



**JANUARY 2022**

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## DEAN'S MESSAGE



Dear Students,

Warm Greetings!

I take this opportunity to extend my best wishes to you all on behalf of the entire UWSB. I sincerely hope that your family members and you are keeping up well, and are able to cope up with the challenges posed by the VUCA environment further complicated by the global pandemic. I, along with my colleagues, am delighted to welcome all students joining the campus in the month of January, 2022. Keeping the safety of the students in mind UWSB has introduced innovative on-line models of learning led by the faculty of UWSB along with the adjunct and expert visiting faculty from industry and international academic institutions (London School of Economics, York University etc)

It is our endeavour every year to design and develop the curriculum of our programs in a way that our students are provided with the best of the knowledge in collaboration with international advisory members, industry stalwarts, faculty members, and other stakeholders. I have no doubt that our updated and innovative curriculum along with online learning tools and projects will make you ready for a great career.

Kindly allow me to share some unique features of UWSB-

- The highly motivated faculty group of UWSB has created an innovative and engaging curriculum with a focus on interdisciplinary knowledge sharing. Courses on Philosophy, Disruptive technologies, IOT, Creative Thinking etc have been embedded in the curriculum to ensure that the

students holistic development take place.

- Simulation-based Learning will be an integral part of the teaching-learning process providing the students a simplified practical experience on real-time events and situations. Further, it will be ensured that group interactions and faculty mentoring continue.
- Your learning experience will further be enhanced by the unique combination of courses on Creativity and Entrepreneurship with courses such as, Story Telling, Entrepreneurship and innovation, Design Thinking.
- The Industry Interface Speaker Series along with Entrepreneurship Talk will continue throughout through your program.
- The UG students will be supported with their preparation for higher studies, placements or in starting their own businesses.
- This semester we are launching a new initiative ROTA (Rural Opportunity & Threat Analysis), where the students will be exposed to the rural India and will be required to spend few days there. They would be preparing the final report based upon their learning under the guidance of the faculty supervisor.
- UWSB is also launching Centre of Excellence in SDG. You will engage with it on campus for real life project learning. You will be offered many Value Added Program (VAP) also for your all round grooming.

In the end, I expect that each of my student is keen in preparing oneself during the program for taking on the challenges of real world. Further, I assure you that you are in very safe hands of the dedicated, experienced and committed faculty who are working relentlessly to help you to find a better version of yourself.

**Dr. Deependra Sharma**

Professor & Dean

Unitedworld School of Business

Karnavati University-Gandhinagar



# MATRIX OF HUMAN RESOURCE MANAGEMENT

Dr. Mansi Tiwari, Associate Professor, UWSB

Human resource management is the management of manpower which is also referred to as the HR Department, in the company which is designed to maximize employee performance in service of an employer's strategic objectives. It includes various functions like HRP, recruitment, selection, training & development, performance appraisals etc. It has a wide scope when it comes to work in India or outside India. Nowadays many companies & start ups are setting at a very high rate which is increasing the demand for workforce in a company. HR people need to maintain the cordial relationship with manpower to elevate the success. They are responsible for better & efficient employability of the workforce. That's the reason the HR department is known as the heart of a company where it has to play a key role in the growth of the organization.

Many students are pursuing their study in the HR stream like PGDM, BBA or any diploma or certification. Every Industry, business & trade requires Human Resource managers for controlling their manpower. So, jobs also in respective field of HR in different businesses, corporate houses, multinational companies, airlines, industries, factories, industries, government departments & government ministries etc as:

- International Human Resources Professional
- Training & Development Manager
- Employee Education Consultant
- Compensation Manager
- Manager of Employee Relations
- HR Generalist
- Technical Recruiter
- Placement manager
- Organizational consultant & more

In India HR is one of the best fields. That is why more and more people are looking to opt for a course in HR Management. As a beginner in the field, one can earn good packages if they have the desired skills. It doesn't stop here as most of the companies offer a bonus, profit sharing and commission that are obtained and the total can come up to a whopping amount. If one has studied, some of the well-known companies that you can expect to get hired by include: ICICI Bank, Cognizant, Infosys, Wipro, and Accenture & Tata Consultancy Services which leave nothing to stand in your way as the prospects are plenty.

