

DRIVE

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CHARUTAR VIDYA MANDAL'S

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

SEMCOM



CHARUTAR VIDYA MANDAL'S
SEMCOM
What We Think, Others Don't

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:

Dr. Nikhil Zaveri	Chief Editor
Dr. Nishrin Pathan	Managing Editor
Ms. Richa Gulwani	Executive Editor
Ms. Reshma Pathak	Technical Editor

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From the Chief Editor's desk:

Student Volunteering

Volunteering is a valuable skill that students need to develop. Institute can create various platforms for students to encourage them to volunteer. The best way is to motivate them to plan, organize and manage/control various activities which focus on different skills.

Volunteering asks for students' willingness to initiate for any task going on. They must feel self-motivated to join the task. This needs to be inculcated among students by parents and teachers. They can help to ignite that spark among them which drives them to initiate and volunteer.

Volunteering also gives lot of satisfaction and sense of achievement. When students volunteer for any project, they need to extend their responsibilities to the level of a manager of a company who initiates, delegates, manages resources and evaluates the progress.

Working in a team as an efficient member, running for fetching resources, finding sponsors and finally getting project run smoothly gives them lot of self-contentment.

Volunteering from students also include positively mentoring their juniors. Volunteering to help others in guiding for the task which they have already experienced. It is a good way to show human values as well. You empathize with the people and you help them to pass through difficult time in a smoother way.

Students may volunteer for many social causes as well. For community welfare students volunteer to raise fund, collect resources etc. For instance, during natural calamities – distributing food, medicine, cloth etc. through some channels.

This helps them develop human values like tolerance, humility and cooperation. To identify someone who is in need and to volunteer to help him is a good initiative on a students' part.

By:

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

IQAC Corner:

Research Article:

India: A golden bird through higher education

Abstract:

Dr. A.P.J. Abdul Kalam Vision 2020 –“India as a Strong Democratic country by Building upon the contributions of each individual citizen”

On 15th August 1947, we get freedom. at that time, we had only 20 universities and 500 colleges but at present the conditions is totally changed at all now we have 659 universities ,316 state universities, 53 state private universities, 152 central universities, 138 deemed universities, institutional of national importance established under the act of parliament is 33, 25951 colleges including 2565 women colleges 7,362 Colleges (28%) have been recognized under Section 2 (f) and 5,997 Colleges (23%) under Section 12-B of the UGC Act, 1956. The total number of students enrolled at Universities and Colleges is 136.42 lakhs from those 16.69 lakhs(12.24%) in University Departments and 119.73 lakhs(87.76%) in affiliated colleges. America gets freedom in 1776 and after 240 years of independence and where they are?? There

Doctors, Engineers, Industrialist, Scientists, and even in governing bodies of government our Indians are at eminent post and we are considered to be the best in whole universe. So with this study we will try to get the answer of the question that in real manner- Is India rising? Or still we have a lot of gap to cover it as a whole.

Introduction:

In the era of democracy, right to information act and in the time of globalization in India the higher education have a vital importance for the country , as it is a powerful tool to build knowledge based society of the 21st century, India possess a highly developed education system which offers facility of education and training in almost all aspect of human creative and intellectual endeavors art , humanities, natural, mathematical , social science , engineering medicine defense, law, dentistry, education commerce -management ,agriculture, music and performing arts , different language cultures and communication etc.

Higher education sector in India has witnessed a high and tremendous increase in its institutional capacity since independence. and yes off course this growth is only possible due

to the private institutions of higher education set up by the private sector . more than 60% of higher educational institutions are private and enrolled 605 of students

Some issues with education sector in India: Unemployment, Quality of education, Education and practical market relation, Poverty, Misbalance in distribution of national income, Day to day increase in cost of higher education, Undeveloped rural areas, Still 2nd status of women in society, Government policies

Proposed or needed plan for development: Proposed 14 world class university, Need of Elite institutions, Questions of quality, Technical education, Education with employment, Distance education system, Short term market and employment oriented courses

Capacity Building for Women in Higher Education of India:

The overall policy goal is to increase the participation of women in higher education Management including in faculty, administration and staff for better gender balance, To sensitize the higher education system through policies and procedures which Recognize gender equity and to

involve women capable of becoming administrators For the qualitative development of higher education.

The capacity building is through activities like sensitization, awareness, motivation workshops, development and distribution of resource material, research stimulation workshops, management skill workshops etc.

Social Group for Equal assessment of society

Establishment of Equal Opportunity Cells (EOC) for SC/ST/OBC/ Minorities The UGC has assisted institutions to establish “Equal opportunity Cells” to oversee the effective implementation of policies and programmes for disadvantaged groups and to provide guidance and counseling in academic, financial, social and other matters. The Cell would also take up programmes to sensitize University/ Colleges on problems faced by Scheduled Caste (SC) and Scheduled Tribe (ST) categories in higher education. One time grant of Rs.2.00 lakhs for establishing the office of Equal Opportunity Cells is being provided.

Establishment of Residential Coaching center for SC/ST/ Minorities and Women in Universities and Colleges

The aim of these schemes is to prepare students for NET and All India & State Civil Services examinations and UG/ PG level examinations.

