variety of sources both inside and outside the company, fueling a vast database that is well-organized and easily accessible to all who need it. HR information software provides a business with the resources to administer multiple sites and aggregate data without having to navigate the haphazard and fallible straits of conventional communication.

Information is secure and readily available the moment it is needed; there need be no fear of lost data or neglected crucial items. All-in-all, HRIS cuts out the need for delay and uncertainty, and assists executives in making swift and confident company decisions.

Conclusion

In India, HRIS has had a large impact on several business segments. Although this is just a starting phase and it has to go long. Various organizations have adopted HRIS as their HR operations. Various studies on HRM propose that HRIS can contribute to the creation of a long term competitive advantages through integration of HRM functions with HR technology. HRIS would continue to be used in more support of strategic HR tasks in the organization in the future considering the augmenting pressure on HR professionals to support HR operations objectives through more innovative HRIS applications.

BY:

Ms. Priyanka Nair

Lecturer, SEMCOM.

My Voice:

India vs. Bharat

The land of Holy Ganges, the land of Himalaya's, the land of spirituality, the land of diverse cultures also called Indian sub-continent was once the jewel of the world and once again is on its way to regain its glorious achievements of economic advancement, is facing certain challenges of economic growth and economic development.

The recent visit to certain metro cities and small town's and cities revealed that we are a country divided into two parts:

1. The Modern India

Modern and industrially developed India consist of Metro Cities which have excellent infrastructure in form quality transportation, industrial development, access to quality education, better paid job's, rising per capita income, and lot of resemblance to Western World in terms of industrialization, development of service sector, modern farming, development of dairy industry with latest technology, and existence of corner grocery stores with large retail chains. The other kind of resemblance has to be observed in language, dressing, and in general life style of people.

We do find slums, lack of proper sewage and sanitation facilities, population living in unhygienic conditions in other part of such metro cities. Such population can also be assisted with the facility of economical but hygienic accommodation. The need for proper city and town planning cannot be under emphasized.

2.

The Developing Bharat

Bharat consist of villages, small towns and cities which are lagging behind in industrial and economic development and face various challenges to economic progress in form of:

➤ Lack of quality infrastructure: Power, transportation, Communication, education, health care is considered to be essential infrastructure needed for sound industrial development. Many villages, small towns and cities are lacking in quality infrastructure which is retarding their economic development and leading to problems of excessive dependence on farming as means of livelihood, mass unemployment, poverty, migration to developed regions in search of jobs and vicious cycle of under development which discourages investment of productive nature.

➤ Lack of industrialization:
We have certain states with high concentration of industries and certain states facing the challenge of industrializing themselves. Lack of industrialization has many pitfalls like:

- ❖ Excessive dependence on farming as means of livelihood.
 - ❖ Mass Unemployment
 - ❖ Poverty
 - ❖ Low standard of living to name a few.
- The island of Have's in the ocean of Have not's.

Balanced regional development of industries and incentives for the industrial development of backward areas has always been the objectives of economic planning by the government. It seems we are only partially successful in achieving the above mentioned objectives. The increasing disparity of income between urban and rural population, developed and developing states, rich and poor population is cause of concern. It may result into problem of social unrest and civil strife.

We need to address the issues of balanced regional development, proper development of infrastructure, adoption of latest techniques in farming, industrialization and development of service sector throughout the Indian landscape. There is a need to generate productive employment opportunities to benefit masses, quality of education has to be upgraded with quality infrastructure and accessibility of education to masses, the other areas which need

attention are quality health care, clean drinking water, sanitation, hygiene and a massive effort to bring change in lives of masses by pulling them out of poverty through quality education, industrialization and economic development.

➤ Sustainable Development

The emphasis has to be on sustainable development with concern to prevent environmental pollution.

The increasing menace of water, and air pollution need's to be properly checked. The manner in which sewage and industrial waste is discharged in rivers and other water bodies is making of environmental disaster which is going to affect lives of billions of people of our country. We have spiritual, mythological and cultural heritage which can boost tourism industry, provided if we keep our rivers, water streams clean and free of various industrial effluents, sewage lines which are illegally connected to rivers, plastic waste and dirt and provide incentives for the development of hospitality industry and transportation industry. Tourism Industry has the potential to generate large employment opportunities and solve the problem of mass unemployment to some extent.

➤ Entrepreneurship Development Institute and Entrepreneurship Development Programmes.

There is a need to fund, manage and promote Entrepreneurship Development Programme as well as both financial and technical assistance must be provided to small scale and ancillary industries by the government to create self employment and generate employment opportunities.

We need to foster productivity in various sectors of our economy like agriculture, industry, service sector, and retail sector and create environment where farmers get proper price for their produce and consumers are not overburdened with exorbitant and artificially inflated prices of vegetables, fruits, cereals, pulses, dairy products and other basic necessities. A

Win- Win situation which benefits Producers, Farmers, Middlemen, and Consumers is required and we must be passionate and committed about creating Brand India. Brand India must stand for quality, innovation and value for money in its market offerings. If Small nations like Germany and Japan which were destroyed in Second World War in the year 1944 can achieve high level of economic advancement than why can't India also called Bharat with a skilled workforce of billions achieve same level of economic advancement? All we need is passion, dedication, commitment, hard work and favorable economic policies for economic development.

