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**RAMNATH GULZARILAL  
KEDIA COLLEGE OF  
COMMERCE**

**Taradevi Girdharilal Sanghi  
School of Business  
Management.**

**Bhagwatibai Jagdish Pershad  
Agarwal PG College of  
Computer Applications**

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### "The Third Eye"



# BUSINESS WAVES

*Quarterly Newsletter of Management and I.T.*



**Prof. D.V.G. Krishna**

## Editorial

### GLOBAL RECESSION - THE AFTERMATH

The economies of the world are recovering after the global economic meltdown and its effects are not uniform across national frontiers. Similarly, rates and outcomes of the recovery also differ from one nation to another. The economy of the most affluent superpower USA is today a dwindling economy. Two wars, one in Afghanistan and the other in Iraq, followed by sustained action against global terror outfits and housing mortgage crisis have rubbed shen off the American economy. In June/ July 2011, sales of existing U.S. homes declined, manufacturing slowed and consumer confidence dropped, pointing to an economy that is struggling to retain momentum following the surge in energy costs. The Federal Reserve Bank of Philadelphia's general economic index fell in May 2011 to the weakest reading in seven months, and the Bloomberg Consumer Comfort Index slumped to a nine-month low. Gasoline prices hovering close to \$4 a gallon and rising grocery bills may discourage American households from taking on big purchases like houses. About 5.6 million houses were either in foreclosure or their owners were more than 30 days late in making mortgage payments, according to Bloomberg calculations, raising the risk that property values will keep falling. That would make any sustained recovery difficult to achieve.

The region that comes out worst is Europe, where expectations turned negative, with most experts expecting the region's economy to weaken next year. This reflects investors' identification of the Euro zone sovereign debt crisis as the largest risk globally. The International Monetary Fund (IMF) said that German economic growth of only about 3 percent was possible this year.

Chinese economy is well poised for rapid growth as it is now a manufacturing hub for the whole world. Allocations to equities continue to rise reflecting the positive earnings outlook in markets. The Chinese currency is getting stronger selling around 1 YUAN = 0.154726 U.S. dollars. Japanese consumers were making cutbacks after the March 2011 earthquake, heightening the urgency for policy makers to unveil measures to end the nation's third recession in a decade. The economy's main challenge is one of supply chain disruptions caused by the earthquake, tsunami and nuclear crisis. GDP shrank an annualized 3.7 percent. Consumer spending slumped 0.6 percent, worse than economist projections for a 0.4 percent drop. Households cut back on eating out and entertainment after the disaster disrupted power and transportation and left more than 24,000 dead or missing. Companies also slashed spending on plant and equipment and drew down on inventories. Speed is the key here, and the government needs to act. The Bank of Japan predicts that the economy will recover as power shortages and supply constraints recede later in the year. The YEN is little changed trading at 85.27 against the dollar in Tokyo. India's industrialization is a compelling story that has drawn inevitable comparisons with China, but there are the risks of fiscal deficit and inflation to watch for. Liberalizing the Indian economy and the reform momentum led to economic growth rates close to 8-10 per cent per annum. On a purchasing power parity basis, India accounts for 5.1 per cent of world gross domestic product (GDP). In nominal GDP terms, in 2009 India was the eleventh largest economy and in 2010 overtook Spain's economy. By 2012, its economy will be larger than Canada's, and by 2015, it will overtake Italy. If Goldman Sachs' forecasts are right, by 2050 India will be the third largest economy in the world, after China and the US!

However, overall inflation accelerated to 9.44% due to fuel price hike and increased manufactured products prices. This could push the Reserve Bank of India (RBI) to hike the interest rates. Analysts expect the inflation to cross the double-digit mark. Mr. Pranab Kumar Mukerjee, Finance Minister has stated that inflation continues to be a matter of highest concern to the Government and it is still not clear whether monetary and fiscal policies alone can solve this recurring problem. It is certain that per capita production and GDP should increase and in order to overcome the rigidities of public sector and excessive enthusiasm of private sector, the finer lessons of mixed economy should again be practiced in order to achieve sustainable growth.

*Is your Supply Chain a strategic weapon ?*



# Business Voice

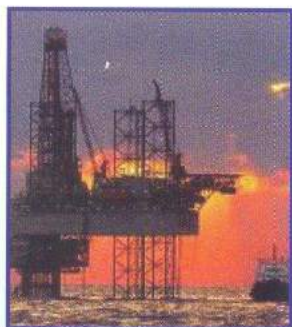
## Petroleum and Natural Gas - Fuels for our lifestyle

Complied by **Kuldip Rai**

### Consumption, Production, Imports And Subsidies:

Petroleum and Natural Gas propel our lifestyle. In India, the consumption of petroleum products during 2009-10 was 138.196 million metric tonnes (including sales through private imports). The production of petroleum products in the same period was 151.898 million metric tonnes (including 2.244 million metric tonnes of LPG production from natural gas). The country exported 50.974 million metric tonnes of petroleum products against the imports of 23.49 million metric tonnes (including 8.828 million metric tonnes of LNG) during 2009-10. India has total reserves (proven & indicated) of 1201 million metric tonnes of crude oil and 1437 billion cubic meters of natural gas as on 1.4.2010. The number of persons employed (including contract employees) in petroleum industry as on 01.04.2010 and 01.04.2009 are 129988 & 138973 respectively.