Quality and Excellence in education

Autonomous Colleges to improve the quality of under-graduate Education by delinking colleges of quality from the affiliating structure and to promote the concept of autonomy in affiliated colleges, UGC has been regularly supporting potential colleges by providing grants. Autonomous colleges have the freedom to:

- 1) Determine and prescribe its own courses of study and syllabi and restructure and redesign the courses to suit local needs
- 2) Prescribe rules for admission in consonance with the reservation policy
- 3) Evolve methods of assessment of student's performance, the conduct of examinations and notification of results
- 4) Use modern tools and technology to achieve higher standards and better quality.

Universities with Potential for Excellence

To achieve excellence in teaching and research, UGC has been assisting identified Universities for granting the status of "University with Potential for Excellence". The universities given this status include Jawaharlal Nehru University (JNU), Hyderabad, Madras, Pune, Jadavpur, North Eastern Hill University (NEHU), Madurai Kamraj, Mumbai and Calcutta.

Colleges with Potential for Excellence

To achieve excellence mainly in teaching and inculcate the research culture, UGC has initiated the scheme of "Colleges with Potential for Excellence" (CPE).

The scheme intends to identify potential colleges across the country and to support them financially to improve their academic/ physical infrastructure, adopt innovation in teaching, modern methods and learning/evaluation, and to enhance the quality of the learning and teaching process by introducing a flexible credit based modern academic system. The colleges which are 10 years old or more and accredited by National Accreditation and Assessment Council (NAAC) are eligible for the status CPE. Preference will

be given to autonomous colleges. During 2009-10, as many as 149 colleges have been identified under the scheme. Till date, 246 colleges have been accorded CPE status

Inter University Centers

The UGC establishes autonomous Inter-University Centers within the university system under section 12 (b) of the UGC Act.

Objectives:

1) To provide common advanced centralized facilities/services for universities which are not able to invest heavy investment in infrastructure and other inputs.

2) To play a vital role in offering the best expertise in each field to teachers and researchers across the country. 3) To provide access for research and teaching community to the state-of-the-art equipment and excellent library facilities which are comparable to international standards

4) The Nuclear Science Centre at New Delhi (Inter University Accelerated Centre) was the first research centre established in 1994.

As of today, six Inter University Centers are functioning within the university system.

Centers of National facilities

Besides the Inter-University Centers, UGC has also created Centers of National Facilities for serving as resource centers which are financed by it. Four Centers of National Facilities namely,

- 1) Western Regional Instrumentation Centre, Mumbai (Maharashtra),
- 2) MST Radar Centre, Tirupati (AP),
- 3) Indian Institute of Advanced Studies, Shimla (H.P.) and
- 4) Crystal Growth Centre, Anna University, Chennai are functioning at present.

Faculty Improvement Programme (FIP)

1) Enhancing the academic and intellectual environment in the institutions by providing faculty members with enough opportunities to pursue research and also to participate in seminars/conferences/workshops for updating their research and pedagogy skills.

2) The main objectives are to provide an opportunity to the teachers of Universities and Colleges to pursue their academic/research activities leading to the award of M.Phil/ Ph.D. degree,

3) To provide an opportunity to young faculty members to spend a short period of two weeks

to two months at institutions of their choice for a better academic exposure. Permanent teachers who are of not more than 45 years of age with at least a second class Masters degree with minimum of 55% marks and having at least 3 years of teaching experience on the date of submission of the application for the award of teacher fellowship are eligible

Research Awards /Projects/ Fellowships/Scholarships, Major and Minor Research Projects:

To promote excellence in research in universities and colleges in all disciplines, UGC provides financial support to permanent teachers whether working or retired. Research projects may be under taken by an individual teacher or a group of teachers. Superannuated teachers, up to age of 70 years, can also receive assistance under the scheme

Special Studies on Social Thinkers and Leaders of the Indian nation

The scheme is aimed to acquaint teachers and students in universities and colleges with the thoughts and actions of great thinkers and social leaders and to involve them in research studies so that the society is reconstructed based on moral, ethical and spiritual foundations necessary for a non-violent social

order. These include: Gandhian Studies Centers, Ambedkar Studies Centers, Buddhist Studies Centers, Aurobindo Studies Centers, Nehru Studies Centers, Guru Nanak Dev Studies Centers, Swami Vivekananda Studies Centers, Dr. Zakir Hussain Studies Centers, K. R. Narayanan Studies Centers, Indira Gandhi Studies Centers

Conclusion:

Inclusive Education is the way of future:

“Every society that values social justice and is anxious to improve the lot of the common man cultivate all available talent must ensure progressive equality of opportunity to all section of the population. This is the only guarantee for the building up of an egalitarian and human society in which the exploitation of the weak will be minimized”

-The education commission GOI 1966.108

Education is the field where no place for caste , sex, language, place of birth , or other formality there is only need of one VISION which reflects the dedication of the person towards his/her goal of life for the society and country from which he/ she belongs .

So at last we can say that India done a lot in higher education and achieve a lot in the all

respective field also but still progress have no end at all and with that we our system look after for the issues related to higher education and try to deal and erase them than one day we will be achieve our vision 2020.

