

**'Cluster' Implementation and economic Growth in India**

The recent phenomenon in the Indian economy calls for innovative and creative methods which can boost up the Industrial activities and thereby contribute towards the economic growth. One of the noteworthy methods of maneuver in industrialization process and economic growth is the development of 'Clusters' in India.

Cluster can be developed by firms/companies of homogeneous characteristics grouped at one place. It is also known as geographical agglomerations of firms operating in the same or interconnected industries. Such connectivity and association of firms and industries which are linked vertically and horizontally due to their commonalities and complementariness in products, services, inputs, technologies, transportation, warehouse, and communication (porter, 1998) develops sectorized specialization and geographical concentration. The entire process accelerates the Industrialization and generally results into acquisition of the large economies of scale as well as building up a competitive edge among the small, medium and large scale enterprises. Hence it is promising for Indian economic functionaries to adopt cluster method.

Dr. Jayesh J. Tanna

Prof. Jyoti Nehra

**FLASHBACK: August, 2K14**

**Environment Day:** August 2, Vruksha Mahotsav and Mega Tree Plantation organized for green tomorrow.

**Vruksha Yatra:** 8-9, August, Motivated youngsters & society at large for Green Earth Project

**Raksha Bandhan Fest:** August 9, Promotion of Indian culture and Heritage.

**Essay Writing:** August 15, Developed the writing skills & competitive spirit.

**Flag Hoisting:** August 15, Independence Day Ostentation

**Internship Selection of TYBBA Students:** August 22, Industry Exposure and Corporate Practice Insight.

**Thalassemia Test:** August 28, BPCBA in association with Red Cross Society successfully tested Semester-I Students for Thalassemia as a National duty.

**THE ECONOMIST VIEW****A Tiny Tip to Achieve Millennium Development Goals****Dr. Ramakanta Prusty**

Director, BPCBA

The weakest members of the society are often at the highest risk of falling into a poverty trap, which can lead to long-term economic losses. The current crisis has re-demonstrated that developing countries must strengthen their safety nets and plan their crisis intervention scenarios to protect the weakest in a timely, targeted, and cost-effective manner. During normal times, both developed and developing countries with sound banking and capital markets enjoy stronger per capita income growth than countries without such markets. Research suggests that financial development results in fewer people living in poverty, since the poor indirectly benefit from economic growth through increases in employment opportunities and real wages, as well as from investment in core infrastructure. However, although the poor benefit disproportionately from financial development, they also tend to suffer disproportionately from financial crises. This occurs because they are less able than wealthier people to insulate themselves against shocks. Even a small shock can force households to sell off productive assets such as land and livestock, economize on food and healthcare, and pull their children out of school to make ends meet. Thus, financial crises can endanger progress toward attaining the Millennium Development Goals. Countries should continue to pursue policies that encourage financial development and avoid those that lead to excessive long-term intervention in systems or those that increase protectionism in the wake of a financial crisis. Well thought-out safety nets and crisis policies would do much to mitigate the worst effects of a crisis on the poor.

Editors: • Dr. Ramakanta Prusty  
• Dr. Jayesh J. Tanna  
• Prof. Jyoti Nehra

**EL CONTENIDO**

- Faculty Acumen
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- BPCBA : Skills Factory
- Hall of Fame
- Placement Zone
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**WEBSITE ALERTS**

Research Articles (Faculty Members & students)  
Blog  
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Media Coverage: BPCBA  
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**BPCBA ENTREPRENEUR: A WORD**

Mr. Siddhant P. Tanna is 2011-14 BBA passed out student, the owner of Airlines Education Institute Located in Gandhinagar and Bhavanagar. He has chosen to be an entrepreneur immediately after completion of his Graduation from BPCBA. His institute is the only Institute in Gandhinagar and Bhavanagar. He takes 100% responsibility of students' placement. He is our proud alumni. While scanning his performance at under-graduation study, he was found innovative, keen learner, sincere and obedient student. His success is attributed to his presentation and communication skills. The confidence level and undeterred attitude has made him a successful Entrepreneur. To quote him, "BPCBA has practice-oriented teaching-learning approach for all management students catering to their industrious career graph."

