

**FEBRUARY 2022**

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## DEAN'S MESSAGE



Dear Students,

You all will agree with me that today most of us are overly absorbed with social media and the internet and we hardly contemplate reading books. It may be expounded that most of us have forgotten the advantages of reading the books. The patience and focus level is on decline, everyone wants to learn faster and become smarter. Before this electronic revolution (I am from that era), everyone appreciated the importance of reading and no push was required for the same. Reading was not taken as a necessary evil but was a ritual that almost everyone performed who wanted to gain knowledge. Philosophers, poets, writers or astronomers, all of them were voracious readers.

Reading stimulates the mental activity. One of the major advantages of reading books is that it slows down the mental disorders like Alzheimer's and Dementia as reading stimulates the brain and keeps it active. This allows the brain to preserve its power and capability to perform. It is similar to the fact that the way all parts of our body need exercise to stay healthy, brain also need exercise to remain healthy. Reading does exactly the same.

Reading good work also helps in reducing the stress. Everyday issues keep troubling us until we do something to distract our mind from those issues. Reading gives the mental space to occupy with something more interesting. When we read a good story, all our stress seems to evade and relax us as while reading we travel mentally in a different realms.

Also, many a times while reading, we may come across some valuable advice on our ongoing concerns. I am of the opinion that one of the major disadvantages of technological advancement is that it has made us lazy. Almost everything is available with ease. We hardly make any effort to focus on solving issues or concentrate on bringing about any improvement. You will agree that don't even put an effort to remember things. Simply put a reminder on the phone, and that's it. With the help of regular reading we can gain back the lost power of focus and concentration. Reading for about thirty minutes a day can be great for your brain. It can help US with better focus and concentration.

Also, reading improves the writing Skills. When we read more, we naturally improve our writing skill because reading improves our vocabulary eventually helping us to be a better writer. Thus, the more we read, the better our writing skills become.

Last but not the least, reading offers us tranquillity. I am sure that we all would have felt sometimes or the other to just run away from all the hustle and bustle of everyday life. Reading a book allows you to gain similar tranquillity. Reading self-help or spiritual texts uplifts our souls and make us feel better.

These are the reasons why I urge you to start reading and suggesting to **install a lovely bookshelf on the wall of your room.**

**Dr. Deependra Sharma**

Dean  
UWSB,  
Karnavati University,  
Gandhinagar





# SHARK TANK INDIA: AN ENTREPRENEURSHIP BOOSTER

by Prachi Agade BBA Sem 6, UWSB



Pre circa December 2020, cricket or national news were hot topics to discuss at dinner tables. Well, not anymore. From the past two months words like equity, gross margin, B2C and B2B are something that make up most of the conversations amongst people. Well, many of you must have already guessed. Yes, it's thanks to the recent sleeper hit-'Shark Tank India'.

Shark Tank is a reality television series that first aired in America in 2009 and since then it has spread to more than 40 countries across the world. Emerging businesses come on the show to pitch their idea to the investors (called sharks) and get funding. In return for the funding the business owners have to give certain stakes to the investor as per terms decided between them.

To celebrate India's growing entrepreneurship ecosystem Sony Television launched Shark Tank India with a concept of 'Badalte Bharat ki nayi tasveer', with its first episode premiering on 20 December'21. This show is a must watch for business enthusiasts. Everything is about smart pitch and how strong the business sounds. It is very exciting to watch how their entrepreneurial ideas turn into reality when they get investment from the shark.

Shark Tank India excels in providing an entertaining as well as an educational experience to its viewers. To empower the startups and give abundance knowledge

from their experience the show features 7 'sharks' who themselves are successful entrepreneurs. The first edition of Shark Tank India has following sharks:

- Ashneer Grover, Managing Director and Co-founder of BharatPe
- Peyush Bansal, Co-founder and CEO of Lenskart
- Aman Gupta, Co-founder and Chief Marketing Officer of Boat
- Anupam Mittal, Founder and CEO of Shaadi.com and People Group
- Namita Thapar, Executive Director of Emcure Pharmaceuticals
- Vineeta Singh, CEO and co-founder of SUGAR Cosmetics
- Ghazal Alagh, Co-founder and Chief Mama of MamaEarth

Sharks invest in the ideas which look promising and they themselves can add some value in the business from their connections and expertise. Sharks basically bring their own perspectives into the room based on their individual areas of expertise. Some disagreements between the sharks lead us to know the different aspects in which a problem can be perceived.