As our consumption is rapidly increasing, the imports are likely to escalate unless urgent steps are taken to augment the domestic production. It is well known that subsidies on petroleum fuels are the main reason for rapidly growing inflation. The Government of India is seized of this problem in right earnestness.



**OIL EXPLORATION**



**DISTILLATION**

### PRODUCTS AND THEIR MAJOR END USE

**LPG** (Liquefied Petroleum Gas) - Domestic and auto fuel.

**NAPHTHA** - Feedstock/fuel for fertilizer units, petrochemicals and power plants.

**PETROL** - for passenger cars, taxis, two & three wheelers ATF (Aviation Turbine Fuel) for aircrafts.

**KEROSENE OIL** - Fuel for cooking & lighting.

**HIGH SPEED DIESEL** - transport sector (railways/road), agriculture (tractors pump sets, threshers, etc.) and captive power generation.

**LDO (LIGHT DIESEL OIL)** - agricultural pump sets, small industries, start up fuel for power generation Fuel Oil (FO), Low Sulfur Heavy Stock (LSHS). Secondary fuel for Thermal Power Plants, Fuel/feedstock for fertilizer plants, industrial units.

**BITUMEN** Surfacing of roads.

**LUBES** Lubrication for automotive and industrial applications

**PETROCHEMICALS** (Benzene, Toluene, Mineral Turpentine (MTO), Paraffin Wax, Hexane, Methyl Tertiary Butyl Ether (MTBE), Paraxylene, Polypropylene, Purified Terephthalic Acid (PTA) and Mono Ethylene Glycol (MEG) etc.)

### MAJOR ORGANIZATIONS IN THE OIL SECTOR

NAME OF THE ORGANIZATION	MAJOR ACTIVITIES
OIL INDIA LIMITED (OIL)	Development and production of crude oil, transportation of crude oil and production of LPG.
OIL AND NATURAL GAS CORPORATION LTD. (ONGC)	Exploration, development and production of crude oil and natural gas.
INDIAN OIL CORPORATION LIMITED (IOCL)	Operates refineries at Barauni, (Bihar), Vadodara (Gujarat), Guwahati (Assam), Haldia Refinery, Dist. Midnapur (West Bengal), Mathura Refinery, (Uttar Pradesh), and Panipat Refinery (Haryana).
HINDUSTAN PETROLEUM CORPORATION LIMITED (HPCL)	Operates 2 major refineries, one in Mumbai and the other in Vishakapatnam.
BHARAT PETROLEUM CORPORATION LIMITED (BPCL)	Multiple refinery units
GAIL (INDIA) LIMITED (GAIL)	Transmitting natural gas through pipe lines.

### PETROLEUM CONSERVATION & ALTERNATIVE FUELS

Alternative fuels, also known as non-conventional or advanced fuels, are any materials or substances that can be used as fuels, other than conventional fuels. Conventional fuels include: fossil fuels (petroleum (oil), coal, propane, and natural gas), and nuclear materials such as uranium. Some wellknown alternative fuels include biodiesel, bioalcohol (methanol, ethanol, butanol), chemically stored electricity (batteries and fuel cells), Green Ammonia (NH<sub>3</sub>), hydrogen, methane, non-fossil natural gas, vegetable oil, and other biomass sources. The main purpose of fuel is to store energy, which should be in a stable form and can be easily transported. Almost all fuels are chemical fuels. We use this fuel to perform mechanical work, such as powering an engine. Biofuels are also considered a renewable source. Although renewable energy is used mostly to generate electricity, it is often assumed that some form of renewable energy at least is used to create alternative fuels. Biomass in the energy production industry is living and recently dead biological material which can be used as fuel or for industrial production. Algae based biofuels have been hyped in the media as a potential panacea to our crude oil based transportation problems. Algae could yield more than 2000 gallons of fuel per acre per year of production. Algae based fuels are being successfully tested by the navy. Algae based plastics show potential to reduce waste and the cost per kilogram of algae plastic is expected to be cheaper than traditional plastic prices. Methanol and Ethanol fuel are typically primary sources of energy; they are convenient fuels for storing and transporting energy. These alcohols can be used in internal combustion engines as alternative fuels, with butanol also having known advantages, such as being the only alcohol-based motor fuel that can be transported readily by existing petroleum-product pipeline networks, instead of only by tanker

*Good teachers are costly but bad teachers cost more.*



trucks and railroad cars. Ammonia can be used as fuel. A small machine can be set up to create the fuel and it is used where it is made. Benefits of ammonia include, no more need for oil wars, zero emissions, and distributed production-reducing transport and related pollution. Hydrogen is a fuel without emission. The byproduct of hydrogen burning is water, although some NOx is produced when hydrogen is burned with air. Although hydrogen is a fuel it is not a source of energy, as other types of power or fuels are required to produce it.