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

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SEMCOM IQAC Updates:

5th August

BBIC -Best Business Idea Contest Workshop

The month of festivals started with some business startup ideas, BBIC provides platform to Semcomites to present their ideas for Start-ups and inspire them to think big. Workshop was organized to enhance the knowledge by Mr. Sanket Shah.

Coordinator: Dr. Yashasvi Rajpara and Dr. Komal Mistry

6th August

Ad-Making Workshop

Since 2007 Novellus- The Ad making show is working with TVC., this year new theme introduced of Radio Ads where RJ Roshan and DJ Adeed and Ms. Kruti Lakhlani (Voice over artist) from Radio city 91.9 FM were resource person to connect students to the radio world, 109 students enjoyed the workshop with help of coordinators Dr. Preethi Luhana, Dr. Reena Dave and Ms. Richa Gulwani.

8th August

Rurban Visit to Dharmaj Village

With a population of only 11,000 this small village has all the facilities which even a city cannot boast of. The infrastructure consists of pure drinking water, underground drainage system and tar roads. Whereas the lanes are stone laid. The smallest and remotest by lanes are well provided with proper street lights. The visit was organized for the Second year B.com students to witness the live example of RURAL-URBAN.

Coordinator: Dr. Waheeda Thomas

10th August

Tree Plantation

To save the nature and gift something to mother earth in return SEMCOM observed tree plantation day on 10th August at Ode village. 300 seedlings were planted by 50 students at ODE KELAVANI MANDAL MANAGED SCHOOL under the supervision of Dr. Ajayraj Vyas, Dr. Nehal Daultajada and Dr. Ankur Amin.

12th August

Patriotic Song Competition

On 70th Independence Day, students of SEMCOM showcase their patriotic spirit and paid homage to all the freedom fighters by remembering their sacrifice for GOLDEN BIRD- INDIA in the competition.

Coordinators: Dr. Swati Parab and Mr. Yogesh Patel



13th August

Students' Council Announcement

Students' Council Announcement for 2016-17 was scheduled on 13th august Saturday, Dr.Yashasvi Rajpara announced the teams and their members and final name of the Managing general secretary was announced by Dr. Nikhil Zaveri.

Coordinator: Dr. Ajayraj Vyas



22nd August

Thalassemia Test

Thalassemia Test was organized for all final year students of SEMCOM.

Coordinators: Jay Nanavati and Ami Trivedi.



23rd August

TOD FOD MATKI

As a ritual of SEMCOM, all semcomites enjoyed **TOD FOD MATKI** competition at Green Square in the college. Krishna Aarti was formed by all student council and faculty members.

Coordinators: Student council.



26th and 27th August

Social Media Marketing

Today the fastest growing industry is "Media". To facilitate the marketing opportunities to the students via media i.e., E-business, Diploma course

in 'Social Media Marketing' workshop was scheduled in the last week of the festive month.

Coordinators: Dr. Preethi Luhana, Dr.Palak Patel and Ms. Hiral Patel

Fintelligence

Sustainable wealth creation with mutual funds

A mutual fund represents a vehicle for collective investment. When you participate in a scheme of mutual fund, you become a part owner of the investment held under that scheme. Till 1986 the Unit Trust of India was the only mutual fund in India. From there upon Public Sector banks and Insurance Co.'s were allowed to set up subsidiaries to undertake mutual fund business. So SBI, Canara Bank, LIC, GIC and few other public sector banks enter mutual fund industry. From 1992 onwards the mutual fund industry was opened to private sector. Alliance capital Mutual Fund, Birla Mutual Fund, DSP Merrill Lynch mutual Fund, Kotak Mahindra Mutual Fund, Tata Mutual Fund, ICICI Mutual Fund, Templeton Mutual Fund, Reliance Mutual Fund has started their business in this industry.

A mutual fund is a type of financial intermediary that pools funds of investor who seek the same general investment objective and invests them in a number of different types of financial claims (eg. Equity shares, bonds, money market, investment). These pooled funds provide thousands of investor with proportional ownership of diversified portfolios managed. The term "mutual" is used in the sense that all returns, minus, its expenses, are shared by funds unit holders.

In the words of Dr Philips Kotler, the marketing theme or mantra is to create, communicate and deliver value to customers applies to mutual fund industry also.

Schemes of Mutual Funds:

A variety of schemes are offered by mutual funds. Based on investment policy, the more commonly offered schemes may be broadly classified as follows:

1) Equity schemes

- Growth schemes
- Index schemes
- Sector schemes

2) Balanced schemes

3) Debt schemes

- Income schemes
- Gilt schemes
- Money market schemes

Growth Schemes

The corpus of the growth scheme is invested substantially (80-95 percent) in equity or equity related instruments. The principal objective of such a scheme is to achieve long term capital growth for unit holders

Index Schemes

An index scheme is an equity scheme that invests its corpus in a basket of equity stock that comprise a given stock market index such as NIFTY, ET BRANDEX - 25 Branded Co's, ET LIFEX - 30 Pharma Companies. With each stock being assigned a weightage equal to what it has in the index. The principal objective of an index scheme is to give a return in line with the index movement.

SECTORAL Schemes

A sectoral scheme invests its corpus in the equity stocks of a given sector such as pharmaceuticals,

information technology, telecommunication, and so on.