**Mr. Siddhant P. Tanna**

Owner: Airlines Education Institute, Gandhinagar &amp; Bhavanagar, 9904572323, 8401146883

**ALUMNI TALK**

"It is a matter of pride privilege to pen down my life at BPCBA. I owe my success to the education imparted at BPCBA. College had nurtured me with leadership and interpersonal skills, which I duly practice as a government of Gujarat employee. I learnt team-cohesion through Youth fest, leadership programme, business plan, case-studies and literary events. Winning Mr. Aaina was the best experience to cherish forever. It was an enriching journey with golden memories.

**-Mr. Parth Thakkar**Personal Assistant- B&R Ministry (2010-13)  
Govt. of Gujarat

## FACULTY EMINENCE

### The Achievements of the Honorable Faculty Members at BPCBA

BPCBA congratulates Dr. Jayesh J. Tanna for being decorated with an International Award in 'Research & Invention' area by an eminent Association, 'Akhil Vishwa Lohana Parishad'.

BPCBA congratulates Prof. Pragnesh Navlakha for being adorned with an International Award in 'Highest Academic Achievements' area by a prominent Association, 'Samagra Ahmedabad Vachheta (Vasita) Samaj'.

Research Articles Published in Weekly Business Newspaper- 'Market Insight'

|                 |   |
|-----------------|---|
| July 20, 2014   | Dr. Jayesh Tanna & Dharmendra Rathod- "ભારતીય વેપાર:રાષ્ટ્રીય તેમજ આંતર રાષ્ટ્રીય પ્રવાહો"  |
| July 27, 2014   | Dr. Jayesh Tanna & Dharmendra Rathod- "ભારતીય વેપાર:રાષ્ટ્રીય તેમજ આંતર રાષ્ટ્રીય પ્રવાહો-II"   |
| August 3, 2014  | Dr. Jayesh Tanna & Dharmendra Rathod- "સાર્ક સંગઠન અને ભારત-પાક વેપારની ક્ષિતિજો"   |
| August 10, 2014 | Dr. Jayesh Tanna & Dharmendra Rathod- "India's Foreign Trade: A Glance"<br>Dr. Ramakanta Prusty - "Financial Development and Economic Growth"                     |
| August 17, 2014 | Dr. Ramakanta Prusty - "Inflation and Its Management in India": Some Recent Facts<br>Prof. Nirav Joshi- "Indian Railways and FDI: Green Signals or Red Alerts..." |
| August 25, 2014 | Prof. Pragnesh Navlakha - "FDI in Retail in India: Be careful to the pitfalls!!"  |
|                 | Dr. Jayesh Tanna & Dharmendra Rathod- "કૃષિ વિકાસ અને ભારતનું વિશ્વમાં સ્થાન"   |
|                 | Dr. Ramakanta Prusty - "Activating Growth Boosters for Reviving Indian Economy"<br>Prof. Pragnesh Navlakha - "Role of JNNURM in Urban Development in Our Country" |

### EVENTS SCENERIO

#### SEMINAR

September 1, 3 and 4, **In charge:Dr. Jayesh J Tanna**

Title:'Capital Market and Indian Financial System'- learning through 'Stock Mind Competition'

#### TEACHERS' DAY CELEBRATION

September 5, **In charge:Prof. Shekha Halvadia & Prof. John Mathew**

#### MID-SEMESTER EXAMINATION

September 16, 2014 **In charge:Dr. Jayesh J Tanna & Prof. Amita Prajapati**

### PLACEMENT ZONE

**Intelligence Bureau (IB) Recruitment – Information Officer Vacancy – Last Date 18 September 2014**

**Post Name : Information Officer**  
<http://www.mha.nic.in/>

### QUIZ: BRAIN TEASER

Which number replaces the question mark?

The answer will be accepted at  
[bpcafrescoes@gmail.com](mailto:bpcafrescoes@gmail.com)

\* The fastest finger first shall be awarded.

