



CHARUTAR VIDYA MANDAL'S
SEMCOM
What We Think, Others Don't
NA&C RE-ACCREDITED "A"

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DRIVE is Monthly e-Newsletter Published by CVM's SEMCOM.

- ◆ This e-newsletter deals in all aspects of Management, Commerce, Economics, Technology and Humanities.
- ◆ It is open for all students, alumni, teachers and professionals dealing with above stated areas
- ◆ All papers received by us will be published after the approval of our Editorial Team and Plagiarism Check

Content

SEMCOM Updates	3
Accounting Aura	5
My Voice	7
Advanced Education-I	9
Student Corner	11
Alumni Corner	13

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.



*Vibrant
&
Vivacious
SEMCOM*



“What We think, Others Don’t”.

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What We Think, Others Don't

From the Desk of Chief Editor



Dear Readers,
Greetings from SEMCOM!!
Let's continue to develop in us the elements of human spirit like intellect, emotions, passions, and creativity that have always helped us to evolve. As an educational institute SEMCOM would like to keep spreading the message of continuing this human spirit and overcome the challenges with great fervor. Keep hoping and keep evolving...!

This issue in particular presents before you columns from SEMCOM teachers, students and alumni. The faculty column "Accounting Aura" presents the view-point on Accounting which is considered a progression of recording, classifying, summarizing, and keeping financial accounts of business organizations. A column, "My Voice" discusses business innovation which is the necessity for business survival, growth and expansion. Further, this issue also presents a viewpoint on the uneven circumstances of education in India where the ICT (Information and Communication Technology) has made its way to present a few forward leaps. This issue is also enriched with valuable contribution from the students and alumni of the institute while expressing their experiences and observations. We are sure you will like this issue and hope to receive your continuous contribution. Please send your comments, suggestions and contribution to: drive@semcom.ac.in

Dr. Waheeda Thomas





SEMCOM Updates *Patriotic Song Competition-2020*



Amidst monotonous busy routine life, we stepped onto filling the white dry canvas of life with vibrant colors of music with the zest of patriotism. This event is the first premier online event of SEMCOM which was organized and conducted virtually; the event while celebrating this online event's video can be followed on the official SEMCOM YouTube channel: https://youtu.be/JFBQ8K_YYzY