Facts about Shark Tank India as stated by Anupam Mittal:

- 67 out of 198 start-ups got funding
- 43% had at least one woman co-founder
- 87% participants had no IIT/IIM background
- 60% had no previous investments
- 67% had at least one co-founder aged less than 25
- 30% were from small cities
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Above figures clearly state that no one has to be an extraordinary being to be an entrepreneur. Many participants came from extreme odds and still bagged an amazing deal from the sharks. It is more about the passion to do something big and revolutionary. So for all the budding entrepreneurs, Shark Tank India can possibly be a perfect booster for your entrepreneurial passion.

# FACE-TO-FACE OR FACE-TO-SCREEN?

by Eshika Sood, BBA Sem 2, UWSB

After a long break of more than a month, we are all back on campus with the same great energy. This is truly exciting; we may also find ourselves feeling anxious. Last month was a rollercoaster of emotions for many of us as we were forced to stay home and attend classes online once again, our schedules were hindered though the quality of learning remained at par, it cannot compare to physically being present in a learning environment and being accompanied by our friends.

Not everyone would be thrilled by the reopening of the university, so let's see what are the opinions of students across all semesters on returning back on campus.



## **Abhijeet, Class Representative from BBA Sem 2 Says:**

"Offline classes are far better than online classes. Faculties can teach students more practical aspects of the subject as compared to the theoretical domain online. Also, students and professors can interact with each other which makes the content much clearer."

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**Urshita, from BBA Sem 2 Says:**

"During online classes, most of us kept our videos off so the professors could seldom read our faces if we are stuck somewhere with a concept and can repeat it or give more examples. Offline classes are much better that way.. our confused facial expressions are easily read and the professor uses different pedagogies that are easier for us."

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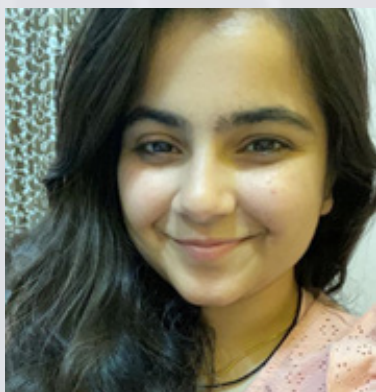


**Anusha, Class Representative from BBA Sem 2 Says:**

"No matter how good the mode of instruction, skill related subjects are fun and substantial only when learnt offline. One improves upon skills at college while participating in some of the on-going co-curricular activities such as sports matches, debates, workshops, mentoring etc. Also, you get a physical experience of making classroom presentations that boosts our confidence level."

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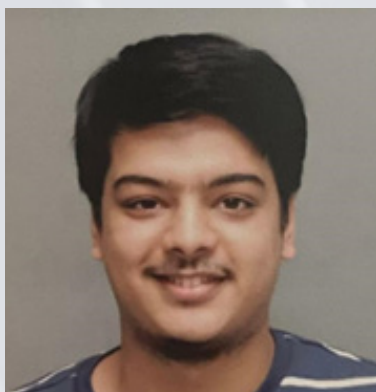


**Kanishka, from BBA Sem 2 Says:**

"There are many students like me who are visual learners, who can grasp better when they see the books and smart boards visually, so offline classes are way better than online classes. When we are studying online, the aura around us is homely and so relaxing, we are not able to stay focussed because of the comfort level. While offline we are in the setup of a classroom where alertness is required so the content is easily understandable."

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**Sahil, from BBA Sem 4 says:**

"In online classes we are not comfortable and interaction is always a major problem. No matter how good the teacher is, no matter how much effort they put in, it is no match to the same faculty teaching in offline classes. In offline classes you get to meet everyone in person which the world is used to before covid which is the best part."

