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S.G.M. English Medium college of Commerce &
Management

SEMCOM



VISION:*To contribute to the societal enrichment through quality education, innovation and value augmentation.*

MISSION:*To build up a competitive edge amongst the students by fostering a stimulating learning environment.*

DREAM:*To establish a unique identity in the emerging global village.*

GOALS:

- *To focus on integral development of students.*
- *To offer courses and programs in tune with changing trends in the society as a whole.*
- *To update the curriculum as per the need of the business and industry.*
- *To create unique identity in the educational world at the national as well as international level.*
- *To institutionalize quality in imparting education.*
- *To incorporate innovations on a continuous basis in the entire process of education at institutional level.*
- *To create platform for the students for exhibiting their talent and for development of their potentials.*
- *To generate stimulating learning environment for students as well as teachers.*
- *To build cutting edge amongst the students to withstand and grow in the competitive environment at the global level.*

The overall mission is reinforced by the Punch Line

“WHAT WE THINK, OTHERS DON’T”.

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Editorial Board:

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Ms. NishrinPathan	Managing Editor
Ms. T. Hepzibah Mary	Executive Editor
Mr. Binit Patel	Technical Editor
Ms. Reshma Pathak	Technical Editor

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From the Chief Editor's desk:

Corporate Collaboration:

The urge to compete and the desire for competition are inherent. Man has been taught to be competitive since his birth. Running businesses or companies is no different. But because of the overwhelming changes in all fields and the paradigm shift in how businesses or companies are viewed in light of globalization and liberalization, it has become inevitable to network, collaborate, integrate, and band together for better alternatives and results.

Developments take place in leaps and bounds. To keep abreast of the progress made in all fields, man continues to strive for newer ways to combat the ever emerging challenges in manifold forms. Old practices have paved the way for novel stratagem whose effect and reach are wider. Small provision stores have given way to malls and small time companies to huge multinational corporations that are no smaller than big empires. Businesses and organizations have crossed the phase wherein they were led by one-man-army. Each department in a company functions like a big corporation. With power and authority becoming decentralized and waning of hierarchies, collaboration, teamwork and networking are the salient features of modern work place. With demand and supply becoming the foremost priority of companies for survival, it has become indispensable to deliver goods at the right time, right place and to the right people.

Corporations have started looking for greener pastures to stay afloat in the face of the storm created by competition, mergers, acquisitions, take over, etc. These factors have ushered in a new concept and methodology of functioning which in turn has emphasized the need for global experience, perspective and exposure and diverse experience, talent and expertise. Moreover, technological advancements have brought in a new way of thinking and doing things further

complicating the need for exceptional skills to tackle challenges. Corporate collaboration is the panacea for all the ills afflicting businesses and companies.

Amidst stories of great business successes we do have glaring failures which are attributed to the inability to adapt and adopt to the changing demands and requirements. Businesses or companies fail because of lack of alignment and cohesion with other business establishments. This is where corporate collaboration comes into the picture for it gives outstanding leadership, analytical skills, decision making skills, problem solving skills, etc. Corporate collaboration ensures optimum and the best input, effort and output through networking and channelization of diverse potentials. It has given a new spin to the main functions of management namely, planning, organizing, leading and controlling. It has also resulted in equal distribution of power, authority and information and doing away with disparities brought in by designations and titles. Corporate collaboration has ensured a more transparent way of functioning and redefining management processes. Collaborative work has made the distinction between superiors and subordinates thinner thereby giving birth to a healthier work environment that is also conducive to passionate, enthusiastic and inhibited work.

Corporate collaboration plays complementary and supplementary roles in companies and businesses to achieve better workflow by making it flexible and receptive. It encourages interaction and mutual operations among companies for it has become an indispensable kit for survival in the era of globalization. Interaction and mutual operations help in evolving strategies that are sustainable and compatible to development and growth. Sharing knowledge and experiences and brainstorming together empower the workforce to innovate, to achieve extraordinary results and connect, band and integrate with peers, processes and organizations.

Corporate collaboration helps in the exemplary acceleration and development of organizations by managing a talent pool in a talent scarce world, thus achieving unprecedented growth by utilizing their human capital. Through corporate collaboration when companies ally with other companies having similar operations and processes, the volume of output increases manifold with added values in terms of profit, sale and quality making a considerable difference to the economy of these companies. This allows companies to lower the costs of products and services thereby improving sales and market share. Besides these advantages, corporate collaboration gives rise to shared marketing ventures and opportunities that result in improved and increased reach. Above all through corporate collaboration companies receive a wide range of help and expertise in varied areas like publicity, public relations, financial planning, tax advising, advertising, technology, insurance, etc. With such enhanced help, the old customers are retained and more importantly the current customer base expands – the two key factors essential for the success of any venture. It increases the visibility to carry out businesses in a more enhanced way.

When companies come together, the challenges are confronted uniquely, the result of out-of-the-box thinking, and problems have creative solutions. Networking companies have better chances at success than companies that function independently and in isolation. Networking increases the word-of-mouth referrals and links that are very vital for survival. Collaboration lends credibility to your business and therefore the target market is easier to achieve and gives a wider reach as well.

With increased business opportunities, the customer has become the king. The success of a business venture depends on the level of satisfaction and fulfillment of a customer's needs, demands and requirements. Moreover, customers' voice has become powerful and all pervasive, thanks to the enhanced communication channels.

But such a ripe market will not produce the desired result without collaboration. Companies or businesses with varied operational functions and nature of business need to come together to gauge and cater to the needs and demands of different market segments. In this scenario, the customers' perception of businesses becomes a reality through collaboration.

Because of these advantages, the whole exercise of running an enterprise or a company becomes a happy experience, fruitful and meaningful. Collaboration ensures that the sail is unruffled by the storms of competition, uncertainty, constant change, etc.

By:

**Dr. Nikhil Zaveri
Director & Principal,
Chairman, IQAC
SEMCOM.**

IQAC Corner:

Spirituality: The Missing Dimension of Quality in Education

Dr. Bhalendu Vaishnav

Head of Department of Medicine,

Shree Krishna Hospital,

Karamsad.

