

**MAY 2020**



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# Message From The Dean

**Dr. Vimal Babu, Dean, UWSB**

Happy to invite you all to read some of the interesting work showcased in the newsletter by the students and faculty members of UWSB.

In the present newsletter, our faculty member, Dr. Bansari Dave has penned down a story which centres around the adage, 'what-ever happens, happens for the good.' The message is to instill confidence, courage and determination in the crisis situation. One should never feel afraid of the odd circumstances and fight it out with an optimistic mindset. Surely, students would be benefiting by reading the motivational story.

Our students of BBA, Aayen and Mohit have reviewed one of the the recently held webinar series. The guest speaker of the webinar was the Head, Chocolate Room who elaborately spoke about various challenges being faced by the corporate executives amidst COVID 19. He also shared real-life examples and incidents, which supported the way forward by collaborating with one another to succeed against pandemic across the nation. Besides, one must cultivate the habit of writing in the form of essay, story, blog, research paper etc to help oneself in honing up the thinking skills. Happy to share that one of our students of PGDM, Harsh, also contributed by writing a story encapsulating moral lessons to learn.

Faculty development is considered to be the core of intellectual stimulation. In this regard, our faculty, Prof Vikrant Jain recently attended a one-week faculty development programme through online mode on self-development. He has also been acknowledged with a certificate of participation. Also, Dr. Kishor Bhanushali attended a faculty development programme through online mode on 'R-programming.' He was felicitated with a certificate of participation.

Happy reading!

Dean,  
UWSB



Dr. Vimal Babu, Ph.D. (JMI, New Delhi)  
Dean, Unitedworld School of Business  
(UWSB)

# Webinar by Mr. Dhawal Shukla, Assistant Director, The Chocolate Room

By, Aayen Pandey, Core Member at Research and Development Committee, UWSB  
& Mohit Adhiya, Student Representative, UWSB



The students were extremely delighted to have Mr. Dhawal Shukla (the assistant director of The Chocolate Room) who not only shared his views on the retail industry as a whole but also shared his predictions about the future of the industry, in which he talked about the future of food and retail industry, consumer goods, luxury items etc.

Mr. Dhawal Shukla has completed his studies from PIPS, and has been a part of various big companies in the Retail sector such as Jubilant FoodWorks and also been associated with Kingfisher Training Academy in the past. He is now the Head of Sales and Business Development for Chocolate room.





It wouldn't be wrong to say that Mr. Dhawal left no stone unturned and provided students with all the knowledge and insight about the food and retail sector in India as well as about the global market, he tried to give a glimpse of each and every aspect of the supply chain and the food retail industry. He also shared his views on the impact COVID-19 has created on the supply chain of the chocolate room and also the kind of challenges the food retail industry as a whole is facing. He even shared the kind of mindset the people involved in the industry need to have to tackle the hard times of the present and of the upcoming future. He also put forth his views of what exactly the **"New Normal"** would look like and what could possibly the behavioral structure change look in the future and he also shared the tactics and measures Chocolate Room is taking to gain the trust of the customers.



He was gracious enough to share the future plans of The Chocolate Room about how they are planning to move towards a more cost-effective and interesting model that is the Cloud Kitchen, This would be the first of its kind concept in Ahmedabad.

To sum up, it was really a great learning experience for students as well as the faculties who were present in the webinar.

# Being Positive – King & Minister

By, Dr. Bansari Dave, Associate Professor, UWSB



Once there was a king called Avadesh Varma and he had a Prime Minister called Rajesh Sharma. Rajesh had a habit of telling “Achha hogaya” (“good has happened”) whenever anything happened. “Whatever happens is for good”. That is what the Prime Minister used to say very often. Sometimes this was irritating to the King. Avadesh thought, “How could Rajesh say everything that happens is for good?”.

“Being positive is the key for happiness” was the firm belief of Rajesh Sharma.

Avadesh was a tall, handsome, strong, sturdy and intelligent king and he worked very hard to succeed in every situation. Avadesh and Rajesh were a good pair and things were going on well.