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**Nandini, from BBA Sem 4 Says:**

“Students can directly interact with the faculties. Also coming offline offers many opportunities. The fun of meeting and having meals with friends, chatting between classes, exchanging notes for the test, the giggles and the connectivity... has no match to online classes.”



Most of the students from semester 6 are in favour of online classes.



**Students from BBA Sem 6 says:**

“We can multitask from home during online classes. We get comfort from our homes, but that doesn’t mean that we are not focused. As the classes are online, the study material is easily available. The students who have confidence issues, if they aren’t comfortable speaking in front of a crowd can just unmute themselves and speak up.”



There are always two sides of a coin. Anything in this world has both pros and

**Online learning:**

So, when the world was forced to stay in their homes, online classes were the only option to continue studies. In online classes, we get the ease to travel and study both at the same time. Online learning allows us to study wherever we want and whenever we want. We can establish a relaxing environment in our homes in which it’s easy to concentrate. There is no longer any need for a classroom. It is up to us to re-create the ideal environment for studying in peace and without distractions.

**Offline learning:**

Offline learning requires us to physically travel to a training centre or a school and be present at fixed hours. Offline study is the best mode in enhancing the concentration level of students. In this mode of study, we get facilitated with manual books and written notes. Extra-curricular activities such as participating in events, sports, etc help in the overall development. Also, faculty can pay equal attention to every student in the class.



# THE PRICE 'IT' PAYS FOR US

by Sristi Kamboj, BBA Sem 4, UWSB

"Humanity is lost because people have abandoned using their conscience as their compass." - Suzy Kassem.

The world is a giant place for voracious humans, the more they have, the more they want. We all are busy running in a rat race and this race has no finish line because we are all blindfolded by the greed for success.

While we were busy achieving our unsettled goals, some innocent souls were paying the price for our success.

The price was DEATH and, this death did not come with peace to the life of thousands of innocent souls. It was a great sacrifice they made for us.

Who was SUFFERING?

Each year more than 100 million ANIMALS are estimated to be used in experiments.

List of ANIMALS used in experiments:-

- Baboons
- Cats
- Cows
- Dogs
- Ferrets
- Fish
- Frogs
- Guinea pigs
- Hamsters
- Horses
- Llamas
- Mice
- Monkeys (such as marmosets and macaques)
- Owls
- Pigs
- Quail
- Rabbits
- Rats and
- Sheep.

Let's study some examples:-

Dogs: Organs such as the heart, lungs, or kidneys are deliberately damaged or removed to check how experimental substances might affect human organ function.

Monkeys: They're detached from their mothers in the infant stage to review how extreme stress might affect human behaviour.

Mice: They are given doses of a chemical (such as an ingredient in perfume or glass cleaner) until half the group of mice dies—in a test called LD50 (lethal dose 50%)—to study how harmful the chemical can be to humans.

Cats: They're forced to run on treadmills that damage the spinal cords of these cats to check how nerve activity might affect human limb movement.

Pigs: They are implanted with various devices (such as pacemakers and dental implants) to check how human bodies respond to such devices.

Pregnant rabbits are force-fed toxic pesticides a day for several weeks to review how human mothers and babies may well be affected if exposed to the pesticides.

Sheep are subjected to third-degree burns and made to inhale the smoke to review how humans react to similar experiences.

Rats are kept in small tubes and then they're forced to inhale cigarette smoke for hours at a time to review how humans respond to cigarette smoke or as passive smokers.

One may wonder what happens once the experiments are over?

Once the experiments are over the animals are either killed since they are of no use now or die during the experiments due to high chemical dosage of medication and other lethal smokes or pesticides used on them within the laboratories.

It rarely happens that the animals are either adopted out or placed into a sanctuary after the research.

Around the 1960s, THE ANIMAL WELFARE Act was



passed to stop cruelty against certain animals like dogs and monkeys yet aqualife like fish, frogs, turtles, octopuses and crabs are not listed in the Animal Welfare Act.