### **SWOT Analysis - POWER SWOT**

*By Prof.N.B.N.Prasad*



SWOT analysis is a marketing audit tool that considers an organization's *strengths, weaknesses, opportunities and threats*. Problems with basic SWOT analysis can be addressed using a more critical POWER SWOT. POWER is an acronym for *Personal experience, Order, Weighting, Emphasize detail, and Rank and prioritize*. This is how it works.

P = Personal experience.

The marketing manager brings his experiences, skills, knowledge, attitudes and beliefs to the audit. His perception or simple gut feeling will impact SWOT.

O = Order - strengths or weaknesses, opportunities or threats.

The line between internal strengths and weaknesses, and external opportunities and threats is sometimes difficult to spot. For example, in relation to global warming and climate change, one could mistake environmentalism as a threat rather than a potential opportunity.

W = Weighting.

Too often elements of a SWOT analysis are not weighted. Naturally some points will be more controversial than others. So weight the factors. One way would be to use percentages e.g. Threat A = 10%, Threat B = 70%, and Threat C = 20% (they total 100%).

E = Emphasize detail.

Detail, reasoning and justification are often omitted from the SWOT analysis. What one tends to find is that the analysis contains lists of single words. For example, under opportunities one might find the term *'Technology.'* This single word does not tell a reader very much. What is really meant is : *'Technology enables marketers to communicate via mobile devices close to the point of purchase. This provides the opportunity of a distinct competitive advantage for our company.* This will greatly assist when deciding upon how best to score and weight each element.

R = Rank and prioritize.

Once detail has been added, and factors have been reviewed for weighting, you can then progress to give the SWOT analysis some strategic meaning i.e. you can begin to select those factors that will most greatly influence your marketing strategy albeit a mix of strengths, weaknesses, opportunities and threats. Essentially you rank them highest to lowest, and then prioritize those with the highest rank e.g. Where Opportunity C = 60%, Opportunity A = 25%, and Opportunity B = 10% - your marketing plan would address Opportunity C first, and Opportunity B last. It is important to address opportunities primarily since your business should be market oriented. Then match strengths to opportunities and look for a fit. Address any gaps between current strengths and future opportunities. Finally attempt to rephrase threats as opportunities (as with global warming and climate change above), and address weaknesses so that they become strengths. Gap analysis would be useful at this point i.e. where we are now, and where do we want to be? Strategies would bridge the gap between them. Toyota Motor Sales (TMS), U.S.A., Inc. used Power SWOT

to identify a serious error in their sales reports for the month of November 2010. TMC reported sales of 129,317 units. On a raw volume basis, unadjusted for 24 selling days in November 2010, compared to 23 selling days in November 2009, TMS sales were down 3.2 percent compared to the same period last year. However, on a daily selling rate basis (DSR) the actual decrease was 7.3 percent from the same period last year! It helped them to fine tune their sales operations. POWER SWOT has also been successfully used in Tata Motors, Bharti Airtel, Infosys and PepsiCo etc. POWER SWOT can be employed profitably in the following major areas of marketing management.

- E-Marketing
- Environment
- Marketing Planning
- Customer Relationship Management (CRM)
- Consumer Behaviour
- Marketing & Finance
- Marketing Strategy

### **EDUCATION FOR THE 21ST CENTURY:**

PROF. K.V.K. NEHRU, Ph.D., M.ISTE, M.ISUS, Adviser, R&D Cell, Jawaharlal Nehru Technological University, Hyderabad.

The recent advances in Communication Systems, Information Technology and Transportation Engineering have brought the human communities nearer in an unprecedented manner. They have dramatically increased our power to endanger the environment and all forms of life, including our own. Our continued survival depends on the healthy maintenance of global resources and other bio-communities. Corporations and Nations are recognizing the need to shift priorities from the merely economical to the holistic welfare of all life.

Education must concern itself not with greater progress but with the inner transformation of the human consciousness. The following could be the broad guidelines:

(1) Create a Global Mind. We are all citizens of one world and share the earth as our habitat. We may work for local problems but it is important to do so with a global understanding.

(2) Emphasize Human Development. Education must concern itself primarily with the development of all aspects of a human being—physical, emotional, intellectual and spiritual—so that he or she lives creatively and happily as part of the whole.

(3) Encourage Inquiry. The child must be free to make mistakes and learn for himself without the constant fear of being rebuked by an adult. Such mind is rational, flexible and open to change and not irrationally attached to an opinion or belief.

(4) Cultivate Cooperation. Teamwork and the ability to work harmoniously with others are more important than individual achievement.

(5) Create a Learning Mind. The awakening of intelligence is more important than the cultivation of memory, both in life and academics. The feelings of love, respect, beauty and friendship cannot be taught but like sensitivity, can be awakened: this is an essential part of intelligence.