Balanced Schemes

A balanced scheme, as the name suggests, invests its corpus across two broad asset classes, viz equity and debt mere or less balanced manner. A commonly followed allocation is 60% in equity and 40% in debt or vice versa. The objective of a balanced scheme is to combine growth with stability.

Income Schemes

The corpus of an income scheme is invested primarily in fixed income securities such as Govt. of India securities, debt obligation of state and local governments; corporate debentures and money market instruments. A small portion of the corpus say 10 to 20 percent; may be invested in equity instruments. The primary objective of income scheme is to provide a steady income without impairing the capital.

Open ended versus close-end Schemes

A mutual fund may be close-end or an open-end scheme.

The key difference between the closed-end and open-end schemes are as follows :

- The subscription to a closed-end scheme is kept open only for a limited period (usually one month or three months), where as open-end scheme accepts funds from investors by offering its units on a continuing basis.
- A close-end scheme does not allow investors to withdraw funds as and when they like, where as an open-end scheme permits investors to withdraw funds on a continuing basis under a re-purchase arrangement.

- A close-end scheme has a fixed maturity period (usually five to fifteen years), where as an open-end scheme has no maturity period.
- The close-end schemes are listed on secondary market, where as the open-end schemes are ordinarily not listed.

Pros. Cons and the choice

Mutual funds offer following benefits to their participants:

1. Diversification:

The pool of funds collected in mutual fund scheme is invested in scores of securities. Individual investors can scarcely achieve such diversification on their own. Remember that a diversified portfolio reduces risk.

2. Professional Management:

When you invest in mutual fund scheme, you are relieved of the chores and tensions associated with managing investments on your own mutual funds are supposedly guided by investment research and analysis. Individual investors may lack such experience and /or cannot devote similar time and attention to their portfolio.

3. Liquidity :

Investment in mutual funds is generally fairly liquid. Units or shares mutual funds can be treated in secondary market or sold back at notified purchase price.

4. Tax advantage :

Dividends from mutual funds and long term capital gains are totally exempted.

5. Assured allotment :

Investors are assured of firm allotment when they apply for units or shares of mutual funds. Of course, under tax-saving schemes, there are limit on investment.

6. Regulation :

The guidelines for the establishment and operation of mutual funds provide a reasonable protection to the investors. Relatively higher returns than other financial instruments vis-a-vis their risks.

7. Achieve your financial goals:

Reliance systematic investment plan is an effective tool for financial planning. Be it your child's education marriage or buying a home. With Reliance choose pertinent regime and achieve your goals, systematically.

8. Longer the term, Higher the Profitability of Returns:

For an investment for 5 years in the last 27 years ago the sensex (i.e. over 23 five years periods), the probability of positive return was 87% on the other hand, if you have invested for just 1 year in this period the probability dropped to 63%. Hence it is evident that there is an advantage is staying invested for the long term.

Disadvantages of mutual fund :

The major disadvantages of investing in mutual fund is that you have to bear the expenses of running the mutual fund.

The choice of investing in market directly or through mutual fund:

Invest of your own if you;

- have fairly strong speculative instincts.
- have through knowledge of economy, business plan of units and market condition.
- have the game of investing enjoyable.
- have time to manage your investment.
- can earn superior return.

Invest through mutual fund if you

- have a small amount to invest.
- have fewer than fire stocks.
- think that you need better advice on investing.

Thus, Mutual Fund investing is not rocket science at all. There are plenty of online resources offering you truncated lists of the best funds to pick in each category. CRISIL regularly ranks mutual funds as well. Infact, most people don't even require knowledge that extends beyond the universe of the top 5 mutual funds in each category.

You do not really need to read the financial news every day (or know the alpha and beta of a particular fund for that matter!) to successfully invest in mutual funds. Even half an hour a month studying the top fund picks will suffice. Once you've invested, ignore the market noise and don't churn your portfolio frequently.

By:

Dr. Kamini Shah

Assistant Professor

SEMCOM

SEMANTIC WEB:

The Role of Ontology

Ontologies are the heart of all Semantic Web applications. A commonly agreed definition of ontology is: '*An ontology is an explicit and formal specification of a conceptualization of a domain of interest*' [4]. This definition highlights two key points [2]: firstly, the conceptualization is formal and hence permits reasoning by a program; and secondly, that a working ontology is designed for the domain of interest.

Metadata is structured information that describes, explains, locates, or otherwise makes it easier to retrieve, use, or manage an information resource. Metadata is often called data about data or information about information [6]. Metadata is machine understandable information for the web. It is a common framework to express assertions about information on the Web.

In computer and information sciences, ontology is a set of representational primitives to model a domain of knowledge or discourse. The representational primitives, also known as metadata, consists of classes (or sets), attributes (or properties), and relationships (or

relations among class members). The representational primitives include information about their meaning and constraints on their logically consistent application. In the context of database systems, ontology can be viewed as a level of abstraction of data models, similar to hierarchical and relational models, but intended for modeling knowledge about individuals, their attributes, and their relationships to other individuals.