In 2014 an audit report reviewing Animal Welfare Act oversight of laboratories found that the animals aren't receiving the essential humane care and treatment. In some cases, pain and distress aren't minimized during and after experimental procedures.

Is there an alternative to stopping the experiments on animals?

Yes, there are some inexpensive and more practical ways than current animal experiments, and they will only still improve over time.

1. Organs-on-chips: These are tiny 3D chips created from human cells that look and perform like miniature human organs. The organs-on-chips are accustomed to determine how human systems answer different drugs or chemicals and seek out exactly what happens during infection or disease. Different organ chips, representing heart, liver, lungs, or skin, for instance, will be linked together to make an integrated "human-on-a-chip" model that lets researchers test what would happen within the whole body.

2. Sophisticated computer models use existing information rather than polishing off more animal tests to predict how medicine or chemicals (such as drain cleaner or lawn fertilizer) might affect a personality.

3. Cells from a cancer patient's tumor are accustomed to test different drugs and dosages to urge precisely the right treatment for that specific individual, instead of testing the drugs on animals.

4. EpiSkin™, EpiDerm™, and SkinEthic use artificial human skin to save lots of thousands of rabbits every year from painful skin corrosion and irritation tests accustomed to test how a substance (such as an industrial chemical or cosmetic ingredient) affects human skin.

5. Specialized computers use human cells to print 3D tissues that are accustomed to test drugs.

6. Skin cells from patients (such as those with Alzheimer's disease) are changed into other styles of cells (brain, heart, lung, etc.) within the laboratory and are accustomed to test new treatments.

7. Sophisticated creation by mental acts, combined with 3D imaging, are often accustomed to develop highly accurate 3D models of human organs, like the center. Researchers then input real-world data from healthy people and people with a heart condition to create the model hearts beat and so test how they reply to new drugs.



How can we contribute to the cause of stopping these experiments?

- Use Cruelty-free products: There are 6 Cruelty-Free Beauty Brands Available In India like The Body Shop, FAE beauty, NYX, Colorbar, Smashbox, Forest Essential
- Brands that still test on Animals: AXE, 3M, REVLON, Oral-B, Vaseline, Lysol, Gillette, Colgate, Head and shoulders, Listerine, Old spice, Tommy Hilfiger, Tide
- Brands that don't test on animals: AVEDA, Lush, Smashbox, NYX, Milani, Wet n Wild, Alba Botanica, Trader Joe's, Nature's Gate, Urban Decay, The Body Shop, Dermalogica

By taking some small steps, you'll be able to save the lives of those innocent animals.

Stop using products that support animal abuse, participate in campaigns to BAN ANIMAL TESTING.

## WAKE UP CONSUMER, BE AWARE

### Bibliography

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## IMPORTANCE OF CONFIDENCE

by Tomar Arpita, BBA Sem 4, UWSB

We face fears based on scenarios from the very beginning of our life. We can assume fear of failure or disaster is a good motivator to get work done but it creates problems as well. People find it hard to be confident because of various reasons. Have you ever asked yourself where your confidence comes from? Well confidence arises when you become slightly better at something from time to time again. Confidence is essentially the confirmation of your progress.

### Practicing confidence:

You're always going to be nervous in certain situations of your life. But many people don't know what they're capable of until their skills are tested. The best way to increase confidence is to get better at skills that make you nervous. You fail so you learn how to be better at it the next time.

Confidence is a state of mind, the belief that you will make it. It's a belief that you will succeed at what you are doing and your goals. Confidence grows when you hit new high ceilings. Never plan to be confident, always plan to be better at your task and that eventually increases your confidence. Confidence doesn't decrease your chances of failures or making mistakes but it certainly preps you for handling multiple situations which eventually helps you from failing. Like they say, "Confidence is about how you see your ability".

Being highly confident in yourself doesn't mean you will never be insecure or doubt yourself, it means being highly aware of how far your current skills can take you.

Does confidence lead to happiness? Happiness is when reality meets expectations. We feel a high sense of achievement when we reach goals that make us proud, the adrenaline rush from the same makes us feel confident and happy for achieving it. To conclude, in many aspects of life, whether it's confidence, happiness, feeling content and more, it all starts from the same point: doing something and doing it well. Failing at it and doing it better the next time.

