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Editor's Note

Do you identify with a genre when it comes to writing or reading? Do you find comfort in fiction? Or is it essays, reviews, biographies, interviews or travelogues that grab your concentration more? All of these, I believe, require pretty much similar amount of endurance to make peace with to call them your genre. But then it is a lovely feeling the moment you know which is yours. You realize that you're coming closer to yourself.

That is one reason why we enjoy putting together so many types of contribution between the two covers of our newsletter. We love to smell the first drafts and dive into the pool of fiction and non-fiction in the forms of reports, photo-stories, short stories, poetry, travelogues, articles, etc. We do not keep any general theme or focus because we want everyone to find out how they want to play with the most powerful tool of expression, words.

We believe that words are free just as much as their makers are. We believe that the decision to recognize a work as novel or story or creative non-fiction is of the maker or the reader. Labels often tend to distract the essence of the collection of words. Objectivity of interpretation tarnishes the wings of imagination. You think imagination is only a priority of the authors of fiction and those who work with events have all the access to the reality? Doesn't non-fiction too demand a huge task of imagining the sequence of episodes, characters to portray in

spotlight and a narrative that would not seem dry? There is no single right way to choose the style even when all you need to do is to report.

We need to hear multiple voices. We need to read multiple perspectives. We need to face multiple doors that do not come with labels. Only then we will be in a position to find our own corridors to our preferred chic styles. That is all we want us to explore in this space.

As we head into the dreaded season of searing heat, let us celebrate reading and writing more that might keep you away from the sun. We shall wait to hear from you. We shall wait to see how you see the world.

- Srotaswini Bhowmick

In and around KU

By Urja Shah, PGDM Sem II, UWSB



'A journey is best measured by friends you travel with rather than the miles you cover!'

You might wonder why I say this. Let me explain this thought by telling you about a place, nestled in nature, which is so tranquil that you will instantly be at peace with yourself and get in touch with your spiritual side; all of this with a dash of adventure. It is truly an all-in-one package.

I would like to suggest our hostelites and non-locals, a series of places to visit near Karnavati University (KU). Each week passes by fairly quickly with a deluge of classes, assignments and various events that keep us busy throughout weekdays; however, it is the weekends that are 'super' boring, especially because we stay away from our families. It's not always practical to go home every weekend; many of us are from places almost 700kms from Ahmedabad. Weekends have a tendency to make us restless. A few of us - close friends - often travel to nearby places for a day-long picnic and this series shall be about my exploration of these nearby getaway destinations for the students of KU.

Any guesses for the first destination in this series? I will give you a hint; it is a place close to Karnavati University and shares its name with a prominent religious place in northern India. Yes, I am talking about 'mini Amarnath'. Mini Amarnath is a temple of Lord Shiva near village Amrapur, district

Gandhinagar, and around 26 km from Karnavati University. Mini Amarnath temple is planned in such a way that you get a feel of being in the original Amarnath cave. You can see the 12 Jyotirlingas here at Mini Amarnath. The temple is located around a forest area. It is a great place to click photographs with an amazing scenic background.

If you are someone who desires more than the temple and scenic beauty, don't worry there is some adventure waiting for you guys. There is also an Amusement & water park near this temple. You can enjoy the zip line, try mountain climbing on an artificial cliff and other joy rides too. In short, you can enjoy amazing rides and feel alive in the lap of nature.

You can also visit a bazaar nearby selling handmade artefacts, jewelry and other items. Don't forget to see the collection and buy something for yourself and your friends and family.

I must say that Mini Amarnath is a perfect location where one could find peace, be spiritual, and experience nature and adventure. If you are staying in a hostel and are looking to explore new places during weekends or on a holiday, I strongly recommend mini Amarnath and suggest that you plan to spend a whole day at this place.

'SWADESH': A RURAL IMMERSION PROGRAM



Unitedworld School of Business (UWSB) recently introduced a course on 'Swadesh' - the Rural Immersion and Cooperative Management as part of our flagship PGDM program.

We are pleased to inform that the entire course has been conceptualized and developed in-house. The 4-credit course aims to provide an immersive experience to our students where they would get a hands-on experience of the rural landscape, develop an understanding of rural markets and imbibe lessons on cooperative structures and their management.



The first two days of Swadesh (Rural Immersion & Cooperative Management Course) enrich our budding managers with rural insights. Students quickly appreciate the need to treat rural as a distinct entity from the urban. Our students recently conducted a socio-economic survey of Dabhoda village by interacting with farmers and collected information about demographic details, land holding, cropping pattern and challenges they face in their day-to-day life.