Ontologies are specified in languages that allow abstraction without the concern of the underlying data structures and implementation strategies. The languages of ontologies are closer in expressive power to first-order logic than languages used to model databases. For this reason, ontologies are said to be at the "semantic" level, whereas database schema are models of data at the "logical" or "physical" level. Due to their independence from lower level data models, ontologies are used for integrating heterogeneous data sources, enabling interoperability among disparate systems, and specifying interfaces to independent, knowledge-based services. In the technology architecture stack of the Semantic Web standards [1], ontologies are created as an explicit layer. There are many standard

languages and a variety of commercial and open source tools for creating and working with ontologies [3].

The Ontology is useful for:

- **Information integration.** It is useful for integrating information from heterogeneous vocabularies and uniform processing across heterogeneous information sources [5].
- **Deriving knowledge.** While accessing information, shared vocabularies are not much useful in inferring new, previously undisclosed information about resources. Sharing vocabularies based on ontologies that organize the terms in form that has a clear and explicit semantics can easily be inferred for new knowledge.

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By:

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SEMCOM

COMMUNICARE

VOCABULARY DEVELOPMENT

Words are very powerful component of human language. We have seen in the history how words like *Ahimsa*, *Tryst*, *Satyagraha*, *Quit India* have moved masses. Words are the tools to think, express ideas and feelings, learn about the world – history, geography, current affairs etc. words are foundation of learning – reading, listening. Reading comprehension and vocabulary are strongly correlated as words are essential for successful reading comprehension. We cannot deny the importance of words as knowledge of words leads to academic accomplishments. It is also important to one's appearance and the way you carry yourself. People will judge you based on the kinds of words you use. Some words become the style of the people. Words are also essential for good job. Standardized Test / Competitive Exams like GRE, CAT, GCET, IELTS, TOEFL, GMAT, SAT, MAT, GPSC, UPSC give much emphasis on the sound knowledge of vocabulary. Limited vocabulary prevents students from understanding even a text book. Confrontation with world becomes difficult with limited use of vocabulary.

Effects of poor vocabulary can be seen for academic purpose as well as non-academic purposes. For academics, reading becomes poor with poor vocabulary. Students don't read enough to improve their vocabulary which could help them comprehend more and further poor readers read less because it is difficult and frustrating. So it effects on overall academic accomplishments.

Effects of poor vocabulary for non- academic purpose also puts person into a vicious circle. Because of poor vocabulary extra reading doesn't interest which leads to poor knowledge of surrounding and current affairs which further prevents thought generation and due to which person becomes reclusive. This develops complex like inferiority complex.

There are different types of words one can start to learn with. For instance Sensory words based on senses: Auditory words, Kinesthetic words, Visual words etc. there are also words often confused by readers, one word substitute etc. words also have different shades of meaning as we look at synonyms, antonyms, e. g. voice and cacophony, scold is to reprimand, chide or rebuke. Likewise there

are many words having different shades of meaning.

Auditory words are those which are used to describe sounds. Like applause, breeze, chime, rustle, murmur, gurgle and many more. So many new words can be learnt by just studying colors as crimson, sepia, turquoise, lime and orchid. Visual words describe the shapes like concave, octagon, trapezoid, crescent, pentagon etc. Kinesthetic Words show the motion of objects whether they are bumpy, scaled, metallic, tangled, corduroy etc.

There is also a long list of words often confused by listeners and speakers. Following is some examples how words with similar sound have different meanings.

- Access: approach
- Excess: more than
- Advise – (verb)
- Advice – (noun)
- Appraise: to judge, to estimate
- Apprise: to inform

One word substitute can be another way to explore all new words. For example the handwriting which cannot easily be read is

called illegible, A person who eats too much is a glutton, A person who is abstainer from any kind of addiction is teetotaler and many more. Words can also be learnt by being curious and inquisitive to the surrounding. For instance we are always surrounded by people at workplace, family, we use technology, we have hobbies and passion, we are in some relationship. All these are the areas to be observant at and learn new words. Workplace words are province, bureau, agency, department etc. Family words are descendants, ancestors, nuclear, clan, kin, lineage, pedigree etc. Hobbies could be philately, calligraphy, river rafting, scuba diving, scrapbooking, trekking, bungee jumping etc. One can be passionate about cars, bikes, perfumes, soaps, type of music etc. Fiat, matador, gladiator, Jazz, Vim, Pears, are few words to explore. In relationship we cajole, coax, caress, empathize, concern, show consent etc. we are also surrounded by technologies like robotics, Bluetooth, autonomous, microprocessor, GPS, Wi-Fi, surface computing, cloud computing. Another way to learn new words is to turn verbs to noun and noun to verbs. For example grieve becomes grief, blood becomes bleed.

There are very simple and straightforward ways to ways to develop vocabulary. It is done by reading, making conscious efforts to develop vocabulary, using dictionary, we resources, mobile dictionary, thesaurus etc. words are indispensable part of our language. We must be very careful in choosing the words we speak. Hence, developing sound vocabulary is essential for all.