Wise words go into the making of a teacher. In the present scenario first there is imbalance in development. The human mind has achieved development in certain fields and hence the development is only partial. Second, there is unmanageable complexity and the third is the huge system of civilization. In the present educational system there is lack of relevance with the actual life and since it is degree oriented it has lost its totality. The educational system is also characterized by over specialization and lags behind in keeping pace with the changing times. The last factor that plagues the educational system is the information explosion and the inability to tackle it. The two aspects responsible for it are the extrinsic which is the limited world view and the intrinsic which is the limited self-view. One fails to realize that both the factors – extrinsic and intrinsic – are inherent to the present expression of human abilities. It can be overcome by exceeding the same and by finding a higher denominator to base the foundational principles of our educational systems and processes. It is an evolutionary crisis and we have to find the real purpose behind it. There are two perspectives of self and world view. Sri Aurobindo has rightly drawn the distinction between the West and the East. He had said that the West made the growth of intellect and emotion vital but spirituality was ignored. Development cannot be achieved by the power of ideas and sentiment alone. Spiritual change is essential for the accomplishment of

ideals. The East has the secret of spiritual change but tuned its eyes away from the earth. The time has come to heal the division. The East has the basis for development. The universal energy is the spark of the divine that is around the human body that comprises biology, biochemistry, psychology and physiology. The principles and concepts of both the West and the East are needed together for better development. The community perspective involves the physical, mental, vital and psychic well-being of an individual. Integral education centers on awareness, growth and expression and this kind of integral education incorporates developments. The first concept was an insistence on spiritual change and the second was not only an individual is important but there is a communal life as well. Innovations have introduced a life centered education and that addresses all comprehensive education. The day of compartmentalization and fragmentation of knowledge should give way to new changes for all knowledge is essentially one. Education should impart self-reflecting or observing process for acquiring knowledge that inculcates an attitude of a lifelong learner and teacher. To train the mind the instrument of learning should be perfected. The emotion and physical well-being of an individual should also be trained to achieve comprehensive and sustainable development. Education should emphasize the importance of balanced growth. The happiness quotient depends equally on material and spiritual well-being and this has been proved by many studies. Psychic education imparts awareness of one's psychic being and leads to progressive information of one's outer being in the light of the same. Systematic efforts are needed to achieve a balance between science and spirituality. Exercises are to be included in education for the growth of physical consciousness, mental and vital consciousness and psychic consciousness. Collective aspiration and effort are to be incorporated in the higher education system to bring about all inclusive growth. Spiritual relevance in developments should be emphasized through education, technology, science, etc.

Title of the Book: **Quality Footprints – Sustainable Development of Higher Education Institutions**

Published by: **SEMCOM**

Publisher: **Lajja Communications**

SEMCOM IQAC Updates:

‘Rangmanch’ Theatre Workshop:

‘Rangmanch’ Theatre Workshop was organized on 19th and 20th December 2014 for which the coordinators were Dr. Ankur Amin and Ms. Palak Patel. The Guest Speaker was our former faculty member Mr. Dipan Bhatt from Navsari. Through practical sessions and demonstrations Mr. Dipan Bhatt taught different theatre skills. The workshop saw the participation of 88 students.



ISO First Surveillance Audit:

ISO First Surveillance Audit was on 31st December 2014. Mr. Sayed Sharfuddin from ISOQAR was the auditor and the audit was coordinated by Dr. Waheeda Thomas (MR) and Dr. PreethiLuhana (DMR). The processes that were audited were MR and CIA, Admission, Human Resource Management, Classroom Teaching, Co-curricular Activities, Infrastructure, Internal and External Communication and Personality and Skills Development. The closing meeting was at 10:00

a.m. and the closing at 5:15 p.m. It is the eleventh year of ISO 9001:2008 standard at SEMCOM.

Launch of AURA:

AURA, the college band was launched on 8th January 2015 which was coordinated by the Students' Council under the guidance of Dr. Subhash Joshi, the Vice President.



Business Quiz:

Business Quiz was conducted on 20th January 2015 and the coordinators were Dr. Nehal Daulatjada, Dr. Yashasvi Rajpara and Dr. Jaimin Trivedi. 100 students appeared for the elimination round on 10th January 2015. For the final competition there were six teams, one from each stream. The Quiz Masters were Stanny Davis (TYBBA – ITM) and Bhushan K. Patel (SYBBA – General). The winners were Sharad Brahmabhatt and Chirag Vaja from MEB and the runners were Akshat A. Patel and Rahul B. Rajput from BBA – ITM.

Debate Competition:

Debate Competition was organized on 22nd January 2015. Ms. T. Hepzibah Mary and Dr. Jaimin Trivedi were the coordinators. There were 15

teams and the topics were Cellphones should be banned in college, Development and not religion is the need of the hour for India, Gandhian philosophy is irrelevant in today's world and Education should be free from Government intervention. The first prize went to Dhruva P. Gandhi and Kunal J. Vaishnav from TYBBA – ITM in the team category and first prize in the individual category went to Dhruva P. Gandhi of TYBBA – ITM.

Fintelligence

CIBIL

Credit Information Bureau (India) Limited or CIBIL is a Credit Information Company (CIC) founded in August 2000 to play a critical role in India's financial system. Currently banks, financial institutions, state financial corporations, non-banking financial companies, housing finance companies and credit card companies are members of CIBIL. The idea behind setting up CIBIL is to gather all existing consumer and commercial credit information and pool it in a one-point source, for reference. CIBIL collects and maintains records of an individual's payments pertaining to loans and credit cards. These records are submitted to CIBIL by banks and other lenders, on a monthly basis. This information is then used to create Credit Information Reports (CIR) and credit scores which are provided to lenders in order to help evaluate and approve loan applications. Since, the credit score and CIR not only helps loan providers identify consumers who are likely to be able to pay back their loans, but also helps them to do this more quickly and economically. It facilitates people for faster loan approvals. Thus, it has led to a massive change in the way the credit life cycle is managed by both loan providers and consumers. Until recently, there was little visibility and transparency with regard to the loan approval process and the elements that loan providers used to evaluate loan application. Since, CIBIL has made your credits score and CIR available to you; you will be able to see how valuable a customer you are to loan providers. CIBIL houses credit histories on over 220 million trades across individuals and businesses, organized into two divisions: Consumer Bureau and Commercial Bureau. The Consumer Bureau was launched in 2004 with 4 million records, and now maintains more than 260 million records. The Commercial Bureau was launched in 2006 with 0.7

million records, and now maintains more than 12 million records.

CIBIL acts as weeding mechanism that helps identify poor repayment track records. It helps protect lenders from giving credit to people and establishments who are unlikely to repay what is lent. Even if credit is provided, it is done so at a very high rate of interest, thereby ensuring that the bank is able to recover a considerable sum of money even if a default happens some time into the loan tenure. On the other hand, if you have an impeccable repayment track record, you can reap benefits from it! Banks provide a lower interest rate for sound credit profiles that have excellent credit scores and such 'Credit Information Reports' can work to your advantage. It also helps lenders and banks quickly process a loan, without wasting valuable time on research and background check on the loan applicant. The factors which have the greatest impact on your CIBIL score are your repayment history, what you owe your lenders, how long have you been servicing, the amount of new credit you have taken or applied for, the mix of credit. In order to score high on this ground, you must have a healthy mix of credit comprising secured and unsecured loans and have ability to service them well in time. Those with a mix of various credit types such as mortgage, personal loan, car loan, credit card etc. is likely to score higher than those who have a single type of credit. Thus, a good credit score will ensure that you get a loan without any hassles at best interest rates when you really need one.