BY: Mr. Sunil Chaudhary,

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Being – Middle Class Families: Living Legends

Few days back while surfing channels, I saw a scene from the movie: *Waqt – The race against time*, starring Amitabh Bachchan and Akshay Kumar. The scene was between Akshay Kumar and Priyanka Chopra where she tells Akshay Kumar that she would adjust with him in 8 BHK, as poor people live their whole life in just 3 BHK houses. Do you think that poor people live in 3 BHK houses? No we do not; as perception differs from person to person. For them, we fall in that category and for us, someone else. Then which class is this that lives their entire life in 3 BHK houses and do not ask more than that? Of course, The Middle Class – who “govern the nation” (this is just a notion.)

Middle Class has a unique capacity of surviving in society. It is said if they earn fifty paisa, their expenses are 1 rupee. And it is the situation. The house in which they live is on EMI. They would be paying EMIs for 20 years. There would be in constant tension for the EMIs in every month as they are ready with one more expense before they are done with the previous one. Not only their house, but their bikes, cars, etc are also on EMIs. After earning 40 to 45 thousands or sometimes more than that, they get hardly 20 thousands per month in hand. And in those 20 thousands, they have to think about children's gifts, expenses of house hold things and their enjoyment. At the end of the month, they come to know that, their savings are 5 thousands rupees this month. And after 10 years of job, it turns 1 million with hard efforts, which would be waiting for a big expense with a smiling face.

Moreover, Middle Class is always heavily loaded with a bunch of tensions. The first tension is always about paying EMIs. Indian banks run because of Middle Class families only. They regularly pay their EMIs to stay in their houses, to roam in a car. On the name of property they would be having a house, a car and a couple of two-wheelers. After taking a lot of pain, they could build a house. They may avoid some meals to

see their children smile while roaming in car. And that's why their house is not merely a construction for them or their car is not just a vehicle for them. They are as their family members. And that's why they stay in a house for their entire life. Hardly, with tears in their eyes, they sale their vehicles and buy new ones. And welcome as a new baby has arrived in the family.

They are fond of joint family. They do not want to stay apart, though they might be having many problems in life. Younger son of the family will get job of a handsome salary after studying for 26 years, but family will weep as he would have to go at distance place for a job. Family will be happy for him getting job, but they will not able to enjoy at fullest, as he will going to stay alone at a far place from the home. How would he manage his lunch and dinner? Etc. question arise here and they might say no to job for these reasons. Many people make fun of all these kind of mentality of middle class family. But they have this only which help make them feel proud for themselves. The values and tradition, which they have with them, help them to face other class of the society. They do not have money, but they have strength of living in any condition. In month ends, they just live by doing fasts. While in the beginning of the month they live at the fullest.

Middle Class families do not just survive, they live their lives.

-MR. DIPAN BHATT

Lecturer, SEMCOM.

ManageAnt : Importance of ManageAnt for Management:

As we have gone through the skills which be a ManageAnt for management. Today, we are going to discuss about the importance of ManageAnt for management. There is much management which we need to go through, such as, marketing management, retail management, green marketing management, spiritual marketing management and many more... there are importance for each management and they have developed ManageAnt for the same.

- Efficiently utilization of resources
- Develop an idea within the work done
- Development of resources
- Gives management builders
- Developing skill- listen to understand and ready to accept
- An adoption of scientific methods to organize
- Maintain relationship between employer and employee
- Balance between professional life and personal life
- Developing controlling system
- Creates value for the organization
- Management is bridge between goals and accomplishment
- To incorporate innovations
- Integrating various interest groups
- Stability in the society

Above all, there is much more importance of ManageAnt for Management. At the end, ManageAnt are many so importance of Management would be endless. ManageAnt should bite us than we know the importance of Management.

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Green Corner:

Reducing Carbon Footprint At Home With Consuming Less Energy (Initiatives at Home)

Turn off your television, video and other entertainment devices when they are not being used.

Do not leave your television etc in standby mode. Devices can use up to 90% as much power in standby mode as when they are on, so it is a serious waste of energy when a device is left constantly on standby.

Replace all of your inefficient incandescent light bulbs with energy efficient CFL bulbs. Replace halogen spotlights with much more efficient and longer lasting LED Spotlights.

Hang your clothes out to dry rather than using an electric tumble dryer. Ideally use a spin dryer before using the tumble dryer.

Cook many items at the same time when your electric oven is hot.

Use a microwave to reheat food or to cook small portions. Although a microwave uses a lot of power, it does so over a very short time and so saves energy overall.

Turn down your heating system thermostat. For every degree you lower your heat between 60° and 70° F you can reduce your heating bill by up to 5%.

Purchase energy efficient white goods (washing machines, tumble driers, fridges etc). Although they usually cost a little more initially, the cost savings in electricity will cover that many times over.

Vacuum clean the condenser coils at the back or underneath your fridge freezer. Accumulated dust reduces their efficiency by up to 25% adding that cost to your electricity bill.

Keep your fridge full, but not so full that air cannot circulate properly.

Fold clothes straight out of the tumble drier while they are still warm to save on ironing.

Cool cooked food before you put it into the fridge.

Do not put uncovered liquids into the fridge. Their evaporation will make the fridge have to work harder.

Heat only as much water as you require for drinks and cooking. If you keep forgetting, purchase an energy efficient eco kettle.

Use a convection oven. A small fan inside circulates hot air throughout the oven cutting cooking times by up to 30%.

Don't preheat the oven for roasting.

Don't keep opening the oven door. Every time you do so, your oven loses 20°C of heat.

Put lamps in the corner of a room so that the light is reflected off two walls.

Defrost frozen food in the fridge since this helps to cool the fridge.

In the summer use ceiling fans on a fast setting instead of air conditioning to keep cool. In the winter, running the fans slowly will push warm air collected at ceiling height down to where you want it.

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