PATRIOTIC SONG COMPETITION-2020



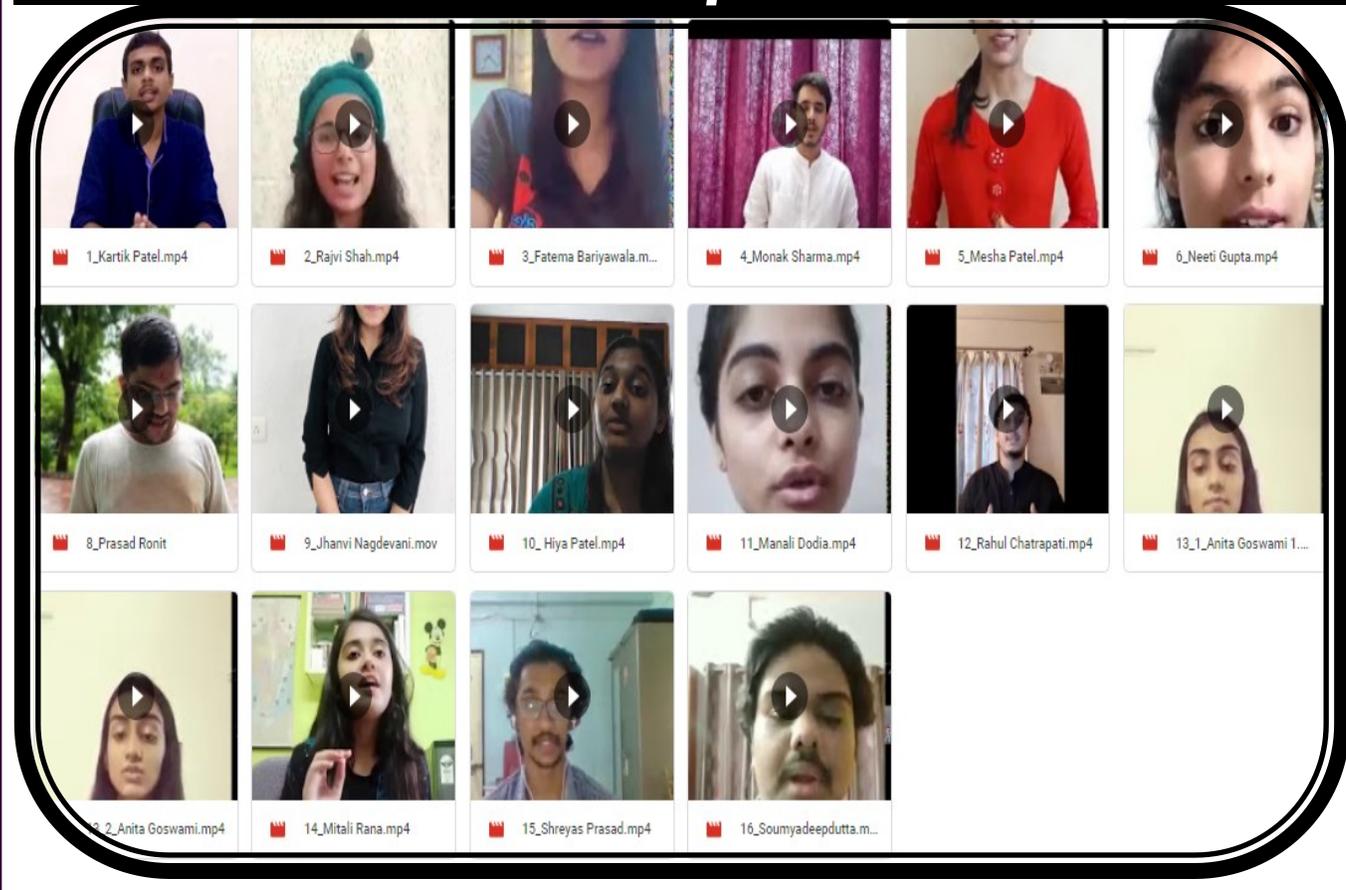
SEMCOM Updates



Janmastami Elocution Competition-2020

With the current pandemic situation which has affected every living being on earth, SEMCOM initiated an online event offering the helping hand in form of crisis manager which we all have heard in our stories “Krishna”. In line with this, we organized and celebrated an Elocution Competition where students have shared their thoughts on what and how they view “Krishna as a Manager in the Times of Crisis”. The online event’s video can be followed on the official SEMCOM YouTube channel: <https://youtu.be/rrQjKXRrUqM>

Elocution Competition-2020



Accounting Aura

Dr. Khyati Patel

Accounting Forms

Meaning of Accounting: Accounting is a progression of recording, classifying, summarizing, and keeping financial accounts of business organizations. By accounting, businesses are able to get information about incomes, expenses, possible losses, actual losses, assets owned, liabilities outstanding, etc.



What is Accounting Forms?

Accounting forms are useful to record and report these financial transactions that are a combination of accounting records. These are also used to represent the economic condition of a company and to manage the business in avoiding or eliminating costly errors.

The Objectives of Accounting Forms: All business firms have their accountants who are accountable with the book keeping, recording, and producing reports with business accounting forms. Some objectives of using an accounting form are mentioned below:

- 1) to maintain cash accounts and identify cash balance
- 2) to record day-to-day transactions with the use of Journals
- 3) to find out the exact amounts of the following using Ledger Accounts:
 - incomes and expenses
 - gains and losses
 - receivables and payables
- 4) to furnish information of purchases and sales
- 5) to confirm that book of accounts are accurate
- 6) to identify the net profit/loss, surplus or deficit
- 7) to track the total capital of specific date
- 8) to calculate the overall cost productions

The 5 Main Types of Account in Accounting:

The main types of accounts in accounting are:

- 1) **Assets:** these refer to the property or benefits which have value and available to meet debts, legacies or commitments, those are owned by the company.

My Voice

Mr Sunil V. Chaudhary

Business Innovation and Market Success

In the globally competitive markets characterized by intensified competition and plethora of market offerings, brands, products and services, business innovation is the necessity for business survival, growth and expansion. In today's globally competitive markets the saying innovates or perish holds business reality. Some of the successful businesses, which were also industry leaders in certain product categories faced downfall in sales, decline in profits, incurred losses, went bankrupt and were ultimately shut down or acquired by other business firms due to lack of timely innovation in the business. The domestic, international and global business environment is changing at a very fast pace with changes in technology, changes in consumer tastes and preferences, changes in the external business environment including changes in the economic environment, demographic environment, political environment, regulatory environment, legal environment, social environment, cultural environment, tax environment, financial environment and natural or ecological environment to mention a few. The new technology in certain cases completely replaces the old technology. In globally competitive ever-changing business environment with changing technology and changing consumer tastes and preferences, marketing research, consumer research, strategic management and innovation in various aspects of business be it product, pricing, promotion, distribution, supply chain management, customer relationship management and production technology to mention a few is must. Strength weakness opportunity and threat analysis, environment opportunity and threat profile of business environment is imperative with the identification and development of core competencies and competitive advantage and undertaking competitor analysis.