## PERFECT CHANGE

Madhav Vayeda BBA, Sem 4, UWSB &  
Sristi Kamboj, BBA, Sem 4, UWSB

### Fitting in the puzzle

Humans are very complicated creatures. We are designed to be social, but when we get too socially active it tends to become tiresome. There is no perfect balance for this equation. We spend half of our lives only to understand our own nature, whether we are a social bee or a loner or a mediator. But it's all an illusion, no one has a specific nature, it all depends upon the kind of people we are surrounded with. If the crowd around us is a hyperactive one even if our current nature is not so open, we tend to find ourselves in a place where the influence of the group creates changes in our behaviour. They say the world is just like a big puzzle and we are its pieces. The more flexible our nature is, the more perfectly we fit in. but what If we become the crowd itself, what if we become so influential that being around us changes one's perspective, what if the other pieces of the puzzle adapt themselves according to our notion. These kinds of attributes can lead to one's successful future.

## PERFECT CHANGE

Madhav Vayeda BBA, Sem 4, UWSB &  
Sristi Kamboj, BBA, Sem 4, UWSB

### Changing the game

In this vast world each and every one of us is blessed with an ability which can make one successful. That one hidden talent acts as a power up in the game of life. No matter our level nor the equipment's, when we gain this power up the game changes and the journey to compete with mvps begin. But for us to gain this special talent, we first have to prove ourselves worthy of it, while all play the same we have to change our strategy and push our limits. It is a special journey of finding one selves in a thick mist of confusion, hatred, desired luxuries etc. The best way to achieve this goal is to be as determined as a moth. Let the flame become your desired goal and keep pushing even if death-faced failure stands in your way, don't let anything come in your way before you realize your true potential.

## CRYPTOCURRENCY IN INDIA

Prachi Agade, BBA, Sem 6, UWSB

Cryptocurrency is a digital currency in which transactions are verified and records maintained by a decentralized system using cryptography, rather than by a centralized authority. Buying cryptocurrency has always been a risk due to its volatile nature. Even in India there has been a lot of conversations on possible ban of cryptocurrency. Yet, here India stands on 1st position to have highest cryptocurrency owners in the world with a total of 10.7 crore crypto owners constituting 7% of the total Indian population. India is followed by the US (2.74 crore), Russia (1.74 crore) and Nigeria (1.30 crore). If we talk about percentage wise distribution of crypto owners around the world,

India ranks in 5th position. Ukraine ranked first with 12.73% people of the total population owning crypto followed by Russia (11.91%), Kenya (8.52%) and the US (8.31%). Most of the Indian audience use WazirX, CoinDCX, CoinSwitch Kuber

Even after many controversies revolving around ban on cryptocurrency in India, Indians did not stop from buying cryptocurrencies like Bitcoin, Ethereum. Indians are rigorously investing in cryptocurrencies like bitcoin, dogecoin, Ethereum, etc. This is quite astonishing as there was a lot of uncertainty going around its legal status. As mentioned earlier there were conversations going on banning cryptocurrency in India. Some of the reasons are that people may start investing in cryptocurrency instead of stocks or mutual funds. Security was another big reason. Due to all these speculations the government of India had proposed a bill on banning all private cryptocurrencies.

However, the bill was not tabled, and instead a committee was formed to provide suggestions on it. Since then, the government has softened its stance on cryptocurrencies and ban on cryptocurrencies as of now seems far.





# KIIF INAUGURATION

Samridhi Priya, BBA, Sem 6, UWSB

The inauguration ceremony of the Defence Design and Technology Incubator of India (DDTII), in partnership with the Karnavati Innovation & Incubation Foundation (KIIF), was held on the afternoon of October 25 at The Netaji Subhash Chandra Bose Convention Hall, Extended Campus, Karnavati University. The event started with the chief guests chiming in. Honorable Education Minister of Gujarat, Shree Jitu Vaghani, discussed the formulation of new policies & incentives which would help students with their entrepreneurial skills. He went on to discuss the importance of universities supporting student startups and how this is important for the MAKE in INDIA movement.

After the inauguration rituals, the selected 21 students were awarded a cheque of Rs. 5,00,000/-. These 21 students had won seed money from KIIF to establish their ventures after many days of research proposals and business plan pitches at different levels.

Dr. Nishit Pandya, director of DDTII, added how they would provide consumer exposure to the students. In addition, the students would have mentors advising them with special funds allocated to them. The inaugural event ended on a high note with a hall full of inspiring individuals.

The event was followed by an exhibition on various tech models, ideation sketches, and storyboarding that encouraged the students. The day concluded with an extensive display of gadgets and a campus full of flower garlands, leaving everyone in awe of their fellow batchmates.



## STUDENT ACHIEVEMENT OF THE MONTH: MAHESH BAHRANI (BBA, SEM 6)

-Interviewed by Prachi Agade, BBA, Sem 6, UWSB



Hi Mahesh, Hope you are doing well. This interview is regarding your instagram handle [@mahesh\\_writes](#) for your poems. So I have got you a series of questions for the interview.