### HALL OF FAME

#### Students' Achievement

Research Articles Published in Weekly Business Newspaper- 'Market Insight'

#### **August 3, 2014**

- Desai Jignesh H.,TYBBA - "અંદાજપત્ર અને દેશના નાણાની હિલચાલ"
- Senma Nikul J ., TYBBA- "વિદેશી મૂડી અને આંતરરાષ્ટ્રીય વ્યપાર"
- Prajapati Manisha A., TYBBA- "યુનિયન બજેટ 2014 અને ભારતીય અર્થતંત્ર"
- Chavada Jayvirsinh V., TYBBA- "અંદાજપત્ર ની દેશના અર્થતંત્ર પર વિધેયાત્મક અસરો"
- Patel Umang V.,TYBBA-"બજેટ 2014 ના હકારાત્મક પાસાઓ"

#### **August 10, 2014**

- Patel Prasant G.,TYBBA- "અયોજનબદ્ધ અને વ્યુહાત્મક રોકાણ એ સુખી જીવનની યાવી છે."
- Desai Vishnu J.,TYBBA- "આજનું રોકાણ એટલે આવતી કાલનું ભાથુ"
- Senma Nikul J.-TYBBA-" સાંપ્રત સમય અને નાણાનું આયોજન"
- Nayak Vishvas A.-SYBBA- "રોકાણકારો માટે રોકાણના વિકલ્પો"

#### **August 17, 2014**

- Prajapati Manisha A., TYBBA- " Inflation in Contemporary Times"
- Sumit N. Mangtani, TYBBA- " Significance of foreign Direct Investment"

#### **August 25, 2014**

- Priya D Patel, TYBBA-"આજના સમયની માંગ : જમીન મિલકત અને મકાનમાં નાણાં નુ રોકાણ એક સરળ વિકલ્પ"
- Sukla Hina P., FYBBA-" વ્યક્તિગત કરદાતાઓને ૨૦૧૪ ના નાણાંકિય ધારા હેઠળ બચત અને રોકાણ તેમજ હાઉસિંગ સંબંધી રાહતો"
- Sukla Hina P., FYBBA- "Russian's Ban on West Import Food Open New Market for Indian Dairy Poultry Products"

### BPCBA: SKILLS FACTORY

**Presentation Skills:** Presentations exercise was conducted in BBA SEM-I on General Business Dynamics in Grooming Classes.

**Descriptive/Writing skills:** Research articles by BBA students in Newspaper in Research Methodology Classes

**Personal Interviews:** P.I round was conducted in SEM-I & III inquiring the aptitude and aspiration of BBA students in Business Communication Classes.

**Research Skills:** To foster research aptitude in SEM -V; Library Journal Assignments, Case-Analysis, Hypothesis- Framing, Research- Designing in Research Methodology Classes.

**Cutting-Edged Skills:** Imparting knowledge about India and World benefiting SEM-I Students in Grooming Classes.

**BIZ. INSIGHT****Management Novelties****Prof. Nirav Joshi** - Faculty, BPCBA

An additive to the previous article, here are the whole new concepts on the same.

1. Double Loop Learning: The concept was first developed by Chris Argyris, A Harvard professor of organizational behavior, in the 1970s. Here, an individual, organization or entity is able, having attempted to achieve a goal on different occasions, to modify the goal in the light of experience or possibly even reject the goal. He contrasted double loop learning with single loop learning, and described the difference between them. Single-loop learning involves connecting a strategy for action with a result. Running out of strategies may push us to re-evaluate the deeper governing variables that make us behave the ways we do. Re-evaluating and reframing our goals, values and beliefs is a more complex way of processing information and involves a more sophisticated way of engaging with an experience.

2. Intrapreneurship: One definition says that Intrapreneurship is “the introduction and implementation of a significant innovation for the firm by one or more employees working within an established organization”. In other words, Intrapreneurship can be identified as the practice of a corporate management style that integrates risk-taking and innovation approaches, as well as the reward and motivational techniques, that are more conventionally thought of as being the province of entrepreneurship. Intrapreneurship is an example of motivation through job design, either formally or informally.