Innovation can be in various aspects and facets of business be it product innovation in the form of superior quality of product, additional product features and attributes, better product styling and aesthetics, longer warranty period, better after sales service, better packaging and unique sales proposition of environment friendly product in case of green products or environment or ecology friendly products and services.



My Voice

Innovation can also be pricing innovation in terms of innovative pricing strategies like every day low price strategy adopted and implemented by discount stores, departmental stores, super stores to mention a few. Pricing innovation can also be in form of penetration pricing strategy to capture major market share or premium pricing strategy to achieve quicker and more profits with better return on investment. Innovation can also be in form of better supply chain management and customer relationship management with innovations in distribution management to minimize the cost of distributing the products to consumers by adopting direct channels of distribution including e-commerce and m-commerce. Innovation can also be in retail management with greater usage of information technology to better understand consumer behavior, consumption behavior, consumer preferences, choices, likes and dislikes including digital transactions, digital payment and undertaking both offline selling and online selling of various market offerings, products and services.

Business innovation can also have elements of social innovation by developing and offering needed products and services at reasonable price of higher quality be it healthcare products, educational products and services, fast moving consumer goods, consumer durables to mention a few. Innovation in various elements of business be it product, pricing, promotion, distribution, supply chain management, customer relationship management, production technology is the need of the hour as markets across the world are becoming more competitive and the new business mantra is survival of the fastest and fittest business firms who are quick to identify business opportunities and threats and are in position to capitalize on business opportunities and tackle and overcome effectively business threats. Change management and innovation supporting organizational culture with focus on consumer research and innovation is must for business and market success.



Advanced Education: A Positive Intervention-I

In the uneven circumstances of education in India, the ICT (Information and Communication Technology) has made its way to present a few forward leaps in various circles like banking, instruction, wellbeing and so on. Training all around the world is one of the huge divisions to observe progressive changes lately. Computerized Education is the panacea for this utter horror of instruction everywhere on over the globe. It is specifically a gift for creating nations which incessantly experience the ill effects of infirmities of access and reasonableness. With shrewd inclusion over different methods for correspondence it turns into a characteristic decision to learn in any event, for those in the hinterlands.



Basically Digital Education has 3 segments:

1. The substance & resources
2. The innovation stages/technical tools
3. The conveyance framework/infrastructure

The Indian IT segment naturally or in any case holds enough limit and character to give phenomenal computerized substance and supporting mechanical stages. With the approach of a few corporate monsters like TATA, BSNL and RELIANCE in computerized training and the ensuing cash stream this area is preparing for some quality development. In any case, advancement is one thing that has no closure and along these lines would consistently welcome various partners like Government, Content specialists, Technology firms, Users, Teaching people group and so forth to meet up to team up and imagine bleeding edge advances and strategies to encourage this current segment's significant development. Government and private players need to meet up to connect availability and openness issues.

Computerized Education indicated its face during the 90s in created economies like the US. With gadget producers mushrooming right off the bat in USA and other created nations it began entering steadily. Created countries have begun understanding the money saving advantages of going advanced and are acting with an eye on what's to come. For instance, Stanford University has presented a computerized course in experts in electrical designing.

As indicated by research by Harvard University, more teachers are offering their talks and notes to advanced grounds. Society, with certain moves identified with web network however, is prepared to acknowledge the adjustment in the created countries.

Balancing Fruits in India

In India, where versatile infiltration is approaching a billion people with more than 200 million associated with the web, and this normal to arrive at 550 million by 2018, the possibility to carefully teach the majority appears to be exceptionally rich. In the previous hardly any years there has been an impressive ascent in Digital and Live Virtual Classrooms at various degrees of learning. With development of advancements, for example, cloud, server farms and virtualization there is immense potential for innovation to be incorporated with the Education Industry.

Other than its expense and access favorable circumstances, computerized training comes as a success win for all. Instruction establishments see the quick ascent in enlistments and included income. Understudies see this as an adaptable alternative permitting them to concentrate according to their time and pace. Instructors also think that its advantageous to set up their learning plans very much supported by innovation. Instructing turns into a smoother involvement in an ideal work of customized bundles having a mix of movements, gamification and expand general media impacts.

Advanced training is fun learning for all units and especially powerful for youngster learning as the creative sound video include helps the psychological components in a kid's cerebrum. The INFO-TAINMENT blend engaged with advanced learning makes it more functional, relevant and relatable to our life and environmental factors in a fascinating way.