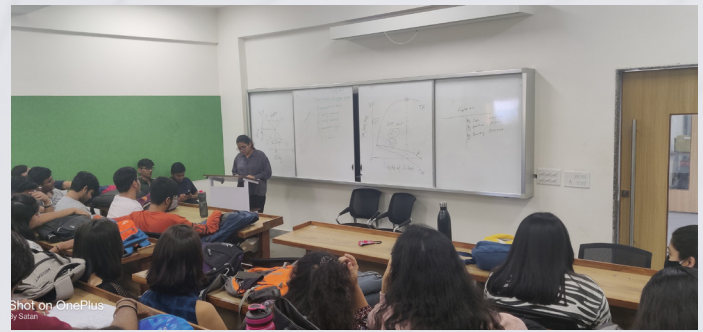
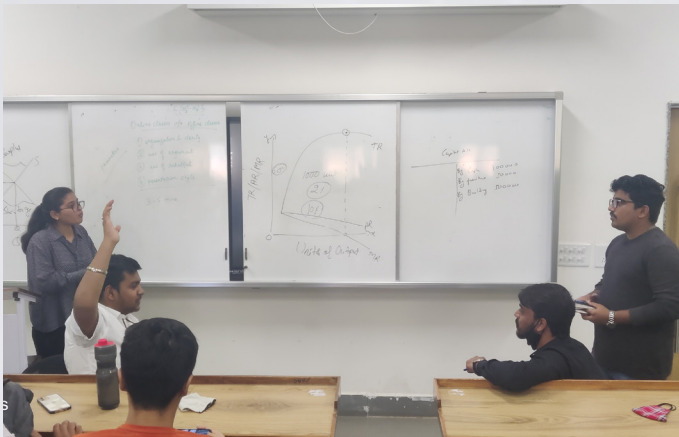
Like a true legend says. 'Confidence opens many doors of opportunity in life' I wish you all feel more confident every day.





# MATRUBHASHA DIWAS CELEBRATION – 21st Feb 2022

by Prof. Anjali Ramnani, UWSB



Unitedworld School of Business celebrated Matrubhasha Diwas on Monday 21st February 2022 to commemorate the “International Mother Language Day”. A debate on the topic **Online classes v/s Offline classes** was organized for the students of Sem 2,4, and 6. The participants debated in their respective mother tongue and the audience also participated actively during the rebuttal session. Few of the participants spoke in favour of offline classes and enlisted various points to support their stance. Some of the noteworthy observations they made were:

- One of the major issues faced by students learning online is managing screen time. Online education requires staying logged in on the screen for an extended period regularly. The learning also becomes monotonous and dull. On the contrary, in offline classes, the teaching-learning process is interactive and peer learning can also happen actively.
- Another disadvantage includes technical glitches. Poor internet connectivity issues also arise multiple times during online sessions. In offline classes, the learning is not just limited to screens, but also fields, labs, etc. It is hard to replace that in online mode especially in this context, where poor connection becomes a drawback.
- They highlighted that extra-curricular activities that entail group participation become almost

ineffective when it comes to online classes. However, when classmates are together, in person, they have motivation to do such activities and a lot of brainstorming also takes place.

The students who spoke in favour of online classes, highlighted many benefits of it. Given the uncertain times we are living in, they were quite convincing. Some of them are enlisted below:

- One of the biggest benefits of online classes is that, by and large, most students could continue with their education, despite the fact that schools were closed for a long duration. So their studies were not greatly impacted.
- It is a budget friendly option since one can attend the class from anywhere, just with internet connection on phone or laptop.
- Given how the situation was getting worse with each passing day in the first and second wave, it ensured that the health of students was not put at risk, for the sake of classes. So it was a win-win situation for all.

The idea behind this day was to promote cultural and linguistic diversity and multilingualism among the students. It also sensitized the students to acknowledge the importance of various Indian languages. Students were felicitated with certificates of participation after the event.



