



# **EDITORIAL BOARD**

# From the Dean's Desk

Dr. Deependra Sharma, Dean, UWSB



**The Wagon to Success in the New World Drives on Wheels of Skill, Flexibility, and Fluidity of Thresholds. Successful Leadership Sits on Openness to Ideas, Trust, and Transparency.**

Dear Students,

You are at a phase in your career where you could certainly consider yourself to be well on the street to success at the pinnacle. Ergo, it is essential to seek the evolution of leaders by inspiring creativity, invention, and development in our students.

We take on our values of Excellence, Integrity, Inclusion, Collaboration, Curiosity, and Stewardship in all that we do.

The ever-changing and sensational times expect business rulers to be competent, innovative, and agile while welcoming opportunity and challenge.

Hence, investing deeply in our students and preparing them to meet the opportunities and challenges presented by rapid advancements in technology, information technology & management, and societal needs in national and global marketplaces, is our intent.

To achieve the goals, we try to provide a personalized, team-centric, and rigorous curriculum. Our faculty accommodates a blend of devoted academic professionals, advancing their disciplines with timely and relevant research and a desire to share their wisdom and experiences.

We are excited to be at the forefront of furnishing a transformational educational experience and preparing our students as the leaders of the future.

With the belief that innovators require great depth of expertise in a field of choice as well as a breadth of knowledge that will foster their creativity and adaptability to change, we guarantee our students a great trustworthy, and responsible journey.

Wishing you lots of success in this festive times.

---

# Nazara Technologies added one more feather in the cap

Dr. Sunil Patel, Professor, UWSB

Nazara is a Mumbai based Gaming and sports media platform technology company. The company was listed on NSE and BSE platform in April 2021. Nazara Technologies has recently acquired a 100% stake in Hyderabad-based skill gaming company OpenPlay for a total consideration of Rs 186.4 crores and added one more feather in the cap. The other acquisitions made by Nazara technologies are as mentioned below:

- In July 2020, Nazara acquired 51% stake in Mumbai-based Paper Boat Apps, the creator and publisher of Kiddopia for Rs. 83.5 Cr.
- Nazara acquired a majority stake in fantasy gaming platform HalaPlay by acquiring Kae Capital's stake worth Rs.14.6 Cr in 2019. Later in April 2021, increased the stake to 64.70% in the company.
- In 2019, Nazara had acquired a 67% stake for Rs 44 Cr in the sports news website SportsKeeda.
- In 2018, Nazara acquired 55% stake in the country's esports venue called NODWIN Gaming to build intellectual properties in esports in emerging markets across disciplines such as soccer, cricket, and other traditional sports.
- Now we can see that after these many acquisitions the company has become a giant gaming and sports platform technology company in the country. The figures mentioned over here are taken from inc42.com site and other news article sites.

# Interesting facts about Six Sigma

Samridhi Priya, BBA (Hons.) Sem 5 & Gunjan Sood, Assistant Professor, UWSB

Motorola was the pioneer in developing the famous business improvement toolset: Six Sigma. Motorola concentrated its efforts in the 1970s on the production of Quasar television sets. At the time, a Japanese business took control of Motorola's Quasar facility and redesigned and rearranged the factory's operations, essentially reconstructing it from the ground up. Motorola's Quasar facility soon began to produce TV sets with one-twentieth the number of defects as before. However, even with the improvements in the early 1980s, it was found out that the best-in-class Japanese companies were still 2000 times better than them. It was now when Bob Galvin, Motorola's then-CEO, shifted the company's focus to achieving Six Sigma levels of quality.

Six sigma focuses on reducing the number of defects to the least possible level. It is essentially a quality-focused process improvement methodology. There are essentially three layers in sigma. A failure rate of roughly 32% is equivalent to 1 Sigma. 2 Sigma is 96 percent perfect, while 3 Sigma is 99.7%. The cost of poor quality is often significant for businesses operating at low sigma, with companies paying 25 percent to 40 percent of their sales resolving problems. The key advantages include better quality, reduced waste, lower manufacturing costs, and thereby increase customer satisfaction.

Six Sigma provides a large toolkit consisting of process improvement tools like - DMAIC, DMADV, 5WHYs, ISHIKAWA METHOD, 5C's, SIPOC Analysis, Box Plots, Failure Mode & Effects Analysis, etc. Primarily, the DMAIC and DMADV help in achieving top quality. The DMAIC process is a problem-solving strategy that stands for defining, measuring, analyzing, improving, and controlling. We define the problem, measure as much data as we can to help us classify the problem, analyze that data, and use that as the basis for making improvements, and then we control the process to ensure that improvement is sustained, while the DMADV- define, measure, analyze, design, and verify. The verification stage here is testing the design and taking it through prototypes and a succession of design phases. Six sigma, therefore, proves to be a great tool for improving the overall performance & productivity of the company.





# Project Work



Education System - Needs Rewiring  
Sristi Kamboj & Shreya Kamal BBA (Hons.) Sem III, UWSB

**Learning is not attained by chance, it must be sought for with ardor and diligence.**

## Abigail Adams

Our education system is in a dire condition at the moment. Several things have changed, yet it seems all the same. There are a lot of toppers, but no geniuses. There are many billionaires but fewer happy people. Our system needs to change.

Education was supposed to have an agenda of sharing knowledge... Sadly it has turned into a business that manufactures robots with limited features instead of innovative youths. The whole system is marks/grades oriented. According to this system one's knowledge is not in their brains but perceived to be existing from the grades on 'Test Paper'. Now-a-days, students are coaxed into scoring good marks instead of developing good life skills. Which in succession has instigated unhealthy competition within peer circles. This system seems more like an auction wherein teachers reserve a price for marks and parents pay for it.

