From the Director's Desk

Trade on internet has opened new avenues for business. It has reduced cost of transactions while supporting location independent execution leading to globalized competition with increased transparency. Organization learning and development plays a significant role in achievement of trade on internet. Much has been done in this area and the strengthening is on, making our lives easier in many ways. Upcoming entrepreneurs can make use of internet trade to support them.

As consumers, I urge young generation to be cautious while trading on net.

Dr. Archana Golwalkar

Trade on Internet: A few Issues and Challenges

The Internet is a place of endless possibilities. The more that the Internet is embraced by consumers and companies alike, the more frequently it is becoming the battleground for Intellectual Property disputes, such as disputes involving trademarks. Such disputes may involve cybersquatting or typosquatting, the use of Adwords, Facebook, Twitter, Google Places listings on Google Maps, or domain name disputes. The proliferation of available domain names is adding to the likelihood of such disputes. Even the most well protected brands are likely to face an increase in online trade mark disputes.

There are many issues facing brand owners who encounter unauthorized use of their trademarks online. Whilst trade mark rights are generally territorial, the Internet is without such geographical boundaries, which leads to difficulties when attempts are made to enforce rights such as registered trademarks.

Privacy and Security Concerns - Even if you take precautions such as setting up a secure payment page for customer purchases, you still may be susceptible to unscrupulous individuals who hack your system and steal your customers'

private information. This can be used to drain your customers' bank accounts or steal their identities. You may not be able to do business with prospects who don't trust making purchases online.

A business owner needs to possess more than a basic knowledge of the Internet to do business online. Necessary skills include knowing how to set up a website for business purposes and how to market your business online. If you don't possess these skills, you will likely need to employ the services of an Internet marketing company to help you get started.

While doing business on the Internet can open up markets all over the world, it can be more difficult to develop ongoing business relationships. If you're located in the United States, chances are you won't have the opportunity to meet face-to-face with a customer in Japan or Australia. While technology such as video conferencing allows you to see individuals via computer screen, it still lacks the personal touch of meeting someone in person.

Arbaz Khan, *MBA I Semester*

Internet: A Catalyst for International trade

Internet has acted as a catalyst by creating new conditions for commercial development worldwide.

The online conditions for small and medium-size enterprises are particularly favourable since they have many more opportunities to penetrate established commercial systems than they had even a decade ago. Enterprises are able to set up their Internet sales points easily, rapidly and at low cost, thereby achieving a higher degree of competitiveness.

Moreover, consumers are also benefiting by online trading, both at national and European levels and globally, since they enjoy a very wide choice between

goods and services, competitive pricing, lower living costs and a better quality of life. They are now better able to compare products and services, since they have access to more information. However Internet purchases create new challenges for the protection of the private sphere of citizens/consumers. The consumer preferences and purchases of Internet users are scrutinized by 'invisible' Internet eyes. The theft of money electronically and credit card pin codes and fraudulent access to bank accounts have shaken users' confidence in e-commerce. The Internet could be a medium for bridging the trade gap, opening up new channels connecting developing countries with advanced commercial systems, increasing their export flows and bypassing the traditional disadvantages of traditional commercial practices. Developing countries, lacking direct access to traditional commercial structures, may benefit enormously from the use of the Internet.

Ms Neha Mehta, *MBA III Semester*

Best Practice Model for good business online

Online trading can benefit both businesses and consumers. However, the online trading world can be a scary place for some consumers. The Best Practice Model, a best practice guide for business, has set out practices for businesses to encourage consumer confidence in eCommerce

Using the principles in the Best Practice Model the following information is a general guide for businesses when developing an online presence.

- The trader's full contact details including a street address will give consumers more confidence. Some may even choose to make contact before making a purchase 'just to be sure'.

- If trust marks or seals are used they should be easy to verify and relevant.

- Secure online payments or the provision of an offline alternative are vital. Few consumers are prepared to trust their money to an unsecured site.