(6) Create a Mind that is both scientific and religious in the true sense. Not only thought-based intelligence should be developed, but also intuition-based intelligence. A mind that is purely rational and scientific can be extremely cruel and devoid of love and compassion. One that is only religious in the narrow sense can be overly sentimental, superstitious and therefore neurotic. Without this undeniable balance between emotion and the intellect, a mind is not truly educated.

(7) The Art of Living. When we educate not for economic

*First they ignore you, then they laugh at you, then they fight you, then you win - Mahatma Gandhi*



development but for human development, we concern ourselves with the happiness of the individual as a whole in which physical well being and comfort are a small but necessary part. The art of living consists in enjoying everything one does, irrespective of the results it offers.

**QUALITY IS THE NEED OF THE HOUR:** The conceptual education today is threatened by the changing political and economic scenario all over the world. The recessionary effects have left the students in bewilderment about what to pursue and why to pursue education. The local scenario is no better. Education should be above the mundane objectives of selfish interest. The preaching of great philosophers like Socrates, Isaac Newton and Rabindranath Tagore are ever valuable and relevant and in this direction, present day education should be nurtured. Our educational managers should be farsighted without regional and parochial interests.

## NEXT GENERATION SUCCESSORS

*And that is what leaders must do!*

Compiled by — **Ms. P.Gowri Kusuma**

Succession planning is a process for identifying and developing internal people with the potential to fill key leadership positions in the company. More than half of companies today cannot immediately name a successor - according to new research conducted by Heidrick & Struggles, and Stanford University's Rock Center for Corporate Governance. The survey of more than 140 CEOs and board directors of North American public and private companies reveals critical lapses in CEO succession planning. The 2010 Survey on CEO Succession Planning, surveyed CEOs and directors at large- and mid-cap public also from large private firms. Key findings from the survey include :

- While 69% of respondents think that a CEO successor needs to be "ready now" to step companies in the U.S. and Canada, with 10% of respondents into the shoes of the departing CEO, only 54% are grooming an executive for this position.
- A full 39% of respondents cited that they have "zero" viable internal candidates. "This points to a lack of talent management and not paying enough attention to existing employees".
- On average, boards spend only 2 hours a year on CEO succession planning. The board meets on an average, five times a year. Succession planning is discussed at only two of these meetings, at one hour apiece.
- Only 50% have a written document detailing the skills required for the next CEO.
- While 48% of respondents think they have an extremely strong or very strong understanding of the capabilities of internal candidates, only 19% have extremely or very well established external benchmarks to measure their skills against.
- Only 50% of companies provide on-board or transition support for new CEOs.

**Succession Planning in Indian Industry:**

Half of the Indian top 100 organizations are family run businesses. Though successful in business, when it comes to sorting out matters of succession some of India's oldest business families may still need to do their homework. The biggest challenge these companies face is to groom successors. Only a few companies in India formulate and effectively implement succession planning for the key positions in their organization structure

*Leaders are those who empower others*

Successors of Indian Industries:		
Company	Founder	Successor
Hinduja Group	S.P.Hinduja	Dhreeaj Hinduja
Wipro	Ajim Premji	Rishad Premji
Godrej	Adi Godrej	Tanya Dubash
GVK	GVK Krishna Reddy	Sanjay Reddy
Nirma Limited	Karsanbhai Patel	Hiren Patel
Bharti Airtel	Sunil Bharati Mittal	Shravin Mittal
Kinetic Group	Arun H Firodia	Sulajja Firodia Motwani
UB Group	Vijay Mallaya	Sidhartha Mallaya
Parle Agro	Prakash Chauhan	Schauna Chouhan
HCL	Shiv Nadar	Rashmi Nadar

Succession planning is about promoting new growth so that the organization is ready to move forward. When we stop avoiding the succession discussion, we will be better positioned to lead the organization into the future. Industry thrives on dynamics of constant change, success comes to those who have the foresight and the ability to counter unexpected challenges. The whole process of training these future leaders is evidently time-consuming and requires a lot of additional resources, but in the long run it is a worthwhile investment that is essential for the survival of any organization. Grooming leaders should be one of the ways of selfassessment. Succession Planning is more than just the passing of power and responsibility—it is about survival and continuity, the true challenge for doing business in India!