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www.cibil.com
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BY:

Dr. Kamini Shah

Assistant Professor

SEMCOM

e-ATTACKS:

Klez (2001)

This virus appeared in October 2001 in multiple versions which infected Microsoft Windows and played on the vulnerability of Internet Explore. It spread through an infected attachment. It spread through spoofed e-mail message, replicating itself and passing it on to the contacts in the victimized computer's address list. The mail used its own version of SMTP to mail itself. The subject line of the e-mail would be one of the 120 pre-programmed options, hence making its detection or blocking difficult. Few variants of this virus could disable the anti-virus software and was actually capable of spoofing, making the receiver believe that it actually came from a recognized source, thus ending into it being opened. The various variants of the virus acted either as a normal computer virus or as a worm or even a Trojan horse. It even had the ability to pose as a virus-removal tool. The reported damage was \$19.8 billion.

SirCam (2001)

SirCam was found in early 2001. It is a computer worm that spreads through an e-mail playing on the vulnerability of the Microsoft 95/98/ME. It spread through an infected attachment. The subject line of the e-mail was one of the few pre-programmed, but due to a bug in the worm, the subject line most of the time would contain "I send you this file in order to have your advice" which became a point of laughter at that time. This worm did interesting trick like attaching a random document file like .doc or .xls from the victimized machine and sent to the addresses in the contact list. Sometimes, the subject line would also include the name of the file attached, making it look more genuine and thus ending into being opened by the receiver. It even scanned the network for shared drives without password protection and copied

itself. The worm could even delete all files from C drive on October 16 if the date format was set to European Day/Month/Year. The reported damage was over \$1 Billion.

By:

Dr.NehalDaulatjada

Assistant Professor

SEMCOM

Article:

Unique Characteristics and Frequent Problems resulting from Each Service Characteristics Suggested marketing strategies for problems stemming from Unique Service Characteristics

Unique Service Characteristics	Resulting Marketing Problems	Marketing Strategies to solve the Problems
Intangibility	Services cannot be stored.	Stress tangible cues
	Services cannot be protected through patents	Use personal sources more than non-personal sources
	Services cannot be readily displayed or communicated	Promote or stimulate word-of-mouth communications
	Prices are difficult to set	Create strong brand/ organizational image
		Use cost accounting to help set prices.
		Engage in post purchase communications
Inseparability	Consumer involved in production and delivery.	Emphasize selection and training of public contact personnel
	Other consumers involved in production.	Manage customers
	Centralized mass production is difficult.	Use multi-site locations
Heterogeneity	Standardization and quality control is difficult	Industrialize service
		Customize service
Perishability	Services cannot be inventoried.	Use strategies to cope with fluctuating demand
		Make simultaneous adjustment in demand and capacity to achieve a closer match between the two.

By:

Dr. Ankur Amin

Assistant Professor

SEMCOM.

CommuniCare:

Enhancing Vocabulary through Web Dictionaries

Vocabulary development is a very important study skill. Words are like building blocks for better thinking process. They are also important in understanding ideas and thoughts floated by others as well as expressing them in our own opinions. Improving vocabulary helps in enhancing reading speed and efficiency. Hence, it is an important study skill.

There are several ways to improve vocabulary. Since school days we have been taught how to enhance vocabulary. Consciously reading, referring dictionary for every new word, being aware and registering new words spoken by others are few such techniques which have proven to be effective in developing vocabulary.

Now, when the entire world has become online, for every small matter we go to the rescue of internet, it is also worth noting that we learn new words through internet.

There are many good and content-rich websites on the Internet to learn words. These sites can be used by students to learn about a particular topic or by teachers to use Web resources to support classroom teaching.

[EnchantedLearning.com](http://www.EnchantedLearning.com) – is one such site written with basic level of English and it has lot of images. It was originally designed for younger learners but it appeals to all age group learners.

The link

is:<http://www.EnchantedLearning.com/Home.html>

[Internet Public Library2](http://www.IPL.org) – is a public service organization and it provides a learning/teaching environment. Till now thousands of students and library professionals have been involved

in answering reference questions. For an ipl2 Librarian service and in designing, building, creating and maintaining the ipl2's collections. <http://www.ipl.org>

[Kathy Schrock's Guide for Educators](http://www.KathySchrock.com) – is the site which is continually updated and it is categorized by topic like arts and literature, history, business, education, health, current affairs etc. This site is meant for students from KG to 12 and it has lots of excellent resources useful for ESL/EFL students. This content rich site needs special attention. One can sign up to receive weekly email.

The link

is:<http://school.discovery.com/schrockguide>

[Kid's Click](http://www.KidsClick.com) is another site which was created by a group of librarians. Kid's Click is a better option as filtering software. Kid's Click is a searchable directory divided into 15 categories. Every entry is rated for reading level and amount of illustration, which is very useful for determining use with ESL students with different language ability.

The link

is:<http://sunsite.berkeley.edu/KidsClick>

[ReadWriteThink](http://www.ReadWriteThink.org) - has flash based great collection. It offers interactive activities to develop literacy skills for all grades. It also provides very comprehensive [Web Resources Gallery](http://www.WebResourcesGallery.com). Visit: http://readwritethink.org/student_mat/index.asp

By:

Ms. Nishrin Pathan

Assistant Professor

SEMCOM.

MY VOICE:

Life on a Fast Lane

Modern urban life has become highly competitive and hectic. Globalization, Privatization and Liberalization have intensified competition. The new age corporate or business mantras are survival of the fittest and fastest, innovate fast and continuously or perish, aim and achieve hundred percent quality work consistently. Continuous scanning of business environment, to capitalize on business opportunities in terms of exploring new markets to take steps in advance to overcome business threats of intensified competition, altering consumer wants and preferences, modifications in technology, vicissitudes in economic, demographic, sociocultural, legal and technological environment has become imperative. Technology has become the source of creative destruction as television replaced radio, in process of being replaced by internet or Information and Communication Technology.

As Alvin Toffler rightly observed that “the illiterate of the future will not be the person who cannot read. It will be the person who does not know how to learn”. “Our technological powers increase, but the side effects and potential hazards also escalate”.

Lord Krishna in Bhagwat Gita enlightens Prince Arjun on the importance of balance. Lord Krishna counsels Prince Arjun to practice control on body, mind and soul in pursuit of moral goals and objectives. Lord Krishna illuminates to prince Arjun the significance of Samatvabuddhi Yoga where a person has the balanced life, as success and failure does not affect his or her physiological, psychological and spiritual wellbeing as well as his work performance. Transcendental work performance can be achieved by maintaining work-life balance.

The major worry of HR professionals is to destress work force, to increase productivity of human resources and to achieve a healthy, blissful work life and family life. Modern urban metros and cities in developing world face problem of over population. The island of haves with ocean of have not's, modern urban infrastructure with slums, poverty, problem of child labour, growing crime, violence and hectic urban life going on at a profligate pace. A slight disturbance like major power failure for few hours or heavy downpour can create a huge chaos, traffic congestion and countless snags. Urban areas now resemble concrete jungle with people living a hectic life striving to achieve work-life balance.