# VISIT TO JEEVANTIRTH NGO – SOCIAL SENSITIZATION & LEARNING TOUR (SS&LT)

by Rashi Gupta, BBA, Sem 6 &  
Prof. Anjali Ramnani, UWSB

In order to sensitise the students towards the social issues around them, Unitedworld School of Business organised a visit to Jeevantirth, Vocational Training Centre, at Ramapir no Tekro, on 28th February 2022. It is located in the biggest urban slum of the city Ahmedabad. Upon arrival, the students were heartily welcomed by the founders – Mr. Raju and his wife Deepti. Then they were briefed about how Jeevantirth was established on 14th July 1997, by a couple who became actively involved in social issues since the inception of “Movement for Total Revolution”, initiated by Loknayak Jayprakesh Narayan, a renowned Gandhian in 1973-74. Both left their lucrative careers in 1985 and decided to devote their life to work for the vulnerable sections of the society, especially children, women and youth based on Gandhian Ideologies. They explained to the students the meaning of the word “Jeevantirth” which means “Life Pilgrimage” and also the actual significance of its logo which means breaking the war weapons into useful tools for farming and making the world free of war, harmonious and peaceful. They also informed the students about their work in the fields of Education, Environment, Rural Development, Women Empowerment and Vocational Training & Livelihood related issues. The purpose of JEEVANTIRTH is to enable people to be lifelong learners by community-based education; so that they learn to learn, learn to do, learn to live together and learn to be; they become full of Joy, Love and Understanding by living in a sustainable way. The students also met one of the trustees of the NGO who himself had studied and grown up in the same urban slum area and now works for Jeevantirth. He introduced students to their urban and rural initiatives they have undertaken. Some of the urban initiatives are:

1. Sewing Classes - Girls from the area learn Cutting, Blouse Making, Sewing, Dress Making etc.
2. Women's Savings group – Group of women who work as rag pickers save ₹100 to ₹200 on a monthly basis which helps in providing loans to women in need regarding health, education, employment, and obtaining household items at lower cost or in installments.
3. Baal Sanskar Kendras (BSK) - Non-Formal Education Centres – before or after school hours for one/two hours for about 600+ slum children so that they inculcate values of basic learning skills, decent living, positive attitude towards society. They also impart information about rules of the land, repercussions of substance addiction and try to ensure that the young minds do not stray in the wrong direction, so that they not only develop themselves but also be change agents in community and contribute towards nation development. The students then interacted with some of the children and also their teachers at Ramapir no Tekro BSK.
4. Beauty Parlour and Wellbeing Classes - a short-term beautician course at VTC, Vadaj for unemployed girls of Ramapir no Tekro and neighbouring slum areas to learn and earn by grooming themselves and others. This would help them to boost their self-esteem, provide them with the opportunity to earn and help alleviate different kinds of stress they face like career demands, frustration, negative thoughts or feelings about themselves, changes in their bodies, problems with friends and/or peers etc.
5. Jeevantirth Mahila Savings and Credit Cooperative Society Ltd - Helping the ragpicker women, domestic workers and daily wage earner women of Ramapir No Tekro and nearby slums; facilitated to form “Mahila bachat ane Dhiran Mandli” for our 1,500+ SHG members. Saving and Credit Cooperative Society is in a way Poverty-oriented Social Banking System, which provides financial services for poorer target groups, gives target group-oriented support and provides development aid to the poor so that they can acquire financial literacy, come out



of the trap of debt and poverty, manage their urgent needs and raise their standard of living by improving their economic condition helping each other. Students visited this bank and learned how it works on micro finance models.

**6.** Others – Right to education programmes, girl child education programme, vocational training, their own shop to provide household items at lower rates, helping the old aged men and women who live alone and are in need, help them get cataract operation at cheaper rates or free of cost, educating women about buying and using sanitary napkins, etc.