Unfortunately, corruption in the form of - bribery, paper leaking, reservations and tuition menace, is now in practice. There are schools which have high requirements during the admission process and if a child does not fulfil that, donations will surely work like a fixing magic wand. Reservation system has taken away the opportunity from many deserving ones. We need to develop brains, not machines for a better future. There are millions of people with high salaries, but seldom are creative entrepreneurs. Because machines don't think; they follow commands. Our society, our system does not encourage great thinkers. Has anyone wondered why?



Although our parents are not at fault because they too were victims of the same while they studied. This practice has been consistent since ages and it is deteriorating the quality of education. The system has become so rigid and a lot of efforts need to be put in for a change to begin. It's high time now that we empathise with the main motive of education. Our society, the government and its people need to think about the consequences they will face if this continues. We need to teach moral values along with knowledge, only then can our world have a brighter future.



# Project on Indian values

Netri Patel, BBA (Hons.) Sem 1, UWSB

Co-ordinated by Prachi Agade, BBA (Hons.) Sem 5, UWSB



The students of BBA Semester 1 were asked to make research projects based on historical topics taught in their subject Indian Values, which highlights India's culture, dynasties, rivers, states, forests, deserts and much more. Indian values tops my list of favourite subjects since I get to learn in depth about Indian culture and its history. For our first project this semester, we were parted into various groups and allotted an Indian river/forest/desert to each group. We had to research its origin, route, history, landmark, political situation, current situation, the states through which it flows/connects, and the dynasties with its history for those states through which the river flows. My group was allotted to research on Narmada River. There were nine of us in the group, viz. Habiba, Netri, Mohicka, Urshita, Kamana, Sakshi, Sumeet, Pratham and Shubhendra. Firstly, we divided the research work amongst ourselves.



Some researched on dynasties and history of states, while some researched on interesting facts about Narmada, one of us googled various websites to find out the origin, while the other member worked on the route of the river and that's how we distributed all the work amongst us while one dedicatedly drew the maps of all the states. Our deadline was 8th of October, we even had to present our project in class. The overall experience in making this project has been very great. We learned a lot from all the research work while also practically managing all work distributions and putting it up together ending with a power packed presentation in front of almost 80 classmates. The learning did not end here, it continued as other groups made their presentations as well. It was a fun and informative activity. This is an exact example of how Jack can merge work & play and never be a dull boy!



# Star Student of the Month



## Star Student of the Month:

Arpit Maheshwari BBA (Hons.)  
Sem 5, UWSB

## Interviewed and compiled by:

Samridhi Priya, BBA (Hons.) Sem 5, UWSB



## Hi Arpit, can you tell us a little about your achievement?

I secured the third position for lifting 100Kg weight at the Gujarat State Powerlifting Championship. I participated in the 59-66Kg category and this was held in Thaltej on October 10 at a National Level.

## How did you get to know about this competition?

My coach who stays in Rajasthan informed me about this particular competition. I am also a member of a group where notifications about similar competitions are often circulated. Our team members and coach encourage us to join such competitions to gain motivation.

## What were the difficulties you faced while preparing for the competition? How did you cope with them?

I did face difficulties while preparing for the competition as the tough training often takes a toll on one's self-esteem and morale. With a tight schedule like this, it becomes equally important to take care of one's mental health and get lots of sleep. It took a lot of effort to transform my body, especially during the pandemic. There were times when my coach would guide me virtually by sending me videos and I would follow them at home. For self-training, I bought the required equipment like dumbbells at home and maintained a strict diet where I stopped eating out, and reduced my sugar intake. Although the progress was slow, I went from lifting 80Kg in the gym to lifting 100Kg in the competition.

**How did you prepare for this competition? How much time did you give it overall?**

I have participated and won at both district and state levels before where I secured third & second positions respectively, so it wasn't completely new to me. For nationals, it took me about 3 to 4 months of preparation and meticulously with my coach in the last 20 days. I would practice for approximately 1-1.5 hours daily in the gym exclusively for Bench-press, this would usually be accompanied by cardio once a week. As for the diet, my main focus was to maintain my weight so having carbs like Mangoes, rice, brown bread, etc. on my platter was a must.

**How do you feel about winning something at a national level?**

It feels extremely surreal after winning something at a National Level. It took a lot to gain an entry in this competition and the hard work has paid off. Honestly speaking, a huge credit of victory goes to my coach, he has helped me a lot and I respect him the most. After this, I am hoping to get sponsorships from health food companies and maybe get a job as a gym trainer as well. This way I can pass what I learnt to others soon. Currently, I am preparing in advance to secure the first position at the Nationals next year, hoping for the best.

**To those interested in gyming and reading this, what suggestions do you have for them?**

Well, for those people interested in powerlifting, getting professional guidance should be your foremost priority. Through guidance, you will get aware of your levels & limits. Lastly, it is necessary to know the rules and regulations of any competitions you're participating in beforehand to avoid losing points. For example, wearing a powerlifting support belt, tucking in your t-shirt, and remembering the calls like Push, Set, Down is essential to avoid serious injuries. Remember to work hard and train regularly. I would like to wish all the future enthusiasts- Best of luck for their journey.



**UWSB**

---

## **Karnavati University**

907/A, Uvarsad,  
Dist.Gandhinagar- 382422  
Tel: 079 3053 5083, 3053 5084  
[www.karnavatiuniversity.edu.in/uwsb](http://www.karnavatiuniversity.edu.in/uwsb)

---

### **Disclaimer:**

The opinions/views expressed in the articles are solely of the author in his/her individual capacity.They do no purport to reflect the opinions and/or views of the college and/or university or its members.