The effects of modern hectic lifestyle are very much visible with less physical activity, multitude of health problems like increasing incidence of heart disease and problem of obesity etc. The charm of journey is reaching the destination but also to relish the way or process to destination. Noble Ends are important as the principled means or ways to achieve moral ends. A bullet train can reach the destination in record time but it cannot take away the charm of traveling through moderately slow trains and loving the beauty of natural surroundings like greenery, water streams, and mountains and so on.

Meditation, prayer, enjoying the companionship and lighter moments with family and friends adds lifetime reminiscences to human life. Now, it is no more a secret that glad and satisfied people also enjoy healthy life. Modern gadgets and gizmos with numerous social networking platforms cannot replace the warmth of face to face interaction. Enjoying quality time together in company of family members, friends and near and dear ones is equally significant. The crux of the matter is to achieve balance between addiction to work, lofty work goals and being high achiever and simultaneously enjoying a healthy social life. There is good saying

that excess of anything is bad, so what is required is to invest time like money in various work activities and social activities.

Reference:

http://www.brainyquote.com/quotes/authors/a/alvin_toffler.html

By:

Mr.Sunil V. Chaudhary

Assistant Professor

SEMCOM

ACCOUNTING AURA

Should business reporting, including financial reporting, environmental accounting and CSR reporting be globally standardized? If so, how?

Optimizing multiple aspects of a business, including capital value for wealth creation for shareholders, human capital capability through acquisition of trained resources, technology framework so as to be globally competitive, product and service penetration across global markets and information resources to stay aligned with global competitors are the key reasons why Indian corporates continue to invest in and expand their businesses, overseas. These strategic business decisions require a careful consideration of various post set-up/acquisition integration challenges arising from many processes relating to people, regulatory, tax, financial reporting and systems and processes. A company expanding its international footprint is required to speak in different financial reporting languages as investors want to be able to read financial statements in a format they are familiar with. The group management has a compelling need to address challenges that arise early in the course of integration.

The dynamic accounting and regulatory framework that global companies need to contend with makes it necessary for them to establish a mechanism to ensure periodic monitoring of such processes/systems with a view to continuously update and improve their processes. In the financial reporting space, challenges arise with regard to considerations, including:

- Knowledge of differences in reporting accounting standards for group consolidation, accounting standards applicable to local entity overseas, tax accounting requirements in the local country.
- Speed of reporting considering the regulatory requirements of each country and the parent company of the group.

- Quality and reliability of reporting — to be presented in a manner that's understandable to various stakeholders.

Financial statement closure process to ensure timely filings for quarterly reporting as well as other compliance filings. Further, the MIS reporting needs to be aligned to ensure that performance improvement parameters are periodically reviewed and acted upon in a timely manner.

Acquiring Knowledge

Often, companies setting up/acquiring businesses overseas, delay sharing of knowledge and imparting of training to their teams and sometimes do not take any action at all regarding these aspects. The most widely accepted accounting standards in the world include IFRS and USGAAP. However, many countries have developed local GAAP, after having taking into consideration the maturity of the local businesses, which vary (quite significantly in certain countries) from IFRS/USGAAP as well. Deferring introduction of Ind AS in India has resulted insignificant differences between Indian GAAP/IFRS and USGAAP, which still remain. In order to prepare a process for integrating financial information from its overseas entities, it is imperative for the management to develop a training calendar, reassess the skills of the team and realign it with a view to ensuring an effective process to produce reliable financial reporting.

Speed of Reporting

The regulatory environment specific to a country drives the financial reporting in those countries. Most often, a formal review and assessment of the reporting timelines is required so as to ensure that these timelines are aligned with those of the parent entity. It helps address the additional workflow related to conversion of financial information into Indian GAAP. This workflow is sometimes further impacted by multiple GAAP conversions. For example, a company having a subsidiary registered, for instance, in Canada, where the local reporting is

carried out under Canadian GAAP (similar to USGAAP), needs to be converted to IFRS (using IFRS as a common base GAAP) and thereafter IFRS financial information of all group entities needs to be converted to Indian GAAP. In addition, there would be requirements from external and internal auditors to review financial information and the processes to enable the Group obtain auditor's clearance. These additional reporting requirements need to be understood well in advance of the financial information being reported externally and also needs to be properly leveraged through the annual reporting calendar of the Group's parent entity.

Quality and Reliability of Reporting

Accounting standards in India do not have any transitional provisions related to its being consolidated for the first time. The companies are required to review their conversion process, assuming all its overseas businesses have been following Indian GAAP since commencement of operations. It requires a careful assessment of the position at the opening date and identify any differences that might impact the opening retained earnings, goodwill and deferred taxes, amongst other things. The standards also require that financial information should be prepared using uniform accounting policies unless a justifiable reason exists for the Group not to align its accounting policies across its various entities. There are many other differences in accounting for foreign exchange transactions and translations which require a careful assessment with a view to enhancing the quality and reliability of reporting associated with overseas entities in the Group. A good way to address these challenges is to develop a group accounting policy manual which provides guidance on appropriate accounting treatment for each item in the financial statement, with a separate section for convergence from other countries' GAAP. A group accounting manual is not merely a handy guide to assist companies to prepare its financial information but also acts as a reference guide to address doubts arising from

accounting treatment of complex transactions. Further such a manual is a live document that needs to be reviewed periodically to address any changes in the accounting policies chosen by the Group that might occur either due to a change in the underlying accounting standard or on account of the Group opting for an alternative accounting policy, where such an option is permitted under the related accounting standard.

Financial Statement Closing Process

The overall goal of the consolidation process is to collect and transform data into a financial statement. This can be done when the group defines a common chart of accounts, develops consolidated group instructions and combines process and technology for consolidation. Information technology has a crucial role in enhancing the quality of periodic closing of financial statements. Investment in enhancing the IT capabilities allows a Group to address many aspects that can impact the quality and timeliness, some of these key aspects include:

- Developing a common chart of accounts where a diverse chart of accounts exist
- Different reporting requirements to address not only the annual and periodic quarterly reporting but also reporting to regulators including from tax, indirect tax and stock exchanges etc.
- Deal with multiple currency translation requirements
- Deal with inter-company elimination requirements
- Enhance data integrity

The above activities, if not automated, severely constrain the time dedicated to accounting and finance functions as the absence of automation creates a situation where the management spends more time collecting, aggregating, inspecting and reconciling rather than analyzing and strategizing data. Leading companies understand the importance of financial reporting considerations and take appropriate steps to establish and

implement an effective methodology that is backed up by talented people with the right skill sets, processes and tools to help them in smooth financial reporting and address multiple GAAP reporting and conversion challenges

Reference:

www.cfoinstitute.com

BY:

Mr. Pratik Shah

Assitant Professor

SEMCOM

Research Article:

The English Business of E- Business

Abstract:

Globalization and the Internet have made English an important aspect of our lives. English is the language of every latest business in the world. The Internet is a realm without borders. One can reach anyone, anywhere, in any country. Yet there remains one digital border: language. With the rapid advancements in technology, English has not only increased employment, but has also helped a lot in communication. The basis of every relation is communication and English has become a window to global communication. It is, therefore, important for e-commerce companies to understand language trends, especially those that proliferate online.