By:

Dr. Nishrin Pathan

Assistant Professor

SEMCOM

MY VOICE:

Innovate or Perish: The New Product Development, the way to business survival, growth and success

The global economy is highly competitive. The consumer's needs, wants and demands are dynamic and ever changing. Markets are flooded with a plethora of brands, each vying for the attention, interest, desire and purchase by the consumers. There has been an increasing price competition and non-price competition through brand building initiatives aiming at product differentiation through product features, product quality, product styling, after sales services and marketing promotion including advertising and publicity. The market success is not guaranteed, as brands and products scramble to meet rising consumer expectations and increasing competition. The concept of mass marketing gave way to market segmentation and target marketing, and now the practice of customized marketing is becoming prevalent. There has been increasing competition between the online retailers and brick and mortar off line retailers. There is an ever increasing focus on rural marketing, with 68% of the Indian population residing in 570000 villages. The Indian rural market has evolved, has unique challenges and opportunities and calls for innovative marketing practices on the part of corporates.

The new product is not necessarily a breakthrough idea or innovation, it can also be

an addition, modification and improvement in the features, quality and styling of the product, it can also mean launching products in the new market segments through new distribution channels. The company has to make sure that it has a healthy product line, with product items meeting their sales and profit targets. The need for new product development stems from the fact that today's market are evolving at a tremendous pace, the age of information and communication, technological revolution with the development of faster mode of transportation has facilitated the diffusion of innovation at a faster rate in the world or global markets. The new product ideas can come from various sources, including researching customers' needs, employee suggestions, top management initiative, suggestions of salesmen and distributors, company's research and development department etc. Idea generation is followed by idea screening, where new product ideas are evaluated regarding their economic and technical viability. The good idea moves to the other stage of the new product development process, and poor ideas are dropped. The good ideas are converted into product concepts and tested with the consumers. The marketing strategy plan is formulated, business analysis is done to estimate the sales revenue, cost of goods sold, gross profit and net profit over a period of time The functional prototype of the product is developed and tested in laboratory and in consumer setting, the information technology with virtual reality technology has greatly enhanced the task of prototype development and testing. The test marketing

involves testing the product in selected representative cities to get consumer reactions and distributors suggestions, to evaluate market response, if required to modify the product and then launch the product in the national market with the product commercialization strategy.

The success rate of new products is hardly 15 to 20%. There are many reasons for the failure of the new products like market saturation, insufficient consumer research, shorter product life cycle, overestimating the market size etc. The growing global economy, with integration of world economies has enhanced competition manifold and hence the enhanced focus on research and development by corporates for the development of new products to ensure their future survival, growth, expansion and diversification of business.

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Accounting Aura:

Work place frauds

In the last article I have discussed about forensic accounting. In this article, I am going to focus on how to identify and prevent occurrence of fraud at work place.

Regardless of size, all organizations are vulnerable to workplace fraud. Fraud can take many forms—including embezzlement, forgery, theft of inventory and other assets, and computer crime—and can continue unchecked for years. The financial impact on an organization of these so-called “whitecollar” crimes can be devastating.

Understanding the impact of workplace fraud, and the potential losses associated with fraud and establishing effective loss control measures are critical for companies from cost, cultural, and risk management perspectives.

- Workplace fraud is a common, everyday occurrence. Every business—large or small—is vulnerable to these crimes.
- Workplace fraud can have a substantial impact on a business’s “bottom line” and even on its continued survival and success. The financial impact of workplace fraud can be significant and can occur in the form of direct, indirect, and/or intangible costs. In addition to direct losses of tangible assets, such as cash, inventory, and securities, loss of competitive advantage, reduced ability to meet customer needs, reputation impairment, and disruption of business operations are some of the potential indirect and/or intangible costs to a business.
- The challenge of combating fraud directed against a business is increased

by the diversity and deceptive nature of those crimes. Deception is a key element of workplace fraud, and a company may realize too late that it has been victimized.

- An appropriate response to the threat of workplace fraud requires understanding potential areas that are “at risk,” recognizing the fraud-related threats, and understanding the potential fraud origination points, both internal and external.

Although it is not possible to completely eliminate fraud risk, it is possible to reduce the risk and to minimize fraud-related losses and other consequences through effective loss control measures. Reduction of fraud risk requires a thoughtful, comprehensive, and proactive approach. Fraud risk management includes establishing effective loss control measures that focus on prevention, detection, and response. Given the potential costs of workplace fraud, proactive fraud risk management makes good business sense.

There is virtually no limitation to the means that may be employed to accomplish a criminal objective. The criminal mind is ever alert to seemingly new and unique ways to separate a business from its assets. Crimes that businesses face generally may be categorized as:

“Street crime,” such as robbery and burglary.

“White-collar crime,” such as fraud, misconduct, and related financial threats.

Defining Fraud

Anti-fraud professionals agree that fraud (and misconduct) encompasses activities involving dishonesty and deception that can drain value from a business, either directly or indirectly, whether or not the perpetrator(s) benefit. Fraud involves the intent to defraud; that is,

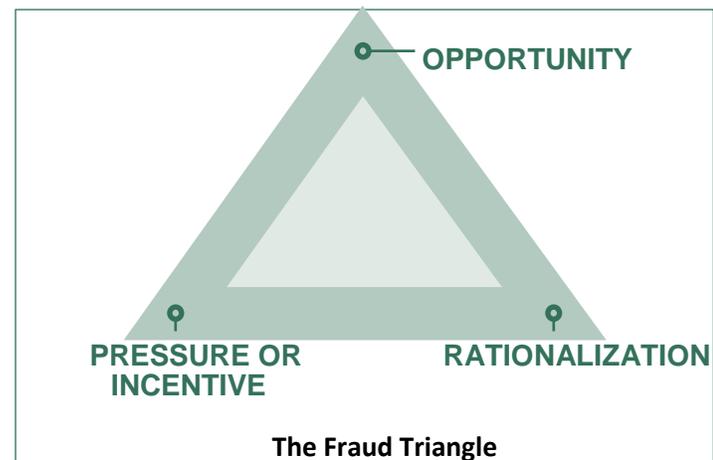
the perpetrator relies on his or her deception to accomplish—or hide—the fraudulent activity. Fraud is not accomplished via honest mistake or error.