### 1. Any early memories of how you got introduced to poetry?

**A** : When I was 16 years old I wrote a short poem for my favourite teacher on the occasion of teacher's day. To my surprise everyone started appreciating my poem and encouraged me to write more poems. It may not sound like a very extravagant story but yes, it made me realise the thing i am good at and since then i started cultivating it as my hobby.

2. **How did you improve on this hobby?**  
**A** : 'Galib ke Sher' helped me improve a lot on my poem writing. In fact, when sometimes I don't feel like doing anything I just put on my headphones and listen to the poems of some great poets. Every poet has a different style of writing and listening to it gives me deeper knowledge of poetry.

3. **Who is your inspiration and why?**  
**A** : There are many poets from whom I take my inspiration from but if I have to name some of them then Kanha kamboj and Rahat Indori are the one from whom I get my inspiration to write and improve my poetry. Kanha kamboj's work is very relatable for me due to our interest in the same genre and Rahat Indori's work helps me a lot in my composition of poetry.

### 4. What made you start your own Instagram page for poetry?

**A** : Initially I used to post my poems on my main account on instagram. Many of my friends started appreciating my poems and even suggested me to create a separate account for posting my work. I was a little skeptical about it but I still went for it anyway.

### 5. So how was the response to your Instagram page?

**A** : I was not sure if i did a write thing but the response that i got cleared all of my doubts. Honestly I was taken aback by the tremendous response that I got for my work. You know the feeling when a stranger tags you in his/her story to appreciate your work is just beyond explanation.

### 6. Describe the emotions you felt when you achieved 2000 followers in a period of just 4 months?

**A** : After the initial response to [@mahesh\\_writes](#), I just went on writing and improving my poems. Appreciation was the only thing that kept me going. I really didn't care about the number of followers the page had. I just cared about bringing a smile on their



faces by reading my poems but when I realised that I literally crossed 2000 followers in just 4 months I was on cloud nine. I don't think I can express that feeling in words. I was overwhelmed and grateful to all my supporters.

## 7. How has poetry helped/shaped you as a person?

**A**: I think due to this hobby of mine, now I am able to express myself more clearly. I have become a very composed person. Also, most of my inspiration for poems come from my observation of nature. So you can say that I have become more attentive towards my surroundings.

## 8. Any message that you would like to give to everyone?

**A**: I would urge everyone to explore more on their hobby. Even if you are doubtful about it, giving it a try matters the most. The result will shape you for a better version of yourself and this is something that I personally experienced. So just believe in yourself and don't ever let go of your hobbies and keep on exploring it.



“ KUCH CHIJE BURI HAI MUJH ME  
TO SIKH LETA HU MAI  
BOL NAHI PATA KUCH BATE  
TO LIKH DETA HU MAI ”  
-MAHESH BAHRANI

## KARNAVATI BADMINTON TOURNAMENT

Dhruv Shah, BBA, Sem 4, UWSB



## Q. Lets refresh your memory and tell us about the day when you decided to participate in the tournament.

**A**. At first I was amazed when I heard that the KU sports committee was organizing a badminton tournament, the forms were ready and I was a little nervous while filling them out as I hadn't played professionally in a long time



**Q. What made you more interested in filling them up?**

**A.** Mayank, my partner for Doubles match (Men) cheered me up and told me to play for experience and not worry about the results.

**Q. So that made you all confident and ready to face the storm?**

**A.** Not at all. When the game started I was a little worried about my performance, but then we won our first game by a good margin, which gave me confidence and energy to keep playing.

**Q. Super! Would you like to share your learnings from the win with the readers here?**

**A.** The only thing I learned from this tournament was that you should always be positive and believe in yourself as it is a vital part of your performance. You should always motivate yourself. Here I was motivated by my game partner, Mayank, who helped me play professionally and have fun playing. That being said, you shouldn't worry about the results, count your efforts and they will help you achieve your goal.

**Q. Can you describe your feeling when you won the trophy in the tournament ?**

**A.** When the game ended it was a very proud moment... When I held the trophy, it made me relive my past tournaments and keep memories high. Even though we finished second the crowd made us feel like we won, like I said earlier, your efforts count. I shook hands with my teammate as he did his best while injured and set a great example of athleticism. I was also happy for our opponent because he too deserved to win. The tournament was an amazing experience.

## ARTWORK

by Velshi Modi, BBA, Sem 4, UWSB





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