Key Words:

English, E-communication, E-Commerce, linguistic ability, varied vocabulary

Introduction

Language, being one of the most effective mediums of expression and interaction, is the greatest possession of man. Language is a set of social conventions designed to facilitate communication with other persons who have acquired the same linguistic conventions. Language is the expression of human personality in words, whether written or spoken. It is the universal medium for conveying the common facts and feelings of everyday life. Language therefore becomes the normal, natural and enduring method of expressing the human mind.

The English language is spoken and read by the largest number of people in the world, for historical, political and economic reasons. All over the world around 320 to 377 million people learn

English as their first language, 150 to 300 million as their second language and between 100 and 1000 million as a foreign language.

It is claimed that English is the most heterogeneous of all the languages, having received throughout its history, all kinds of foreign elements with ease and assimilated them all to its own character.

The characteristic features, which outstand in making English as a world language, are:

- Its extra ordinary receptiveness and adaptable heterogeneousness.
- Its simplicity of inflexion.
- Its relatively fixed word order.
- The development of new varieties of intonation to express shades of meaning.
- It's most copious, heterogeneous and varied vocabulary.

English is the language of every latest business in the world. With the rapid advancements in technology, English has not only increased employment, but has also helped a lot in communication. The basis of every relation is communication and English has become a window to global communication.

It is impossible to imagine the world without the two Es: Electronic Communication and English. English is all over the Internet, books and media. English is followed by almost all the developed and developing countries today.

English is everywhere. Globalization and the Internet have made English an important aspect of our lives. The finest and the most advanced innovations in science and technology are made in the United States of America, where English language is the primary means of scientific communication. English has thus become an effective means of sharing experiences and strengthening our cultural identity across the globe.

Knowledge of English opens up a large number of employment opportunities in almost every

business domain. Almost every employer expects his employees to have basics of excellent English speaking skills. English is the language of Science and Technology. Scientific innovations or discoveries in other developed countries cannot reach India without English. All the latest technologies are now at our fingertips but to be able to access this technology we need to develop English language skills. The syntax of most of the existing computer programming languages is also made up of English keywords. Though there are several websites in various other languages, English will always be the primary language for internet access. Most of the information over the internet is in English. So in order to gain access to this vast information, knowing English becomes a prerequisite. Although English is just one of the official languages of India, but it would perhaps be the only language that can be understood across the country. It is the primary language used in international affairs. It is used in building international relations through the involvement of professional diplomats with respect to issues related to peacemaking, global trade, economy and culture. Apart from general communication, knowledge of English is an added advantage to help in communicating at the global level.

Every business with an international client base uses English language as the prime source of communication. A good knowledge of English along with strong interpersonal skills can not only get us employment in the global business world but also brings a lot of opportunities for self-employment as well. Some of the common self-employment careers in English include English teachers/trainers, content writers, bloggers etc. Today it is a well-accepted norm that English has become the language of professional communication and being able to express yourself and your ideas in English is not just a skill, but also an art!

The evolution of English

When America emerged from the ashes of a bruising war with Britain in 1814, the nation was far from united. Noah Webster thought that a common language would bring people together and help create a new identity that would make the country truly independent of the British.

Webster's dictionary, now in its 11th edition, adopted the Americanised spellings familiar today - er instead of re in *theatre*, dropping the u from *colour*, and losing the double l from words such as *traveller*. It also documented new words that were uniquely American such as skunk, opossum, hickory, squash and chowder.

An American Dictionary of the English Language took 18 years to complete and Webster learned 26 other languages in order to research the etymology of its 70,000 entries. The internet is creating a similar language evolution, but at a much faster pace. There are now thought to be some 4.5 billion web pages worldwide. And with half the population of China now on line, many of them are written in Chinese. Still, some linguists predict that within 10 years English will dominate the internet – but in forms very different to what we accept and recognise as English today. That is because people who speak English as a second language already outnumber native speakers. And increasingly they use it to communicate with other non-native speakers, particularly on the internet where less attention is paid to grammar and spelling and users don't have to worry about their accent.

English remains the single most commonly-used language on the web. But in 2010, for the first time ever, the majority of the world's data was in non-English text. That is because new computer technology has made it easier to read and write in non-Roman languages.

"Much technology was initially unreliable in languages other than those using Roman script", says computational linguist Robert Munro. "But the broader adoption of standards like Unicode means that this is changing". Unicode enables a message generated in Chinese characters in Shanghai to appear the same when it's read on a computer or mobile device in San Francisco.

Users of Facebook already socialise in a number of different "Englises" including Indian English or Hinglish, Spanglish (Spanish English) and Konglish (Korean English). While these variations have long existed within individual cultures, they are now expanding and coming online.

"On the internet, all that matters is that people can communicate – nobody has a right to tell them what the language should be", says Baron. "If you can talk Facebook into putting up pages, you have a language that has political and social standing even if it doesn't have much in the way of linguistic uniqueness".

Some words are adaptations of traditional English: In Singlish, or Singaporean English, "blur" means "confused" or "slow": "She came into the conversation late and was blur as a result". Others combine English words to make something new. In Konglish, "skinship" means intimate physical contact: handholding, touching, caressing. Technology companies are tapping into the new English variations with products aimed at enabling users to add words that are not already in the English dictionary. And most large companies have English websites, while smaller businesses are learning that they need a common language - English - to reach global customers.

"While most people don't speak English as their first language, there is a special commercial and social role for English driven by modern forms of entertainment", says Robert Munro, a computational linguist and head of Idibon, a language technology company in California.

Language and the Internet

The Internet is a realm without borders. One can reach anyone, anywhere, in any country. Yet there remains one digital border: language. In 2004, Ethan Zuckerman, co-founder of the global blogging website Global Voices, made an observation one evening while he was having dinner with about a dozen of his blogger friends in Amman, Jordan, all of whom were yammering away in Arabic even though they were all blogging in English. Back then, most people on the Internet used English even if it was not their native language. It was just easier.

Today, although English remains both the most translated and most widely-used language on the web, the whole world is no longer telling stories and browsing solely in English. Over 200 million words and phrases are spit in and out of Google Translate in 80 different languages on a daily basis, which goes to show that there are online barriers to break through.

It is important for e-commerce companies to understand language trends, especially those that proliferate online. Internet users prefer to use their native languages when shopping, so an online business using one language will only speak to that market. According to Reverbeo.com, 52 percent of non-English speakers surveyed only buy from websites where the information is presented in their language. This goes up to 60 percent when looking at French and Japanese shoppers! Translation is the key to crossing language borders in the e-commerce world.