- Terms and conditions should be clearly written and displayed, easily accessible and comply with all local and federal laws.

- Warranty and refund policies are important to consumers. These should also be clearly written and displayed, easily accessible and comply with all local and federal laws.

- Products/services should comply with all Australian standards such as product safety standards.

- Advertising and any representations made about the product/service should be accurate with no hidden fine print. Consumers do not like surprises where their bank balance is concerned.

- If prices are displayed, accuracy is the key. For instance consumers should be made aware of which currency is being used.

- A reliable complaints handling procedure will also encourage consumer confidence in a business. No one wants things to go wrong but if a speedy, helpful service is in place the customer's experience will ultimately be a positive one.

- Special care should be taken when dealing with minors. Businesses should be aware they are dealing with a minor and when appropriate get consent from the child's parent or guardian.

"   Online businesses may need to make adjustments in the provision of goods/services to ensure that they are accessible to people with a disability.

Good online business practices will encourage consumer confidence and this will generate more sales.

Sabir Hussian, *MBA I Semester*

Quotable Quotes

Tragedy in life normally comes with betrayal and compromise, and trading on your integrity and not having dignity in life. That's really where failure comes.   **- Tom Cochrane**

Online Trading on MOBILE

Online trading on mobile has made a brisk entry into India. ET finds out how handset makers, service providers, trading houses and even security experts have laid down the basic format necessary for this new mode of trading. It's strange, but online trading via mobile phones has been a success story in the heartlands of Africa, and not in the West and South East, which have been quick to sniff out new technologies and apply them with quick precision. That's because places like the African heartland have remote accessibility to the internet and banks, and mobile phones make up for the lack of them. BSE is now offering trading through its mobile application software called Fastrade while NSE's software is called NOW. Handset-makers like Blackberry and Samsung have started customizing their services to extend mobile trading to customers. BlackBerry has several customizable apps like the Blue Mobile which helps one view real-time prices from stock, currency, commodity, energy, precious metals, exchange-traded funds and futures markets around the world, according to Satchit Gayakwad, PR manager-India, Research In Motion. And the most compatible ones for online trading are the BlackBerry Torch, the Bold 2 series and the Storm 2 series, he says. Samsung is also in the process of extending this facility to its users.

"We will be working on making these applications available on the phones, either through third-party developers or if some banks/broking houses make these applications available," say Ranjit Yadav, director (mobile & IT), Samsung Electronics. Most of the handset manufacturers are ready with the hardware to make online trading customizable. On the hardware side, all Samsung open OS phones - whether they have Windows/Android or Bada OS - are GPRS/java-enabled. This can support the 'mobi trading' applications," says Mr Yadav.

Suman, *MCA III Semester*

01 September 2012

Student Council Oath Ceremony

Prof. Karunesh Saxena (Director CDC, MLSU) Visited College on 1st Sept 2012, Saturday as the Chief Guest for the Oath Ceremony of the newly formed Student Council for the session 2012-13.

Dr. Archana Golwalkar (Director AIM & IT) welcomed the guest and students congratulating the student council members. Prof. Saxena led the students to take the pledge for their duties and responsibilities.

In his address he laid stress on active participation of students in academic and co curricular activities and shouldering responsibility. He showed movie clips of "3 Idiots" to share with the students the lessons of strategic management. He later narrated the story of "HARE and TORTOISE" with a different perspective covering the aspects of competition, skills and environment and teamwork. He expressed that students are at the core of every academic institution. When they play crucial roles with responsibility and leadership, they can be good leaders in future.

Pawan Sharma President, Student Council, AIM & IT gave away the vote of thanks while taking responsibility for the accountability of the members of Student Council. The program was coordinated by Mr Saurabh Shandilya (Asst. Professor).

Student Council Members while taking Oath

Prof Karunesh Saxena addressing the students (Left) Students witnessing the address (Right)

7-8 September 2012

1st CSI Rajasthan State Student Convention

The First CSI Rajasthan State Student Convention was organized by Aishwarya CSI Student Branch, in collaboration with CSI Udaipur Chapter on 2012on "Sustaining Developments in Information and Communication Technology" during 7-8 September 2012.