## LESSONS FROM FUKUSHIMA DAIICHI

Compiled by **Kuldip Rai**

On 11 March 2011, an earthquake (Richter scale 8.9- magnitude) hit the northeastern coast of Japan at 2.46pm local time (5.46am GMT) and even though Japan is one of the most accustomed nations to tremors, this was extremely different, being the biggest to rock the State in 140 years. The US Geological Survey earlier verified a magnitude of 7.9 at a depth of 15.1 miles and located the quake 81 miles east of Sendai, on the main island of Honshu. It later upgraded it to 8.9. The earthquake was accompanied by a tsunami. A ship carrying 100 people was swept away by the tsunami offshore Japan. Thousands of people were stuck in Japan's airports, with over 700 flights cancelled. There was power outage in about four million homes. A complete evacuation was ordered in all coastal areas. 30 international search and rescue teams were sent by United Nations to Japan to provide assistance. United States stood ready to help the Japanese people in this time of great trial and the Defense Department prepared troops for the relief. Next the reactors at Fukushima Nuclear Power Plant exploded. All four nuclear reactors at Fukushima were damaged to varying degrees. Japanese specialists rated the accident level at 4 by a 7-grade International Nuclear and Radiological Event Scale (INES) scale. Workers were evacuated from the tsunami-stricken nuclear complex after gray smoke was seen rising from one of its reactors. Tokyo Electric Power Co. said the company was investigating after the smoke was seen rising from the spent fuel storage pool of Unit 3. Plant officials battled to cool reactors and spent fuel pools to bring the radiation-leaking plant under control. The toll of Japan's triple disaster came into clearer focus after police estimates showed more than 18,000 people died. The World Bank said rebuilding might cost \$235 billion and more cases of radiation-tainted vegetables and tap water turned up.







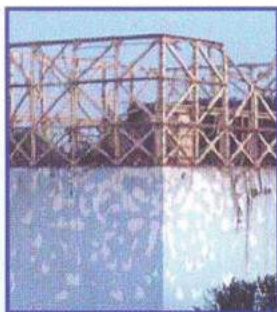
**FUKUSHIMA**



**TSUNAMI**

The April 26, 1986 explosion at the Soviet nuclear power plant in Chernobyl was the world's worst nuclear disaster. Unleashed by an unauthorized technical experiment, it spewed radioactive dust over swathes of Ukraine, Belarus and Western Europe. The death toll ranges from a UN 2005 estimate of 4,000 to tens or even hundreds of thousands, proposed by non-governmental groups. The March 28 1979 accident at Three Mile Island was a partial reactor meltdown that led to "very small" releases of radioactivity, according to the US Nuclear Regulatory Commission (NRC). It caused no casualties, but stirred an outcry that blocked further expansion of the US nuclear program.

The horrible disaster in Japan made everyone in the world think again not only about the instability of the seeming well being but also of the reasonability of using nuclear power stations altogether. It is absolutely clear that in the near future humankind will have to revise its opinion of nuclear energy according to analysts. Experts predict there will be a global debate over safety of nuclear energy.



**REACTOR AFTER EXPLOSION**

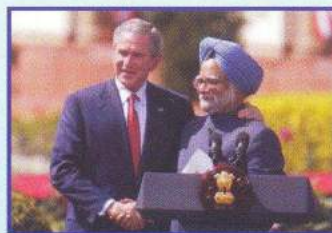


**FIRES ERUPTING**

Most countries with a developed nuclear energy industry had plans to actively develop it before the accident in Japan. China and India are especially enthusiastic. Russia, Ukraine, the Czech Republic, Slovakia, Pakistan are going to build new reactors. Last year Armenia, Belarus, Finland, Poland, Vietnam, Egypt, Turkey, UAE announced their intentions to build NPS. Many countries are not going to give up their plans even in the context of the Japanese disaster. However nuclear security standards will be far more important in future.



**MELTDOWN AT A REACTOR**



**The Indo-US 1-2-3 Agreement**

Nuclear power is the fourth-largest source of electricity in India after thermal, hydroelectric and renewable sources of electricity. As of 2010, India has 20 nuclear reactors in operation in six nuclear power plants, generating 4,780 MW while 5 other plants are under construction and are expected to generate an additional 2,720 MW. Nuclear energy contributes three percent of the country's power supply and its objective is to double this to six percent by 2020 and 13 percent by 2030. India's nuclear power industry is undergoing rapid expansion with plans to increase nuclear power output to 64,000 MW by 2032. The country is involved in the development of nuclear fusion reactors and is a global leader in the development of thorium-based fast breeder reactors. The nuclear energy program of India is poised for a major leapfrog after the "1-2-3" Agreement signed between the United States of America and the Republic of India which is known as the U.S.-India Civil Nuclear Cooperation or Indo-US nuclear deal. The framework for this agreement was a July 18, 2005 joint statement by Indian Prime Minister Dr. Manmohan Singh and the then U.S. President George W. Bush, under which India agreed to separate its civil and military nuclear facilities and place all its civil nuclear facilities under International Atomic Energy Agency (IAEA) safeguards and, in exchange, the United States agreed to work toward full civil nuclear cooperation with India. This U.S.-India deal took more than three years to come to fruition as it had to go through several complex stages, including amendment of U.S. domestic law, specially the Atomic Energy Act of 1954, a civil-military nuclear Separation Plan in India, an India-IAEA safeguards (inspections) agreement and the grant of an exemption for India by the Nuclear Suppliers Group, an export control cartel that had been formed mainly in response to India's first nuclear test. It took protracted lobbying by the Ministry of External Affairs, New Delhi and the Indian Embassy in Washington DC to secure the above amendments and agreements. In its final shape, the deal places under permanent safeguards those nuclear facilities that India has identified as civil and permits broad civil nuclear cooperation, while excluding the transfer of sensitive equipment and technologies, including civil enrichment and reprocessing items even under IAEA safeguards. The nuclear energy program of India is a triumph of foreign policy and international relations with a super power. The abundant availability of power will spur the growth of agriculture and industry in India. It will help bridge the social, economic and political rich-poor divide.