The Reform Push, extending eLearning, decrease in costs because of satellite innovation (VSAT) are for the most part solid impetuses for a high potential business opportunity in India. This is the place Ed-Tech organizations like Magic Software can add to the developing vault of Digital learning Objects (DLOs) and innovative stages accessible to learning.

Some information to help tap the Indian potential...

- India Market Size—Rs 3.3 trillion (2011), Rs 5.9 trillion (2015), as detailed by FITCH
- Highest development rate zone is Asia (India being the key) at 17.3% well in front of Eastern Europe, Africa and Latin America, as indicated by Docebo Report 2014.
- Internet clients to twofold by 2018; country clients to ascend by practically 40% of the aggregate, by Internet and Mobile Association of India

Student Corner**(TYBCOM–Semester V)****Mitali Rana*****Digital India: Bridging the Urban Rural Divide***

The Indian economy is predominantly rural with over two-thirds of its population residing in rural areas. In India, Rural areas contribute the majority of the proportion towards the India's National Income. With a population of 833 million people residing in over 6.4 lakh villages, it is projected that, by 2050, more than half of India's population will still be rural, despite rapid urbanization. So it is very essential to work towards the development of the rural areas of the country in order to enhance the overall substantial growth of the country. For boosting India's demographic dividend, the essential element is to empower the rural areas with adequate digital equipment and required technology.



Digitization and technology can facilitate access and availability of more services and products to meet the rising aspirations of the under-served and unreached rural India and to overcome these differences, various empowerment programs are being formulated under the government's Digital India Initiative. The vision of Digital India is to empower citizens with information, services and create opportunities through digital advancements. Digital India has three core components. These include:

- Creation of digital infrastructure.
- Delivering services digitally to aid effective governance. Digital literacy to promote awareness and eliminate geographical separation. It intends to provide thrust through nine pillars of growth areas which are as follows:
- Broadband Highways to provide village's with internet infrastructure through National Optic Fiber Network (NOFK).
- Universal Access to Mobile Connectivity & Financial Inclusion via JAM i.e. Jandhan, Aadhar and Mobile to deliver social benefits via DBT.
- The Public Internet Access Program aims to make government services available electronically to all Gram Panchayats through (CSC).
- e-Kranti & e-Governance a robust framework aimed at simplifying government business processes and public grievance redressal through IT.

- Information for All encompasses online hosting of data and proactive engagement with citizens through social media and web portals such as MyGov.in. e-Hospital and e-Sushrut portal provides ORS for Network Hospitals.
 - Net Zero Imports by 2020: Local electronics manufacturing to minimize the equipment costs.
 - IT for Jobs main objectives is to train people in villages for IT sector jobs, setting up of BPO's in order to foster ICT enabled growth.
 - Early Harvest Program includes implementation of public Wi-Fi hotspots, SWAYAM Portal to provide quality education through 32DTH Channels & web, Weather alerts via SMS for farmers.
- Several other initiatives such as Soil Health Card App and e-NAM portal for selling farm produce have provided new avenues to the agrarian community. With the motto Har Ghar e-Sakshar the 'Pradhan Mantri Gramin Digital Saksharta Abhiyan' have empowered millions to easily adapt these digital initiatives.

In the end, we can say this with no doubt that the Digital India project is one of the grandest projects till today's date. As this programme not only aims at bridging the Urban-Rural gap but also pour some light on the government's machinery and departments as its aim is to create a truly participatory democracy but it has its own sets of challenges such as Cyber security, language compatibility, poor connectivity, digital illiteracy etc.

I suggest that this challenge may be addressed by participation of Private entities through platforms such as Self4Society & CSR, effective policy implementation and monitoring and public participation equally. In conclusion Digital India marks the evolution in many aspects of lives and complete shift in our rural societies.



Alumni Corner**(BCA_2019-2020)****Rashika Mehta*****A Tryst with Destiny***

On 19th of June, 2017, a beautiful chirpy summer morning, I stepped foot into one of the most experienced, revered and loved institutions of Vallabh Vidyanagar; SEMCOM. Walking in, I came across a few familiar faces, but most of all there lingered an air of the undiscovered, an aura of excitement, and a semblance of new beginnings.