The Top 10 Languages spoken in the world, both by native and non-native speakers are:

- | | |
|------------|---------------|
| 1. Chinese | 6. Portuguese |
| 2. Spanish | 7. Bengali |
| 3. English | 8. Russian |
| 4. Arabic | 9. Japanese |
| 5. Hindi | 10. German |

Population does not directly correlate to Internet penetration. For example, India is the second-most populated country in the world, yet ranks well below Japan in terms of Internet users.

Top 10 languages used on the Internet are:

- | | |
|-------------|---------------|
| 1. English | 6. French |
| 2. Chinese | 7. Korean |
| 3. Japanese | 8. Portuguese |
| 4. Spanish | 9. Italian |

product range as Amazon.com. What about specialisation? We have to realise that we are not the largest nation in the world. A Czech bookshop focusing on artificial life will only have a few customers – too few to survive.

In contrast, American shops have been operating globally from the start: before Amazon opened its first foreign branches, it was already selling a large part of its production abroad. But who will buy Czech-language goods from a Czech shop? Obviously, someone who speaks Czech. There are however only around one million such people on the internet, a fraction of the 200 million users. A Czech customer would rather compare the price of a book from a Czech bookshop with the price of the same book in American shops, most probably in those cases where a Czech shop boasts thousands of foreign titles. That is the one-way language barrier.

A typical American customer cannot go into a purely Czech internet shop, because he does not understand Czech. How does it work the other way round? In the demographic structure of today's Czech internet community, a significant number of users (around two-thirds) speak English – a much higher figure than the number of Czechs and Czech-speaking Americans (around half of one percent). This difference will always exist, as Czech and English are of different global importance. English is one of the world languages used in international communication and is therefore used by a large number of people as their first or second language. That is not true of Czech, nor will it ever be. While global shops run in English can compete with internet shops run only in Czech, the reverse is impossible. This results in one-sided competition which will sooner or later destroy the Czech shop. So, if a visitor to Amazon.com sitting in San Francisco does not compare the price there with that offered by Vltava.cz, but a Vltava visitor sitting in Prague compares the price of each book with the Amazon prize, in the medium term only one of those two electronic shops will survive. That is the reality of competition in a global medium.

This leads us to the conclusion that Czech electronic shops concentrating solely on the Czech-speaking community (only offering goods in Czech) cannot afford to specialise. The Czech internet community is too small for the time being, and in some areas of possible specialisation will always be small, even after the internet has become more widespread in this country. By restricting themselves to the Czech language, Czech electronic shops renounce one of the basic advantages of electronic shops – the opportunity of standing out thanks to specialisation. For global sales commodities, it is therefore highly problematic and dangerous to set up – perhaps unwittingly – a one-way language barrier. An English language version, the use of internationally accepted payment instruments and global logistics should be the bare necessities for any shop facing direct global competition.

Conclusion:

UNESCO estimates that half of the world's 6,000 languages will have disappeared by the end of the century – but new research shows that social media and text messaging in particular are promoting and supporting language diversity.

Texting is now conducted by speakers of around 5,000 languages.

"Text messaging is the most linguistically diverse form of written communication that has ever existed", says Munroe. "It has also become the first form of written communication of many of the world's languages", he says. "Most have only ever been spoken. But the technology and economics of text messages and the proliferation of cell phones means it's the most economic option of communication. The prevalence of English movies in regions where there is not much technology other than cell phones and DVDs makes English an inspirational language. People think it is the language of the digital age".

In previous centuries, the convergence of cultures and trade led to the emergence of pidgin – a streamlined system of communication that has

simple grammatical structure, says Michael Ullman, director of research at Georgetown University's Brain and Language Lab.

When the next generation of pidgin speakers begins to add vocabulary and grammar, it becomes a distinct Creole language. "You get different endings, it's more complex and systematised. Something like that could be happening to English on the web", he says.

Hinglish is a blend of Hindi, Punjabi, Urdu and English and is so widespread that it is even being taught to British diplomats. Mobile phone companies are also updating their apps to reflect its growing use. In Hinglish, a co-brother is a brother-in-law; eve-teasing means sexual harassment; an emergency crew responding to a crisis might be described as 'airdashing', and somewhat confusing to football fans, a 'stadium' refers to a bald man with a fringe of hair. There is even a new concept of time - "pre-pone", the opposite of postpone, meaning "to bring something forward".

The increasing prevalence of the internet in everyday life means that language online is not a zero sum game. Instead, it allows multiple languages to flourish. "Most people actually speak multiple languages – it's less common to only speak one", says Mr Munro. "English has taken its place as the world's lingua franca, but it's not pushing out other languages".

Instead, other languages are pushing their way into English, and in the process creating something new.

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STUDENT'S CORNER:

Corruption Free India – A Distant Dream

HEMANGI Y CHAUHAN(TYBBA ITM – Roll No. 20: Won the first prize for Essay Writing Competition held on 22nd July 2014)

A famous quote in Hindi says that as I was trying to save my house from little bugs a few chair lovers (political leaders) ate the entire nation. The quote also perfectly describes that in India corruption is at a very high level and therefore to see a corruption free India is just a dream!

In the last decade between 2003 and 2013 corruption to the tune of Rs. 18860000000000 was found. In this scenario it is important to know what corruption is. Corruption is any illegal activity carried out for getting things done before or on time. Generally a huge amount of time in the form of bribe is given and this gives birth to corruption. It is increasing day by day because people knowingly or unknowingly support it. Giving or accepting bribe is a form of corruption. As per a survey India ranks 97th among 176 countries in corruption. This is a recent data in the year 2013.

Corruption exists almost in every field – education, social institutes, corporate offices, government offices, army, navy air force, law, etc. But majorly corruption is observed at a very high rate in politics. Every political party has a lot of corrupted political leaders who are even involved in serious cases of corruption. Every day we read and hear about serious and major scams and scandals. It ranges from a small amount of money in lakhs to large amounts in crores. What makes it worse is the connivance of government officials either directly or indirectly. Political leaders were involved in scams that amounted to crores of money. CWG Scam, 2G Scam, Hawala Scam, Coal Scam, Aadarsh Scam are some of the scams that involved crores of money and list goes on. In each of the scams political leaders at the central and state level were connected. Former Telecom

Minister A. Raja, along with a few government officials, was found guilty in 2G Scam and it amounted to 1760000000000 Indian rupees. This was not his or government's money, but it was the money of the society and its citizens.

At the lower level government officials take bribe to get a work done before or on time. In this situation, both the giver and the taker, are guilty. Another reason to the rise in the rate of corruption is dissatisfaction among people. People are not satisfied with the salary or the income they get. Everybody wants to enter the elite society for which they choose the wrong path of corruption. As per a survey, 8 persons out of ten are corrupted, either by accepting bribe or by giving. With the help of bureaucrats, government officials and central or state authorities spread corruption. Black money of many business tycoons and political leaders are safely stacked away in Swiss Banks.

Education institutions are not free from malady. To secure admissions, parents are forced to give large amounts of money in the form of donation. Parents also pay a hefty amount to get admissions in the NRI quota. These maladies lead to the death of quality, equality and fairness in educational institutions.