### **SIXTH SENSE TECHNOLOGY**

Compiled by: **Ms. A.L.P.K Durga**, HoD, MCA.

'Sixth Sense' is wearable gesture interface that augments the physical world around us with digital information and lets us use natural hand gestures to interact with that information. We have evolved over millions of years to sense the world around us. When we encounter something, someone or some place, we use our five natural senses to perceive information about it; that information helps us make decisions and choose the right actions to take. But arguably the most useful information that can help us make the right decision is not naturally perceivable with our five senses, namely the data, information and knowledge that mankind has accumulated about everything and which is increasingly all available online. Although the miniaturization of computing devices allows us to carry computers in our pockets, keeping us continually connected to the digital world, there is no link between our digital devices and our interactions with the physical world. Information is confined traditionally on paper or digitally on a screen. Sixth Sense bridges this gap, bringing intangible, digital information out into the tangible world, and

*He who masters his time, masters his life.*



allowing us to interact with this information via natural hand gestures. 'Sixth Sense' frees information from its confines by seamlessly integrating it with reality, and thus making the entire world your computer.

**Technologies:** The technologies comprised to functioning of the Sixth Sense are Augmented reality, Gesture Recognition, Computer vision and Radio frequency Identification.

**Components:** The Sixth Sense prototype is comprised of a pocket projector, a mirror and a camera. The hardware components are coupled in a pendant like mobile wearable device.

**Applications:** The Sixth Sense prototype implements several applications that demonstrate the usefulness, viability and flexibility of the system. The map application lets the user navigate a map displayed on a nearby surface using hand gestures, similar to gestures supported by Multi-Touch based systems, letting the user zoom in, zoom out or pan using intuitive hand movements. The drawing application lets the user draw on any surface by tracking the fingertip movements of the user's index finger. Sixth Sense also recognizes user's freehand gestures (postures). For example, the Sixth Sense system implements a gestural camera that takes photos of the scene the user is looking at by detecting the 'framing' gesture. The user can stop by any surface or wall and flick through the photos he/she has taken. Sixth Sense also lets the user draw icons or symbols in the air using the movement of the index finger and recognizes those symbols as interaction instructions. For example, drawing a magnifying glass symbol takes the user to the map application or drawing "@" symbol lets the user check his mail. The Sixth Sense system also augments physical objects the user is interacting with by projecting more information about these objects projected on them. For example, a newspaper can show live video news or dynamic information can be provided on a regular piece of paper. The gesture of drawing a circle on the user's wrist projects an analog watch.

**Advantages:** Portable, Supports multi-touch and multi-user interaction, connectedness between world and information, cost effective, Data access directly from machine in real time, Mind map the idea anywhere, It is an open source.

**Conclusion:** Sixth sense recognizes the objects around us, displaying information (data) automatically and letting us to access it in any way we need. The sixth sense prototype implements several applications that demonstrate the usefulness, viability and flexibility of the system. Allowing us to interact with this information via natural hand gestures the potential of becoming the ultimate "transparent" user interface for accessing information about everything around us.

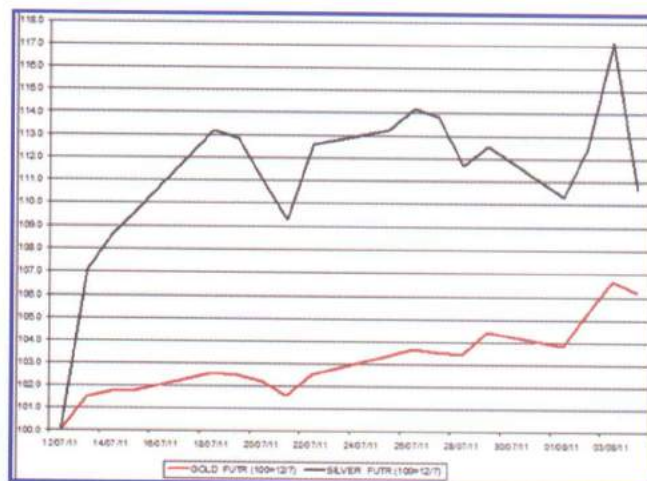
## News

### GOLD AND SILVER PRICES

The gold price fell \$8.00 to \$1,488 per ounce after briefly trading at \$1,500 per ounce (Equivalent to Rs.23,608/- per 10 grams) in May 2011. While the price of gold declined, silver held above \$35.00, trading at \$35.22 per ounce (Equivalent to Rs. 55,433/- per kg). Precious metals have been in consolidation mode after steep losses. The rally in the U.S. dollar has slowed, helping to