Students were exposed to the rural realities during their interaction with the village sarpanch, influencers and farmers. Role of co-operatives in the

economy of the village was explained by chairman and secretary of co-operative societies. The Mandli Pramukh highlighted the types of credit facilities offered to farmers, reasons for nonpayment of loans etc.



Potato cultivation was shown to future managers and it was an awesome experience. They also visited modern cowshed that employs advanced technology. It allowed our students to see how technology is playing an important role in the dairy farming industry.



The message was very simple and clear "Rural markets need to be unravelled and defined both qualitatively and quantitatively"

But more than any of this, the students quickly bonded with the benign rural setting; they sat on tractors and drove through the fields. They harvested vegetables while the sun was still up; they picked potatoes and Okra from the fields and packed them in sacks. Each of these sacks weighed not less than 55kgs. The learning from this visit was humbling for most of our students, who used this opportunity to connect with our roots and see where we all began. There were many students who were visiting vegetable fields for the first time in their life.

My AIESEC Internship Journey

By Astha Thakur, BBA Sem-II, UWSB



National Leadership Development Summit (NLDS) is a defining moment for any *AIESECer. It serves as a great bonding and networking platform where you truly feel a part of this global youth organization. NLDS is important as it sets the agenda for AIESECers across this great nation -- special emphasis on leadership building and tapping the potential of youth. More importantly, it provides a sense of integration. The seminar is planned across four days culminating into a sense of pride for being associated with this organisation.

This time the theme of NLDS was 'The story unfolds'.

NLDS'19 had students from different states of the country; it also hosted a few international facilitators. It was amazing to live four days with people from different states; knowing them personally and hearing their stories. This helped us develop a strong bond with each other. The four-day journey which started as strangers ended with a sense of belonging to each other and the organisation; we felt that we were a part of a one big happy family.

On the very first day, we started with an ice-breaking session; by noon we were separated from our local committees and allocated different tribes.

My tribe had delegates from 12 different cities. Tribes were allotted rooms such that they could stay together. We had sessions running through the evening. After the sessions, there was a cultural event where people from different states dressed-up in their traditional attire and presented their food as well as culture. It was really amazing. The night was quite entertaining as we had dance performances from different states performed on their folk songs. The memory of this evening is etched into my mind and will stay with me for long.

Our second day started with bonding exercises (jives) where we had to perform certain activities together as a group. After the bonding exercises, our 350-strong member delegation went to different schools and taught around 2,000 students about sustainable development. It was a great learning experience to interact with the kids. Our

evening session was planned based on our departments. The night programme was called 'Jalsa night'. We all danced to the music played by the DJ; some of us also played musical instruments and team games like tug of war.

The third day was called 'World café', where we interacted with each other in an informal setup – café like atmosphere – and discussed issues and problems related to individuals; society at large; and specific to our country. We also made attempt to suggest solutions to these problems. 'Prom Night' was planned as the concluding part of eventful day. We all approached our dates and partied till late night.

On the fourth (final) day of the summit, we had to practically test all of what we had learnt about our departments in simulated marketplace kind of setup. We had a 'wrap-up'



ending session in the night. We danced, took pictures and shared messages with each other. We had people from AIESEC sharing their experiences about AIESEC, and how it had changed their life for the better. We also had a last session with our tribe, which really got emotional with everyone's eyes started swelling up with tears. We promised each other to remain in touch and meet during next conference.

I don't know how much this conference has had an impact on other peoples' lives but for me it has been wonderful. Now I have friends across every state in the country. I overcame my barriers. I shared my darkest secret with my friends without feeling vulnerable. I explored new people, new cultures and different lifestyles. It was an amazing experience to live far from home with unknown people and getting to know them while learning from them. I will cherish all those night funny conversations with different people, playing games, exchanging jives and all other things we did at this summit.

* AIESEC: A French acronym for Association internationale des étudiants en sciences économiques et commerciales (English: International Association of Students in Economic and Commercial Sciences)

Create the change you want to see in yourself

By Kunj Ganatra, Trainer-Language and Soft Skills, UWSB



While you had set goals for yourself at the beginning of this semester, you would have noticed that time flies faster than one's expectations; and that many of your goals remain unaccomplished. You would be tempted to rationalize as to why these goals could not be fulfilled. Common justifications range from bad health; unavoidable family issues; noisy roommates; disturbed sleep patterns; challenging environment to "I was still settling in with the change". The real issue mostly is never with time, or induced academic stress; or even with laziness, if that's what you think. It's mainly about knowing and understanding your priorities!