Corruption gives birth to various other social evils such as inflation, poverty, inequality, instability, etc. The major reason for corruption is human nature which lusts after luxurious life. Not wanting to exert themselves, people resort to unscrupulous ways to enjoy monetary benefits. Another major reason is the lack of ethics and moral values in today's modern and westernized India. Lack of good and sufficient income in this age of inflation is yet another reason. A family finds it extremely strenuous to survive on the salary earned by the main member. And so in order to get extra money, they do not hesitate to accept bribe. The absence of stringent laws to punish corruption has also emboldened people to earn money through illegal ways. People have become quite fearless to give or take bribe. The most important reason for prevalent corruption is the lack of courage,

confidence and perseverance among people to fight against corruption. In spite of the considerable amount of work done by NGOs and government to eradicate corruption, the outcome or result is very marginal.

How can corruption be eradicated? What measures can the common man and the government take together to ensure that the money goes back to the treasury? What strategies will help in reducing and controlling corruption? One of the best measures can be the implementation of RTI (Right to Information) Act. RTI will ensure that the common man has access to all relevant information that helps in processing or have his work done. Through this act the common man can approach the government and demand for relevant details. It should be ensured that Public Information Officers carry out their duties responsibly and justly whereby information is available to the common man at nominal price which in turn ensures that the work is done on time. Officers not carrying out their duty conscientiously should be brought to justice and stringent actions taken.

On 21st July 2014 the Prime Minister ordered all the top officials to report the work done in their areas, but sadly till date the work remains incomplete. To keep a constant check on corruption, Central Vigilance Commission should be given more power and authority. It was set up by the central government to guide and advice central government agencies on matters of vigilance and corruption. Corruption reported by Central Vigilance Commission should be taken seriously. Government should implement Lokpal Bill which was demanded by Anna Hazare in the form of Jan Lokpal Bill in 2012. If it is implemented in the true spirit, 60% of corruption will be reduced and 60% of black money recovered and released.

Alumni Corner:

Research Paper:

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Rural Entrepreneurship Development

Abstract: In India people mostly depend on agriculture business. That means people of India mostly live in rural areas. This research paper is about entrepreneurship in rural area. Since industries are rare in rural area people mostly depend on agricultural. On the contrary it is also a fact that the majority of rural entrepreneurs face many problems due to non-availability of primary amenities in rural areas in a developing country like India. Lack of education, financial problems, and insufficient technical and conceptual ability are some of the problems for rural entrepreneurs to establish industries in rural areas. This paper makes an attempt to find out the problems and challenges for the potentiality of rural entrepreneurship. It also focuses on the major problems faced by rural entrepreneurs.

Data and information are collected from several websites, research papers, etc. So this paper is based on secondary data. This research paper is also called conceptual based research paper.

Introduction

After over 6 decades of Independence and Industrialization in our country, still a large part of population remains under poverty line. Agriculture continues to be the back bone of rural society. As per this study, 70 percent of holdings are held by small and marginal farmers resulting in overcrowding on the agricultural land and diminishing farm produce. This also results in migration of farm worker in large numbers to urban areas. In both the cases, the population remains under poverty line. Entrepreneurship can play an

important role in rural development. "Entrepreneur means one who creates a product on his own account, whoever undertakes on his own an industrial/trading enterprise in which work men are employed". If entrepreneurship is really encouraged in rural area it would, of course, be instrumental in changing the face of rural areas by solving the problems of unemployment, poverty, economic disparity, poor utilization of rural capacity, low level of standard of living. Majority of the population still lives in rural India and a large chunk of population in urban areas still live through the learning of a village life. For the strength of the country there is the necessity to develop villages. Development of a country is a choice loaded on its people, whether urban or rural. It is individuals who shape up a society and decide its progress and performance. Urban and rural are two sides of the same coin of economic development. While the urban sector has witnessed phenomenal growth and development, fuelled by the post-independence era of industrialization, the rural sector saw little corporate growth.

Rural development is more than ever before linked to entrepreneurship. Institutions and individuals promoting rural development now see entrepreneurship as a strategic development intervention that could accelerate the rural development process. Furthermore, institutions and individuals seem to agree on the urgent need to promote rural enterprises.

Objectives of Study

The main objective is to know the problems and challenges of entrepreneurs in rural areas. Another objective is to find out various alternative solutions of those problems. With this study we can know whether rural areas are developing or not.

Rural Entrepreneurship and Development of Villages

Rural entrepreneurship implies entrepreneurship emerging in rural areas. In other words

establishing industries in rural areas refers to rural entrepreneurship. This means rural entrepreneurship is synonymous with rural industrialization. Many examples of successful rural entrepreneurship are found in literature.

Diversification into non-agricultural uses of available resources such as catering to tourists, blacksmithing, carpentry, spinning, etc. as well as diversification into activities other than those solely related to agricultural usage, for example, the use of resources other than land such as water, woodlands, buildings, available skills and local features, all fit into rural entrepreneurship. The entrepreneurial combinations of these resources are, for example: tourism, sport and recreation facilities, professional and technical training, retailing and wholesaling, industrial applications (engineering, crafts), servicing (consultancy), value added (products from meat, milk, wood, etc.) and the possibility of off-farm work. Equally entrepreneurial, are new uses of land that enable a reduction in the intensity of agricultural production, for example, organic production.

- [A] Better distribution of farm produce resulting in rural prosperity.
- [B] Entrepreneurial occupation for rural youth resulting in reduction of disguised employment and alternative occupations for rural youth.
- [C] Formations of big cooperatives like Amul for optimum utilization of farm produce.
- [D] Optimum utilization of local resource in entrepreneurial venture by rural youth.

Indian agriculture is characterized by low productivity, exposure for vagaries of nature like drought, flood, other natural disasters and weaknesses like mismatch between agricultural and cash crops, inadequate infrastructure to provide for value addition, wide disparity in public-private partnership in agricultural development.

Land being limited is unable to absorb the entire labour force throughout the year leading to large scale unemployment and underemployment.

Rural people, in search of jobs, often migrate to urban centres creating unwanted slums and live in unhygienic conditions of living.

A turnaround is possible in the above trend if employment opportunities are made available in rural areas along with the basic amenities of life. The real solution to India's economic problem is not mass production but production by masses as was suggested by Mahatma Gandhi. Rural industrialization through the development of rural entrepreneur seems to be the answer to poverty, unemployment and backwardness of Indian economy.

Government of India in its successive five year plans has been assigning increasing importance and support for the promotion and development of rural entrepreneurship.

Rural entrepreneurship is a process which introduces new things in the economy. Rural entrepreneurship is the attempt to create value through recognition of business opportunity, the management of risk-taking appropriate to the opportunity, and through the communicative and management skills to mobilize human, financial and material resources necessary to bring a project to fruition in rural areas. The role of entrepreneurship was recognized in India much earlier than other countries. After Independence, with the advent of planning and even after the completion of First Plan, a new enthusiasm was on the scene. Young men instead of going for higher studies in law or literature turned to Science and Technology. The number of applications for industrial licenses to set-up new projects shot-up and there was keen competition among intending entrepreneurs. Most of the total population lives in rural areas.