One day the index finger of the right hand of King Avadesh got cut at the top joint and blood was dripping. Doctors rushed and treated the finger with medicines and a bandage was put on. Blood was still coming but in slow drips.

King was in pain and was standing with his forehead and index finger held high. At that time Rajesh entered and saw the finger and blood and said, “What has happened?”.

Avadesh held his finger little forward and said, “My finger is cut!”. “Whatever happened is for good”, answered Rajesh. Avadesh’s anger rose high and he said curtly, “My finger is cut and you are feeling

good? You are dismissed!!”, Then he looked at the commander and ordered, “Arrest this fellow and put him in jail!

Rajesh did not protest but said, “Good!, Avadesh erupted again, “Good! Let us see how good it is for you”, and said, “Take him away!”.

Rajesh was dumped in jail and the king forgot about him.

Six months passed. Avadesh forgot about Rajesh. The finger of Avadesh healed in due course but now it was short by one notch. King got habituated and his thumb and four fingers adapted themselves and life was normal.

One day Avadesh wished to go hunting and proceeded to jungle in the morning with 2000 strong army with horses and hunting dogs and expert army men experienced in hunting.

They entered into a thick jungle and deep inside, King Avadesh while riding on his horse, spotted a wonderful golden coloured deer and pursued it. King was ahead of the army because he speeded up to attack the deer.

Deer took a sudden turn and disappeared into the dense jungle. King also followed it. Army went straight ahead. When the market takes a turn but the company continues the old path then it gets into trouble. In the same way the army lost the king.

King followed the deer, lost the way and the deer disappeared. King got tired. Now the time passed while Avadesh tried to find back the way and find his team.

It got late in the evening. King and horse were hungry, thirsty and very tired. It was getting dark and the king resigned and sat under a tree with a horse standing nearby.

That was Wednesday and new moon day. The place was the abode of aboriginals who had a priest, Jagili, who told them that this day was the most auspicious day. He said on that day if the sacrifice of a suitable

day. He said on that day if the sacrifice of a suitable man was given to jungle deity, they would reap great benefits. Aborigines were convinced and the priest gave general specifications of the person to be sacrificed.

The person should be handsome, perfect, intelligent, should not be too lean, should not be too stout, should be minimum 5' 6" tall, should weigh minimum 70 kgs, and not more than 85 kgs.

He should have dark hair, blue eyes, fair complexion and there should be no teeth which are lost. And he gave other specifications and added that, if they would find a person who was generally appearing OK, he himself would carry out 100% inspection and quality check-up. The aborigines got divided into four groups and went in search of the sacrificial prey.

The leaders of four groups were Lambu, Jambu, Thambu and Dambu.

The group led by Thambu found the king under the tree. They observed from a distance and found King Avadesh very handsome and Thambu thought this procurement would be appreciated.

Thambu ordered his team to capture the king and aborigines surrendered Avadesh, caught him and bound him with ropes.

Thambu was happy and reached the cave of Jagili, Lambu, Jambu and Dambu returned without success. Thambu became a hero.

Jagili was in joy, but he was a very cautious person. He said "General Thambu! Very good! Generally, this fellow appeared to be OK. But I must inspect him fully to ensure he is perfect in all respects". Then Jagili got Avadesh released from ropes and started inspecting him. Avadesh knew "Paishachika Bhasha" and understood what was happening. He was terrified to know that he would be sacrificed like a goat to the jungle deity.

Jagili measured and checked each organ of the king and in the process discovered the broken finger!! "Oh!" said Jagili to Thambu "This is defective goods. The finger is broken. This fellow is unsuitable. Your procurement is rejected. Throw him out!"

Thambu and his deputies got disgusted with the King and pushed him to the exit cave and said, "you rejected goods! Get out and get lost". Then they pushed him out.

King went back into the jungle. He thought he escaped death because of his broken finger. He thought, "It was for good that his finger was broken!". That instant he remembered the Prime Minister Rajesh and thought the Minister was totally right. He became thankful.