Struggling to hold onto the school life that I had just emerged from, only to realize that it was something I had left behind to start a new chapter with new people; I made a tryst with destiny. I always thought of life to be a joyride, but it was when I entered college that I reckoned it to be more of mature decisions, principle responsibilities and excellence. The whiff of uncertainty soon became the strength I needed to get through what came my way; be it educational or existential examinations- at that very stage of my life, everything that I had ever experienced, learned and felt seemed to be tested. Fearing failures and stumbling through what is called 'college life', I did not quite always emerge victorious and it made me feel unconquered. But it was only a matter of time before I realized that life is like a yin-yang circle, filled with equal portions of success and failure. And, to taste success, one must learn to be okay with failing. Wisdom is oft-times nearer when we stoop than when we soar. I learned to progress at my own pace and embrace the pace of others too. I learned to embrace the wisdom of giving myself and other people the liberty to be who they were and desired to be. With an eye made of quiet by the power of harmony, and the deep power of joy, I learned to see into the little of things. I came across as a quiet and subdued child, but, today as I stand tall, being able to debate in front of thousands of people and win against my opponents on the stage and in life; it is only possible because of the trust and faith this institution and its people helped me gain in myself. From not being confident about wanting to perform an orientation dance in front of a few hundred college mates, I went on to winning accolades for the institution and myself, only with the undying, unending support from Principal Dr. Waheeda Thomas ma'am, the faculties that never let me feel alone in my path to success and of course, my loved ones who stood tall in all of my conquests. I can very proudly say that in this institution, with the people I met, I bloomed into a flower that is free to its roots and bold in its freedom. The college gave me an insight on the definition of adulthood, true friendship, love and self belief. At the end of the most beautiful three years of my life, I feel baptized into a human being so self sufficient and self reliant. Upon learning the philosophies of the universe, through books, examinations and competitions, it dawned upon me that 'life is

a race, if you don't run fast; you will be trampled' but also, that, 'excellence is the key to successes'. One must learn to be the jack of all trades while being the master of what we truly desire to be. It is upon us to tame our knowledge, passion and talents to an amazing concoction of what we as individuals would want the world to look up to. I hardly ever learned the bookish knowledge with as much interest as I imbibed the life lessons this institution taught me. Compassion, passion, truthfulness, belief and a lot more, are the most beautiful things I will ever carry in my life, which in true essence have been nothing but the sweet memories and gifts of SEMCOM..

Star struck by the words of William Wordsworth, 'to begin, begin', I left no battle unconquered and my courage is what gave me the wings of fire. I hoped to be the meadow flower that bloomed to spread its fragrance across the world and to leave a mark in the lives of the people it touched. I hoped to have been remembered for my unremembered acts of kindness and love. I hoped to have achieved everything that I have today and will tomorrow.

Life is divided into three terms - that which was, which is and which will be.

Learning from the past to profit by the present, and from the present, to live better in the future, I made a secret deal with something that was condemned for me, I made a tryst with destiny.





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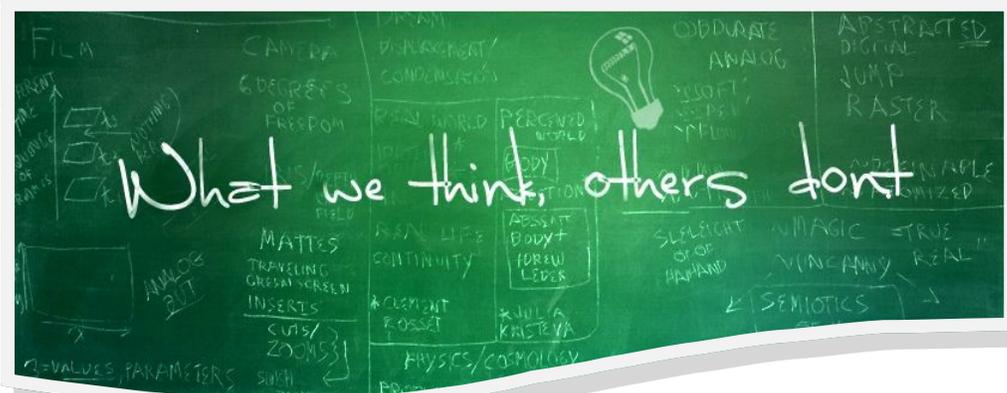
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3. A Column (Expert's content)
4. A Survey Invitation – and Results infograph
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10. Growth and Developmental Issues
11. Seasonal Advice
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13. Event Description
14. Checklists, Anything with Numbers and Statistical
15. Interview extracts of prominent personalities
16. Advanced Resources for business/ education
17. Product Reviews
18. Industry / Sector Predictions / Upcoming Trends
19. Quotations and your wisdom
20. Tips on environment protection/ Ecology conservation
21. Excerpts from Your Social Media
22. Anything on Sports World
23. Technological Advancements

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