The structure of rural economies is essentially composed of small enterprises, which are

responsible for most of job growth and innovation. Moreover, small businesses represent an appropriate scale of activity for most rural economies.

Balanced development is the need of the hour and it is possible only when rural areas will flourish. Growth of rural entrepreneurship may lead to reduction in poverty, growth of slums, pollution in cities and ignorance of inhabitants. It helps in improving standard of living and literacy rate of rural people. Rural industries include traditional sector and modern sector. Former consists of khadi and village industries, handloom, sericulture, handicraft and coir while the latter includes power looms and small scale industries.

Roles of Rural Entrepreneurs in Economic Development

The entrepreneurs with their ability to scan, analyze and identify opportunities in the environment transform them into business propositions through creation of economic entities.

They by channelizing the resources from less productive to more productive use create wealth. Through efficient and effective utilization of national resources, they act as catalysts for economic development and agents of social transformation and change.

According to Joseph Schumpeter, the rate of economic progress of a nation depends upon its rate of innovation which in turn depends on the rate of increase in entrepreneurial talent among the population.

Many examples of successful rural entrepreneurship are found in literature. Diversification into non-agricultural uses of available resources such as catering to tourists, blacksmithing, carpentry, spinning, etc. as well as diversification into activities other than those solely related to agricultural usage, for example, the use of resources other than land such as water,

woodlands, buildings, available skills and local features, all fit into rural entrepreneurship. The entrepreneurial combinations of these resources are, for example: tourism, sport and recreation facilities, professional and technical training, retailing and wholesaling, industrial applications (engineering, crafts), servicing (consultancy), value added (products from meat, milk, wood, etc.) and the possibility of off-farm work. Equally entrepreneurial, are new uses of land that enable a reduction in the intensity of agricultural production, for example, organic production.

According to Meir and Baldwin, development does not occur spontaneously as a natural consequence when economic conditions in some sense are right.

A catalyst is needed which results in entrepreneurial activity to a considerable extent. The diversity of activities that characterizes rich countries can be attributed to the supply of entrepreneurs. They play a vital role in the economic development of a country in the following ways.

Formation of Capital

Entrepreneurs by placing profitable business proposition attract investment to ensure private participation in the industrialization process. The otherwise idle savings are channelized for investment in business ventures which in turn provides return. Again the savings are invested giving a multiplier effect to the process of capital formation.

Balanced Regional Development

The entrepreneurs always look for opportunities in the environment. They capitalize on the opportunities of governmental concessions, subsidies and facilities to set up their enterprises in undeveloped areas. The setting up of Steel Plant at Tata Nagar and Reliance Petrochemicals at Jamnagar (Gujarat) have resulted in the development of Good Township and peripheral

regional development. Thus entrepreneurs reduce the imbalances and disparities in development among regions.

General Employment

This is the real charm of being an entrepreneur. They are not job seekers but job creators and job providers. With the globalization process the government jobs are shrinking leaving many unemployed. In the circumstances, entrepreneurs and their enterprises are the only hope and source of direct and indirect employment generation. Employment is generated directly by the requirement of the large enterprises and indirectly by ancilliarisation and consequential development activities.

Improvement in Standard of Living

Entrepreneurial initiative through employment generation leads to increase in income and purchasing power which is spent on consumption expenditure. Increased demand for goods and services boost up industrial activity.

Large scale production will result in economies of scale and low cost of production. Modern concept of marketing involves creating a demand and then filling it.

Increase in per Capita Income

Entrepreneurs convert the latent and idle resources like land, labour and capital into goods and services resulting in the increase in national income and wealth of a nation.

The increase in national income is the indication of increase in net national product and per capita income of the country.

National Self-reliance

Entrepreneurs are the corner stores of national self-reliance. They help manufacture indigenous substitutes to imported products which reduce the dependence on foreign countries. There is also a possibility of exporting goods and services to earn foreign exchange for the country. Hence, the import substitution and export promotion ensure economic independence and the country becomes self-reliant.

Thus, the entrepreneurs are key to the creation of new enterprises that energize the economy and rejuvenate the established enterprises that make up the economic structure.

Benefits from Rural Entrepreneurship

Provide Employment Opportunities

Rural entrepreneurship is labour intensive and provides a clear solution to the growing problem of unemployment. Development of industrial units in rural areas through rural entrepreneurship has high potential for employment generation and income creation.

Check on migration of rural population

Rural entrepreneurship can fill the big gap and disparities in income rural and urban people. Rural entrepreneurship will bring in or develop infrastructural facilities like power, roads, bridges etc. It can help check the migration of people from rural to urban areas in search of jobs.

Balanced regional growth

Rural entrepreneurship can dispel the concentration of industrial units in urban areas and promote regional development in a balanced way.

Promotion of artistic activities

The age-old rich heritage of rural India is preserved by protecting and promoting art and handicrafts through rural entrepreneurship.

Check on social evils

The growth of rural entrepreneurship can reduce social evils like poverty, growth of slums, pollution in cities, etc.

Problems in Rural Entrepreneurship

Entrepreneurs play very important role in the development of an economy. They face various problems in day to day work. As the thorns are part of roses, similarly every flourishing business has its own kind of problems. Some of the major problems faced by rural entrepreneurs are as under.

1. Have less risk bearing
2. Storage and warehousing
3. Procurement of raw material
4. Legal formalities
5. Competition
6. Limited purchasing power
7. Lack of training and experience
8. Negative attitude
9. Poor quality products
10. Lack of infrastructural facilities
11. Lack of technological knowledge
12. Middleman in market pocket more profit

Remedies to Solve these Problems

Different organizations like IFCI, ICICI, SIDBI, NABARD etc. are trying to solve these problems. Marketing problems are related with distribution channels, pricing, product promotion etc. In order to make the rural entrepreneurs to start business ventures, the following measures can be adopted:

1. Creation of awareness of various facilities amongst rural people
2. Provision for adequate infrastructure facilities
3. Provision for credit facilities
4. Creation of strong raw material base

5. Conman production-cum-marketing centre
6. Provision for entrepreneurial training

Domains of Rural Entrepreneurship

1. Food processing
2. Dehydrated fruits and vegetables
3. Mushrooms
4. Chikki industry
5. Poultry farm
6. Cottage and handicrafts industry
7. Oil industry
8. Repair of phone and mobiles and other electronic goods.
9. Rural tourism
10. Entertainment
11. Modern industry

Conclusion: Rural entrepreneurship is the answer to removal of rural poverty in India. Therefore, there should be more stress on integrated rural development programs. Rural entrepreneurship is the way of converting a developing country into a developed nation. Now a days the young generation does not think about entrepreneurship as their career. And so central as well state governments should motivate them by giving some kinds of benefits and other schemes including subsidies with which the young generation can develop rural areas by establishing industries.

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