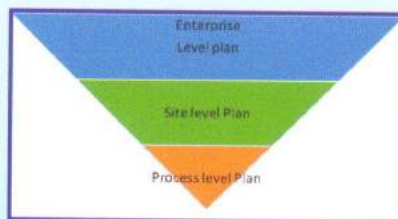
stabilize gold and silver prices. Gold price rallied briefly. Silver outperformed the gold price. In July 2011, there was US Federal Reserve Monetary Policy hint that further stimulus may be provided to the States and that if the US Government misses its debt repayments; the credit ratings may be downgraded. This brought the US Dollar under huge selling pressure. Gold prices rallied in response. The jitters in the Euro zone after the downgrade of Greece's rating by Fitch also underpinned the yellow metal as safe haven. Gold prices in India reacted sharply. Gold may gain turn bearish only if USA resorts to monetary tightening but that is unlikely in the near future. Another factor in favor of gold is the central banks of several nations shifting to gold purchases. As a group, this sector holds about 18% of all gold stocks. After being traditional sellers, they turned buyers in the first quarter of 2011. However, gold reached all time high of Rs.28,000/- per 10 grams (24 ct) as it is now seen as a hedge against a weak Dollar. Any weakness in the prices of gold and silver presents a buying opportunity.

### GOLD AND SILVER PRICE INDICES



### STUDENT SEMINAR ON BUSINESS PROCESS REENGINEERING

Business Process Reengineering (BPR) is aimed at fundamental rethinking and radical redesign of business processes to bring about dramatic improvements in the performance as measured in terms of cost, quality, accuracy, service, and speed of response. These were the views expressed by our MBA student Mr. Praveen Singh Thakur while speaking at a student seminar on the subject of BPR. He opined that the criticality of the process makes it imperative to have a Business Continuity Plan (BCP) in place. The BCP has three levels as shown in the figure below.



BCP LEVELS

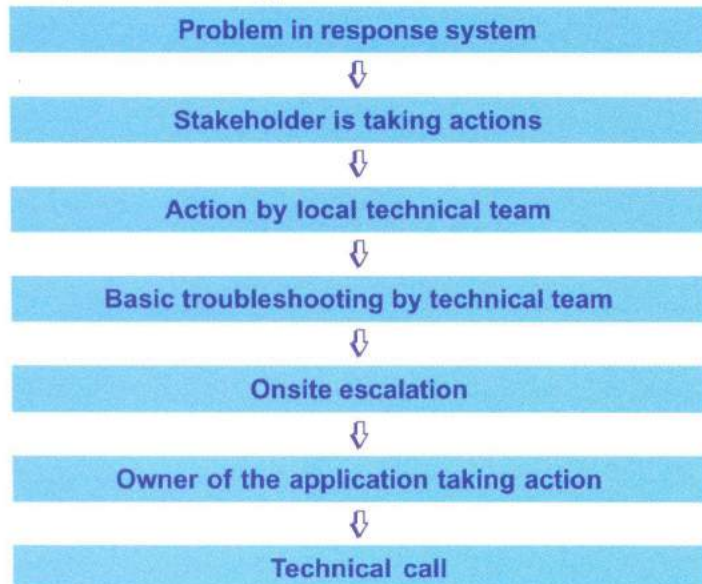


BCP EVOLUTION

*To speak is knowledge, to listen is wisdom.*



BCP Plan should include the Business Impact Analysis, Root Cause Analysis, and the strategy. With a live example from Bank of America, he explained the Escalation Process of a technical call in a Business Process Outsourcing (BPO) scenario. The escalation process proceeds through various stakeholders such as incident management team, local technical team, on-site partner and the application owner.



### THE ESCALATION PROCESS

The second student Mr. Srikar spoke on the application of BPR at Kamineni Hospital where BPR was used to dramatically reduce the waiting time for an out patient by providing multipurpose terminals for registration, allocation of patients to junior consultants, on-the-spot fixing of dates for surgeries, collection of payments and issue of money receipts.

The students were guided for the seminar by Mrs. P Gowri Kusuma, Faculty member. Dr. DVG Krishna, Director and Prof. NBN Prasad, HoD appreciated the efforts of the students and encouraged them to perform still better in future.

SPARKLERS FACULTY WORKSHOPS	
Name of Faculty	Topic
Prof. NBN Prasad	Public private partnership
Mr. Kuldip Rai, Associate Professor	Materials handling
Mr. KVS sunder, Associate Professor	Correlating MIS & Budgets
Ms. D. Shireesha, Associate Professor	Driving Personal Excellence
Ms. P. Gowri Kusuma, Sr. Faculty	Knowledge Management
Ms. Sunanda, Sharmila, Faculty Members	Evolution of International Financial Systems.

## SOUTH AFRICA – THE NEW TRADE & INVESTMENT DESTINATION FOR INDIAN COMPANIES.

### A CASE STUDY - T.G.S. SCHOOL OF BUSINESS MANAGEMENT

Trade volumes between South Africa and India doubled from 2007 to 2010, with India becoming South Africa's sixth-largest destination for exports and its ninth-largest source for imports. There is huge potential for furthering mutually beneficial trade exchange and increasing investment channels between South Africa and India.