In this competitive scenario the aim of such an event was to bring out the best in students to nurture their talent to bring out their within capability and from them to produce the future masters of computer proficiency, artists, painters etc. Apart from the academic excellence, the motive behind the function is the overall development of the students. Educating and character building of youth calls for a high degree of responsibility and the prime concern is at achieving and grooming the interpersonal and the societal skills of the students.

Around 300 students from various parts of Rajasthan actively participated in the event.

Chief guest Mr. S Ramanathan (Hon secretary, computer Society of India), Guest of Honour Dr. Rajveer Shekhawat (Regional Student Coordinator). Prof. K Venugopalan (Dean PG studies M.L Sukhadia University), Mr. M.L. Talesara (Chairman CSI ,Udaipur Chapter), Dr. Seema Singh(Chairperson and Managing Director, Aishwarya Education society) showed their benign presence on the occasion of Inaugural ceremony.

Key note address on "Ethical Practices in ICT" was delivered by Prof. K Venugopalan. During his speech he stated various examples to make the audience understand the ethical practices in information and communication world in a very effective manner.

This was followed by "Poster designing contest" on the theme "Cyber Age" where the students participated with great zeal depicting their enormous talent. Different varieties of posters were presented by the participants on Information and communication technology. Best Poster award was won by Lalit Solanki from Aishwarya P G College Udaipur.

This was followed by "Paper presentation" where various slides were shown regarding to this technology making the people think about it in and out in this technological advanced environment. In a time span of

only 7 minutes students had generated interest and curiosity in the minds of the listeners. The session was Chaired by Dr Ridhima Khamesara, Dr B K Sharma and Mr Mazhar Hussain. Best paper was awarded to Koushik Chatterjee pursuing M. Tech from PIE, PU, Udaipur.

After this "quiz on ICT" was conducted by the Quiz Masters Dr Azimuddin Khan and Dr. Archana Gowalkar in which brain storming questions were asked to appreciate and reward the talented participants. Winner team was from Arya College of Engg. & IT, Jaipur, Sudeep Jain and Tushar Mehrotra

Finally the day was ended with "Cultural events" in which participants enthusiastically displayed their talent by performing Mimicry and Mono acting, Comedy Skit, Group Song and Group Dance and enjoyed the evening.

Day2 (8th Sept) started with a Workshop on "Information Security using FOSS" where the expert Mr Prince Boonlia enlightened the participants on unique parameters on Concepts in Information security, Vmware and GNS3 for creating virtual lab, Nmap with the basics of scripting for automation, Metasploit framework for executing the exploit and using payload to gain access and developments in infosec.

After that "Project Presentation Competition" was organized where participants express and shared their views about the respective subject with so much of confidence and energy. Students linked the project with the presentation and used the presentation as means of communication showing various processes which involve Initiation, Planning, execution, and testing. The event was judged by Mr Rajesh Dadhich and Mr Sanjeev Agarwal. Best presentation award

winners were Milind Phathak and Hitesh Caba from Arya College of Engg. & IT, Jaipur.

Then "Career Guidance Session" was there to make the students realize their aims and ambitions in life and how to work in line to achieve their goals. The right path was shown to make them more successful in their career and to nurture their talent in a better way by Mr Anomitra Das (Regional Head HR, TCS). Depicting career planning and development, the expert pointed out that "Experience has to be respected, not the age". The session was highly interactive; students queried keenly and were counseled on choosing career according to the capabilities, considering Key Factors aligned to industry requirement touching sensitive issues significant for students.