**Human Resource Management: A challenging aspect of any Business organizations****Prof. Amita Prajapati**

Faculty, BPCBA

One of the essential and crucial parts in the business functioning across the globe is the Human resource management. The contemporary emerging trends of globalization and privatization have thrown many challenging issues for the management titans to manage, develop and retain the human resource in their respective organizations. The challenging issues faced by managers; Workforce Diversity, Changes in Political and Legal Environment, Changes in Economic Environment, Revolution in Information Technology, Mobility of Professional Personnel, Approach to develop Quality & Overall Competition. To overcome the traumatic attrition rate, the employees should be given training on cross cultural issues so that they understand others culture and mould their work approach accordingly. The organizations must provide all necessary incentives time to time as per the skills and potentials of their employees so that employee retention issues can be very well managed. The organizations should bring innovations in methods and techniques of managing their human resources in respect to the changes taking place in the political, Legal, economical and geographical environment so that workforce can be maintained properly. There is high a need to train and develop human resources in the area of technology implementation and operation in their professional and routine activities. Such human resource development alternatives can be evaluated and appraised through various appraisal methods and should be monitored properly through the Human resource Information system (HRIS). There can be many suggestive alternative to eliminate challenges for managing human resource any organization, but here, some of the alternatives explained in brief.

**MEAGRE 0.5%RISE IN INDIA'S HDI****Priyanka Singh**

SEM-III, BPCBA

India's human development index(HDI),a measure of health, education and standard of living, inched up less than half a percent between 2012 and 2013, the new Human Development Report 2014 says. While this slow growth is similar to most other countries, it is much below India's growth in the past. Between 1980-2013, India's HDI increase by a nearly 59%, a yearly growth about 1.4%. But since 2010, India's growth in 87 human development measures has slowed down considerably. India's life expectancy has increased from 58.5 years in 1990 to 66.4 years in 2013. while this is a significant increase, both Pakistan and Bangladesh have slightly better life expectancy. Among the BRICS country, only South Africa has a lower expectancy at 56.9years, primarily due to the HIV/AIDS epidemic. China's life expectancy is 75.3 years. The average for the whole world is 70.8 years, while among the develop countries with very high human development level, it is 80.2 years. On educational indicators, India perform slightly better with 11.7 expected years of schooling, the same as the average for medium human development countries, of which India is a part. This is a measure to number the years of schooling a child is expected to receive if prevailing enrollment patterns continue. The world average age is 12.2 years, while the develop countries average 16.3 years. Among the BRICS countries, India's average is least. Currently, Indians of 25 years or more have received just 4.4 years of schooling on average compared to a global average of 7.7 years.

## Pradhanmantri Jan-Dhan Yojana announced on 15th august 2014.

VISHAL M. PANDYA

SEM-I, BPCBA

On 15th August 2014, India's prime minister announced the launch of India's most intensive financial inclusion mission titled "Pradhanmantri Jan-Dhan Yojana". Jan Dhan Yojana roughly translates into English as "People's Wealth Scheme". The mission is expected to be "Mera Khata – Bhagya Vidhaata" which when translated into English means "My Bank Account – The Creator of the Good Fortune". The scheme will cover both urban and rural areas of India and all bank accounts opened will be linked to a debit card which would be issued under the Ru-Pay scheme. (Repay is India's own unique domestic card network owned by National Payments Corporation of India and has been created as an alternative to Visa and MasterCard.) Every individual who opens a bank account becomes eligible to receive an accident insurance cover of up-to Rs 1 Lakh for his entire family. It has set an ambitious target of bringing in more than 7.5 crore un-banked families into India's banking system by opening more than 15 Crore bank accounts at the rate of two bank accounts per household. The Yojana will boost the movement of funds and will lay down the foundation of a cashless economy.

### Developing Savings through various Investment Options

Ms. Suhani Patel

BBA SEM-I, BPCBA

Every human being has different levels of earning and indulges in its different priorities of spending. It is for those who plan their savings systematically, wealth creation can be achieved easily. Various long term and short term investment options are available to the investors who are aimed to steady and risk free return. Such options are like Fixed Deposits in a bank which is the safest investment option. It may range from 15 days to 5 years and annual return is around 10%. Insurance investments are a popular choice of people because they are highly risk free. Public Provident Fund (PPF) is also a good option to invest money securely for future periods. The primary reason is the high rate of returns mainly for people who are under 30% tax brackets. It fetches around 9% annual return. National Savings Certificates and Mutual Funds investments. Apart from this there are various long term investment options include stock and equity investment, real estate; gold and silver investment and NRO fund investment.



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