Lastly, we visited Mr. Ishwar who is a potter and his family has been associated with pot making for generations. He made some of the wonderful pots in front of us and made us know about the process of pot making and also showed us the chimney where pots are heated before they are ready to be sold. We also visited Parivaran Mitra sorting place located in the same slum where ragpickers sort the collected garbage so that it could be further sold in the market and we had a working lunch organised by Jeevantirth. The visit to Jeevantirth provided us an opportunity to expand our knowledge for our subject Social Entrepreneurship. It helped us in real-life learning what are the social problems around us and how they can be solved. Learned that the organisation works on non-governmental funds or funds from corporate organisations and how they create impact on society at large by achieving some of the Sustainable Development Goals (SDG) by the United Nations General Assembly.





## STUDENT ACHIEVEMENT OF THE MONTH: MAITRI DATTANI (BBA SEM 2, UWSB)

-Interview and compiled by: Samridhi Priya, BBA  
Sem 6, UWSB



### 1. Hi Maitri, can you tell us a little about your achievement?

**A** : I came up with an app to fill a sector-specific gap and named it FOCUSED which aims to provide customers with Industrial and Real-Estate specific news in their vicinity for which I have even received a grant from Student Startup & Innovation Policy (SSIP)

### 2. How did you come up with this idea? And what made you sure to go ahead with it?

**A** : 'As my father is a property consultant, I have seen his profession closely. I witnessed the clients struggling with brokers and their high fees so I came up with this idea which removes all the intermediaries and helps the buyer directly. In addition, my app will provide news and updates on different upcoming projects. Since my app is customer-centric unlike other apps which already exist in the market, I felt that my idea was unique and that made me sure of it and then I started working on it.

### 3. What were the difficulties you faced while creating the layout of your venture? How did you cope with them?

**A** : The journey was not easy, I still remember the day when the announcement was made. Dean sir came to our class and announced the startup idea and I got my name registered for the same. I was asked to give a rough sketch of my idea in 24 hours, and being a fresher, I did not know how to present my idea but the faculties were extremely helpful. They took their time to understand our ideas and instructed us on how to rectify them. We needed to shape our ideas which required an ample amount of time and research. It was hard. After all, I did not know any business terms but our mentor helped us with everything from the initial stage to forming the final draft. He motivated and encouraged us at each step and made sure that we work hard and make it our vision.

### 4. How would you like to describe working with KIIF/Karnavati Innovation & Incubation Foundation?

**A** : I suppose the first time I came across the term KIIF was when Dean sir announced the startup concept and he explained to us about the incubation centre. I remember being so curious about it. I asked my mentor a lot of questions regarding the funding, and the whole process in general. KIIF recognized



my potential and allowed me to convert my idea into a reality while learning and implementing at the same time.

## 5. How do you feel about having your startup?

**A** : Just like everybody else, I also wanted to be my own boss. I wanted to establish my venture but I never knew I would start working on it so soon in the very first semester of college. I will never forget the day I received the funding for my venture. My friends and family were extremely supportive of me, and they were all very proud of me. The day I received the funding I knew my journey of having my own venture had started.

## 6. What key strategies have you adopted in your venture? What are you currently working on?

**A** : To get a startup idea approved, it has to be unique and original. I used quite a few basic strategies to analyse the market like the SWOT analysis which provided me deep insights into the market I was going to operate into and I also consulted about my idea with various faculties too. At present, I am working on the website and the logo for my app is already finalised.

## 7. Do you have a message for our student readers?

**A** : I want to mention that it is not about perfection, it is about effort. I was sceptical if my idea is worthy enough to be recognized but I took the initiative to present it. I would like to tell the readers that whether it is a startup idea or any other task, efforts are the most important component in anything. Everyone is a beginner at first. Also, Karnavati University provides students with wonderful opportunities and I would like to wish the best of luck to the student readers here- Go ahead and grab all the possible opportunities because you never know which instance will become Your Key to Success.

## ARTWORK

by Isha Shah, BBA Sem 6, UWSB





**UWSB**

**Karnavati University**

A/907, Uvarsad-Vavol Road, Uvarsad,  
Gandhinagar – 382422, Gujarat

Tel: 079 3053 5083, 3053 5084  
[www.karnavatiuniversity.edu.in/uwsb](http://www.karnavatiuniversity.edu.in/uwsb)

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