There's a very solid commitment from the South African government and institutions to support South African businesses in becoming more involved in India.

India and South Africa CEOs forum is co-chaired by Indian industrialist Ratan Tata and Patrice Motsepe, executive-chairman of Africa Rainbow Minerals. Africa has a population in excess of one billion.

The two countries are also on the first tier of emerging market economies and both face similar challenges of poverty and inequality.

Indian investment in South Africa is estimated to be more than six billion dollars with several major Indian multinationals such as Tata, Reliance, and Mahindra and Mahindra having established a firm foothold in the local market place. Tata is due to begin construction on a vehicle assembly plant in Rosslyn, outside Pretoria.

The factory is believed to be the first of its kind in South Africa and will assemble pre-manufactured parts to produce light commercial vehicles, which are currently imported into the country. India's High Commissioner in South Africa, Virender Gupta, told: "Tata has been importing vehicles to South Africa for a long time and it was the logical step to start manufacturing here."

### FACULTY PARTICIPATION IN NATIONAL SEMINARS PUBLIC RELATIONS CONFERENCE

The 11th Andhra Pradesh Public Relations Conference and the All India Competition of Video productions, Websites and House Journals was organized by the Public Relations Society of India, Hyderabad Chapter at Hotel Green Park, Ameerpet, Hyderabad. The theme of the conference was "One India, One Voice: for a prosperous and democratic Nation". Prof (Dr.) DVG Krishna delivered the key note address.

### NATIONAL SEMINAR ON DISTANCE EDUCATION

In view of the growing importance and potential of open and distance education, the Andhra University School of Distance Education, Visakhapatnam, organized a national seminar on the theme of "Distance Education under Dual Mode System – Constraints and Prospects." Prof (Dr) DVG Krishna was a key speaker at the seminar.



### OBITUARY

**SHRI SHANKAR LAL AGARWAL**, Donor, Bhagwatibai Jagdish Pershad Agarwal PG College of Computer Applications (MCA) passed away on 11 October 2011.

The Management, staff and students express their deep condolence.

*Robotics is the key to the future.*



## RG KEDIA COLLEGE

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Sanghi School of  
Business Management.

Bhagwatibai Jagdish  
Pershad Agarwal  
PG College of  
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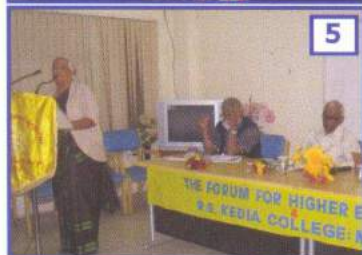
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**Dr. C. MADHAVI**  
Center for Organization &  
Development, Hyderabad



## Spectrum - Events at MSS

1. FDP on "A strategic survival option – role of management education".

2. Prof. Krishna Reddy, HoD, OU being felicitated by the convener.

3. Dr. S. Chellappa, IAS addressing the students and staff.

4. The speaker at "Micro Finance" seminar being felicitated.

5. Prof. Saraswati Rao, former VC addressing the Forum for Higher Education

6. Justice Subhashan Reddy, Former Chairman, Human Rights Commission with our management, staff and students.

7. Mrs. Greeshma of ITC speaking to students.

8. Our Director Prof (Dr.) DVG Krishna addresses.

9. Prof S Kishan Rao, Former Dean, OU addresses the Colloquium on Union Budget 2011.

10. Mr. Ravi Teja of Inspire India inspiring the students.

11. Interaction with Mahindra Sathyam HR experts.



## Institutions run by Marwadi Shiksha Samithi

- ❖ Marwadi Hindi Vidyalaya
- ❖ Ramnath Gulzarilal Kedia College of Commerce
- ❖ DR Jindal Junior College of Commerce
- ❖ G. Raghunathmal Singhvi Jain Jr. College of Science
- ❖ Syo Narayan Ramcharan Patwari Post Graduate College of Commerce
- ❖ RK Saboo College of Science

- ❖ Harishchandra Gyankumari Heda Model High School
- ❖ Taradevi Girdharilal Sanghi School of Business Management.
- ❖ Bhagwatibai Jagdish Pershad Agarwal PG college of Computer Applications (MCA).
- ❖ Surajmal Sharma PG College of Science (Maths)
- ❖ Marwadi Shiksha Samithi Law College
- ❖ Parvathi Devi Ramakrishna Dhoot KG School

## "Thamasoma Jyothirgamaya"

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Opp. Chaderghat New Bridge, Kachiguda Station Road, Esamia Bazar, Hyderabad 500 027 (A.P.) Phone : 2473 8939, 2473 8708.

Website : [www.mss-rgkedia-edu.in](http://www.mss-rgkedia-edu.in) Email : [rgkediacollege@yahoo.co.in](mailto:rgkediacollege@yahoo.co.in) Fax : 040-24738708.

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