"Valedictory Programme " conveyed the report of the two day convention presented by Mr. Mazhar Hussian (Hon. Secretary, CSI Udaipur Chapter), sending off message to the members and to also inspire students to embark on an stimulating quest for sustaining developments in ICT. The speech by the Chief Guest Hon'ble V C, Prof. I V Trivedi, M L Sukhadia University, was very motivational and inspirational which touched the hearts and minds of the participants. The Address of Dr Azimuddin Khan (Guest of honour) marked the three areas relevant to the participants in the field of ICT as Programming Concepts, Databases and networks. In his address Dr R S Shekhawat (RSC, Reg III) encouraged the spread of CSI Student Branches in the state of Rajasthan, motivated for active participation of Student members on State, regional and national level. The vote of thanks was given away by Ritesh Chouhan (President Aishwarya CSI Student Branch, AIM & IT) and the entire event was coordinated by Dr Archana Golwalkar.

(Left to Right: Mr Mazhar Hussain, Prof. K Venugopalan, Dr Seema Singh, Mr S Ramanathan, Dr Rajveer S Shekhawat, Mr M L Talesara, Dr Archana Golwalkar) Release of Souvenir

Participants with Dignitaries

22 September 2012 : Freshers Welcome

Senior students of MBA and MCA organized a grand freshers welcome programme on 22 September 2012 in lush green college campus. The chief guest was Dr Hina Khan from FMS, JRN Rajasthan Vidyapeeth, Udaipur. The obkective of the programme was to welcome the new students and know each other better in a joyful way. The event begun with the lighting the lamps in front of Lord Ganesha, seeking blessings and auspicious inauguration. There were several interesting games organized for the juniors, while the juniors displayed their talent in different art forms like singing, dance, poetry and more.

Contest for Mr & Ms Fresher was organized to encourage the juniors through three rounds of selection as introduction, talent and question answer round.

Award for Mr. Fresher was bagged by Salimuddin Sheikh (MCA I Semester) and Ms Fresher by Madhuri Kotiya (MCA I Semester).

Chief Guest Dr Hina Khan during her address shared her wisdom with the students and wished them great success. Dr Archana Golwalkar stressed on the need of making the most of the resources available to achieve goals in life. All the students had immense fun. The program was compared by Ritu Joshi and Rashmi Jain.

Student Council President Pawam Sharma Welcoming Chief Guest Dr Hina Khan

Sakshee Jain performing in Talent Round

Ms Fresher Madhuri Kotiya and Mr Fresher Saleemuddin sheikh

Energetic dance performance by students from MCA I Semester

Ramp walk & Introduction round for newly joined students

September 1st - 5th, 2012

National Workshop on Andriod

Ms Zeba Shiekh and Ashika jain students from MCA were nominated for attending the National Workshop on Android Application Development September 1st - 5th , 2012 Organized By Computer Society of India, Udaipur Chapter and Techno India NJR Institute of Technology, TINJR, Udaipur at Techno NJR Research Center. Trainer was Ganesh Suthar (Corporate Trainer, Aptech Ltd.) The participants learnt about designing, creating, deploying, and testing applications for the Android™ mobile phone platform.

Zeba Shiekh, MCA student (Front Left) with hands on during workshop

Congratulations!

Mr Kapil Shrimal (Asst. Professor) AIM & IT was awarded with the best faculty member award by newspaper "Dainik Bhaskar" on the occasion of Teachers Day.

Upcoming Events

- Internal Exams
- Technical Talk on "Surface Modeling"
- Guest Lecture on "E Freelancing"

WARREN BUFFET'S INVESTMENT & LIFE WISDOMS

Spending: If you buy things you don't need, you'll soon sell things you need.

Savings: Don't save what is left after spending; spend what is left after saving.

Hard work: All hard work brings profit; but mere talk leads only to poverty.

Laziness: A sleeping lobster is carried away by the water current.

Earnings: Never depend on a single source of income.

Borrowings: The borrower becomes the lender's slave.

Accounting: It's no use carrying an umbrella, if your shoes are leaking.

Auditing: Beware of little expenses; a small leak can sink a large ship.

Risk-taking: Never test the depth of the river with both feet.

Investment: Don't put all your eggs in one basket.