Fraud can manifest itself in a wide variety of ways and originate from a number of different sources. Fraud that is perpetrated by employees, consumers, and vendors dominates most instances of fraud experienced by businesses.

Understanding the fraud threats against your business, as well as why fraud typically occurs, are first steps in analyzing fraud risk and developing an appropriate plan for managing that risk.

The Fraud Triangle

What motivates people to commit fraud? Criminologists have identified three elements that are often present when fraud occurs. These three elements form the “fraud triangle.”¹



“Opportunity” refers to the situations and circumstances that make it possible for fraud to take place. For example, an employee with uncontrolled access to company funds has the opportunity to misappropriate those funds.

¹ Dr. Donald R. Cressey is generally credited with developing the concept of the fraud triangle, according to the *2005 Fraud Examiners Manual* (Association of Certified Fraud Examiners).

Opportunity is, generally, the element that a business can most effectively influence, impact, and control. An important action a business can take to reduce crime exposure is to assess the opportunity for fraud and respond accordingly. Responding to fraud risk includes development and use of effective internal controls to reduce, mitigate, or even eliminate opportunities for fraud.

“Pressure or incentive” helps explain why and when fraud occurs. Fraud takes place when fraud pressures or incentives outweigh, and ultimately overcome, the pressures or incentives to act honestly. Thus, pressures or incentives can become the motivation to act fraudulently. Pressures and incentives to commit fraud are often associated with:

- Lifestyle issues (living beyond one’s means).
- Personal debt (e.g., excessive credit card use, gambling losses, use of drugs or alcohol).
- Business results (e.g., poor operating results, desire to avoid business failure, meet requirements of lenders).

If a company can recognize when and where excessive pressure/incentives may be present, it can use that information in fraud prevention and detection efforts and take action to mitigate business-related pressures/incentives in order to reduce fraud risk.

An effective fraud prevention program can increase pressures and incentives to act honestly by emphasizing a “perception of detection,” underscored by the company’s demonstrated, consistent commitment to taking appropriate and certain action once fraud is discovered.

“Rationalization” refers to the need for people to somehow justify their fraudulent actions in their own minds. A person involved in a fraud attempts to psychologically accept his/her own

actions and emotionally “shift the blame” to anyone or anything other than him/herself.

Common rationalizations include:

- Entitlement: “They don’t pay me what I’m worth. I have this money coming to me.”
- Anger or revenge: “The company has treated me poorly; now they’re going to pay.”
- Minimization: “I’m not taking very much. The company can easily afford it.”
- Moral justification: “Everyone else is doing it, so it must not be so bad to do this.”

Rationalizations are not generally known to others and therefore are usually difficult to detect. In addition, persons with low moral integrity may feel little need to rationalize their behavior.

(Source : booklet developed by KPMG ForensicSM for distribution to business owners .)

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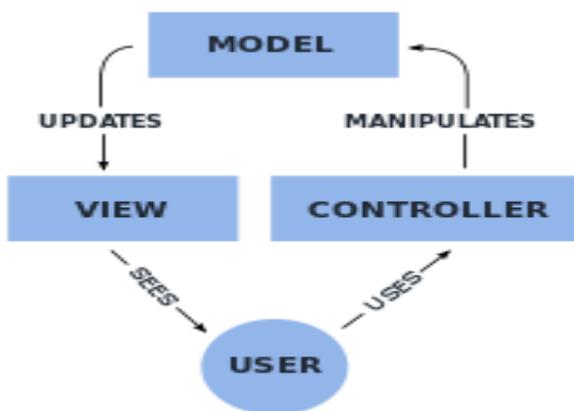
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Article:**The Model-View-Controller (MVC), a Software Architectural Pattern to create Scalable Projects****Preamble**

The Model-View-Controller (MVC) is a software architectural pattern that separates an application into three main logical interconnected components: the model, the view, and the controller. Each of these components are built to handle specific development aspects of an application. It is used to separate internal representations of information from the ways that information is presented to or accepted from the user.

The traditional/theoretical description of MVC is described below. A particular MVC architecture (Implementation), e.g., ASP.NET MVC Architecture, may vary significantly.

**MVC Components**

Model: The Model component directly manages the data, logic and rules of the application. It is a central component of MVC that captures the behavior of the application in

terms of its problem domain, independent of the user interface. It deals with the data that is being transferred between the View and Controller components or any other business logic related to data. For example, a Student object will retrieve the student information from the database, manipulate it and update the data back to the database or use it to render data.