Begin prioritizing your goals and your daily schedules. It is a good practice to carry an 'organizer' with you all the time; take notes and list your 'to-dos' on a daily basis. Assign your tasks a priority ranking beginning with 1, 2, 3 and so on..., work this scheme even for your assignments. By mid-semester, you will most certainly be burdened with multiple presentations and written assignments from the department and the deadlines are sure to

make your life even more difficult. I have seen many tired and sleepy students during morning sessions; the reason being that they had burnt their midnight oil to complete projects and assignments while complaining about their workload. Prioritizing your tasks will not only give you enough time to finish your academic responsibilities early and save more hours for sleep but also find a few extra hours for leisure and friends; for fun and to pursue your hobbies.

Begin with a monthly or weekly goal list and prioritize tasks to achieve them on a daily basis. For example, if you wish to finish reading a textbook within a week, think of how many pages will have to read in a single day- say 30 pages max—to achieve this goal. Make sure you read 30 pages every day. Find some time to read during lunchtime, or even before you go to sleep. The idea is to adhere to the monthly or weekly goals which you have set for yourself.

A Tribute to Women

By R.A. Swaminathan, Associate Director-
Placement and Corporate Relations



नारी की मुक्ति
सदियों से पुरुष के अधीन रही हो तुम
उनके बनाये नियमों से त्रस्त रही हो तुम
कभी किसी का गुलाम तो कभी किसी कि सम्पत्ति
कभी भोग की सामग्री तो कभी अहम् की अभिव्यक्ति

रिश्तों और नातों में जकड़ी हुई
समाज के बन्धनों में बँधी पड़ी
फर्जों के बोझ तले दबी पड़ी
वजूद तेरा अपना कुछ भी नहीं
तेरे शक्तिशाली की कोई अहमियत नहीं

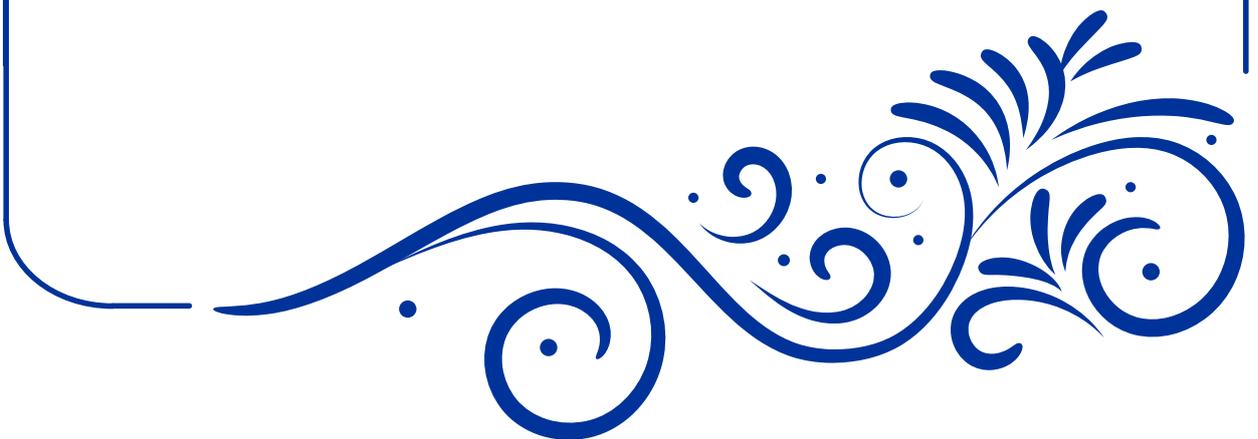
कमजोर तुझे इस संसार ने करार दिया है
तेरे दिल और दिमाग को दबा रखा है

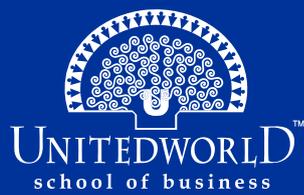
जिसे सृजन की शक्ति प्रदत्त हो
जो ममता और मुहब्बत की मूरत हो
जिसके संरक्षण और सहिष्णुता पर संसार टिका हो
जिसके सान्निध्य में शान्ति और सुकून का एहसास हो
ओ कमजोर क्योंकर कहलाये
मर्दों के मुँहताज कैसे हो जाये

जागो उठो और अपनी शक्ति को पहचानो
परमाणु में निहित आण्विक ऊर्जा कि भाँति
खुद में छिपी असीम ताकत को पहचानो

तोड़ दो समाज के इन बन्धनों को
चीर डालो इन रूढ़ीवादी नियमों को
लाँघ दो बन्धन की सीमाओं को
मुक्त करो अपने दिल और दिमाग को

तेरे बढ़ते कदम तुझे सही राह दिखलाएंगे
तुझे एक ऊँची मंजिल तक पहुँचाएंगे





Campus:

Karnavati Knowledge Village,
907/A Uvarsad, Dist. Gandhinagar - 382422
Tel: 079 3053 5083, 3053 5084



www.unitedworld.in