View: The View component is used for all the UI logic of the application. A *view* can be any output representation of information, such as a chart or a diagram. Multiple views of the same information are possible, such as a bar chart for management and a tabular view for accountants. For example, the Student view would include all the UI components such as text boxes, dropdowns, etc. with which user interacts to perform a specific task.

Controller: Controllers act as an interface between Model and View components to process all the business logic and incoming requests, manipulate data using the Model component and interact with the Views to render the final output. Thus, it accepts input and converts it to commands for the model or view. For example, the Student controller would handle all the interactions and inputs from the Student View and update the database using the Student Model. The same controller would be used to view the Student data by getting (reading) required data from Student Model and rendering it to the Student View.

The Interactions among MVC Components

In addition to dividing the application, MVC design defines the interactions between them. A model stores data that is retrieved according to commands from the controller and displayed in the view. A view generates new output to the user based on changes in the model. A controller can send commands to the model to update the model's state (e.g., editing a student record). It can also send commands to its associated view to change the view's presentation of the model (e.g., by scrolling or paging through a data grid).

Use of MVC in Web Applications

The MVC was developed originally for traditional desktop (windows) applications. But today it became popular for designing Web Applications in major programming languages. Several commercial and noncommercial web frameworks have been created that enforce the pattern. These software frameworks vary in their interpretations, mainly in the way that the MVC responsibilities are divided between the client and server.

Early web MVC frameworks took a thin client approach that placed almost the entire model, view and controller logic on the server. This is still reflected in popular frameworks such as Ruby on Rails, Django, ASP.NET MVC. In this approach, the client sends either hyperlink requests or form input to the controller and then receives a complete and updated web page (or other document) from the view; the model exists entirely on the server.

As client technologies have matured, frameworks such as AngularJS, EmberJS, JavaScriptMVC and Backbone have been created that allow the MVC components to execute partly on the client.

Advantages of using MVC Architecture

MVC framework allows to create scalable and extensible projects. It provides an extensible and pluggable framework which can be easily replaced and customized.

Uses component-based design of the application by logically dividing it into three components. This enables the developers to manage the complexity of large-scale projects and work on individual components. Hence, it allows to develop complex, yet light weight applications.

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Article:

Search Engine Optimization

- ⇒ Search engine optimization (SEO) is the process of affecting the visibility of a website or a web page in a web search engine's unpaid results—often referred to as "natural", "organic", or "earned" results.
- ⇒ In general, the earlier (or higher ranked on the search results page), and more frequently a site appears in the search results list, the more visitors it will receive from the search engine's users, and these visitors can be converted into customers.
- ⇒ As an Internet marketing strategy, SEO considers how search engines work, what people search for, the actual search terms or keywords typed into search engines and which search engines are preferred by their targeted audience.
- ⇒ Optimizing a website may involve editing its content, HTML and associated coding to both increase its relevance to specific keywords and to remove barriers to the indexing activities of search engines.

Methods

A. Getting indexed:

The leading search engines, such as Google, Bing and Yahoo!, use crawlers to find pages for their algorithmic search results. Pages that are linked from other search engine indexed pages

do not need to be submitted because they are found automatically. Two major directories, the Yahoo Directory and DMOZ, both require manual submission and human editorial review

B. Preventing Crawling

To avoid undesirable content in the search indexes, webmasters can instruct spiders not to crawl certain files or directories through the standard robots.txt file in the root directory of the domain. Additionally, a page can be explicitly excluded from a search engine's database by using a meta tag specific to robots.

C. Increasing prominence

A variety of methods can increase the prominence of a webpage within the search results. Cross linking between pages of the same website to provide more links to important pages may improve its visibility. Writing content that includes frequently searched keyword phrase, so as to be relevant to a wide variety of search queries will tend to increase traffic.

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The blender of three most palpable trends, namely increasing use of communications, higher energy costs and raising prices and future uncertainty for availability of fossil fuels points out an urgent requisite to address the advancement in communications in terms of energy-efficient and environmental-friendly communication technologies. It is essential to minimize the dependence of communication networks on non-renewable energy sources

Presently, Telecommunications and Information Communities are facing tough challenges such as data spreading speed, energy consumption by communication and networking devices, ejection of Carbon Dioxide (CO₂) from devices etc. It has been pointed out that currently 3% of the world-wide energy is consumed by the ICT (Information & Communications Technology) infrastructure that causes about 2% of the world-wide CO₂ discharge, which is equal to world-wide CO₂ discharge by airplanes or world-wide CO₂ emissions by cars for one quarter. Base stations and switching centres could count for between 60 per cent and 85 per cent of the energy used

by an entire communication system. While, in some telecommunication markets, energy costs account for as much as half of a mobile operator's operating expenses.

Hence, recently, the term "Green Communications" has been marketed as a solution to growing energy costs and environmental impact of telecommunications. Green Communication is an idea of communication alternatives which create less environmental pollution in terms of less radiation, less energy/power consumption or lowering energy cost and enabling technology for less power consumption in other systems.

It can have a direct impact on dropping CO₂ gas emissions, reducing energy cost by less power consumption and achieve efficient recycling of equipment waste. Moreover, it can aid in finding radio networking solutions that can improve energy efficiency and resource-efficiency. Green Communications is not only benefitted to global environment but also helpful for telecommunication operators by commercially supporting in profitable business.

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