Then the King found his horse. His army came searching for him and late at night he reached his city and palace.

Next day at 9.00 AM King ordered Rajesh to be brought from jail.

Rajesh was in jail all these months. He worked like other inmates and did not complain. He taught Gita and Vipassana meditation to all inmates. With his positive, active, timely and effective approach he helped the inmates which included hard-core criminals to transform themselves. Within these months, jail became an Ashram, a place of penance rather than a place of confinement. Rajesh also trained them to work and they produced artistic articles and the jail became economically viable.

The Captain came and took Rajesh and presented him to the King.

Avadesh was very happy to see Rajesh. "Rajesh! You are promoted to the post of Executive Prime Minister! Your salary and perks are doubled with retrospective effect!!". He further said "Rajesh! How wonderful! You were so right. It was good that my finger got cut. I escaped death because of that damaged finger!!"

Then he narrated the entire episode.

Rajesh was unperturbed and said "Good ! Whatever happens is for good", King was amused and said, "Rajesh ! again you are saying 'good', 'good'. Whatever happened was definitely good for me. What was good for you? You struggled in jail for six months!?"

Rajesh said, "Sir ! It was good for me also, if I was not in jail, I also would have been with you in the jungle! After you got rejected, they would have sacrificed me!!". King realized that the essence is, how one looks at things.

Rajesh said, "Because I was in jail I could serve the inmates to become better and reform themselves. Now I can prepare a program for improvement of conditions in all the jails in the kingdom and reformation of all inmates."

AVADESH THOUGHT RAJESH IS BLESSED.

THINK GOOD. SEE GOOD. DO GOOD. BE GOOD.

# UWSB Faculty Completes R-Programming Training By IIT Bombay

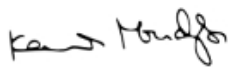


## Certificate for Completion of R Training

This is to certify that **DR. KISHOR BHANUSHALI** has successfully completed **R** test organized at **P.R.Pote Group of Educational Trust's College of Engineering & Management** by **CHITRA DHAWALE** with course material provided by the Spoken Tutorial Project, IIT Bombay.

Passing an online exam, conducted remotely from IIT Bombay, is a pre-requisite for completing this training. **ZEESHAN KHAN** at **P.R.Pote Group of Educational Trust's College of Engineering & Management** invigilated this examination. This training is offered by the **Spoken Tutorial Project, IIT Bombay, funded by National Mission on Education through ICT, MHRD, Govt., of India.**

May 2nd 2020



Prof. Kannan M Moudgalya  
IIT Bombay

2450677Z2H

### About R Programming -IIT Bombay

R programming is programming language most widely used for Statistical Computing, Data Mining, Data Analysis, Machine Learning Algorithms and Scientific Research. It is most popular programming language used by data scientist, market researchers, and statisticians, for collecting, cleaning, analysis, statistical modelling and data visualization. Training for the program was offered by the Spoken Tutorial Project, IIT Bombay, funded by National Mission on Education through ICT, MHRD, Govt., of India. The test was organized at P.R.Pote Group of Educational Trust's College of Engineering & Management.



# UWSB Faculty Attends FDP On Self, Society And Personal Development

Prof. Vikrant Jain from UWSB attended a one-week International Online FDP Faculty Development Program jointly organized by Universitas Hindu Indonesia, Denpasar, and The Grand Academic Portal, India, in association with Saint Andrews Education Foundation Mumbai, Nalanda Nrityaka Mahavidyalaya, Mumbai, Samapran Arts College, Gandhinagar, Shree R..P. Arts College, K.B. Commerce College, and Smt. BCJ Science College, Khambhat. The topic was Self, Society and Personal Development. The duration of the FDP was 25th April to 02 May 2020.

An array of topics was covered in the FDP by eminent faculty members from India and abroad. On day one, Counseling Psychologist from Kuwait, Dr. Jackson Fernandes covered the issue of Emotional Intelligence, and Dr. Rithesh Gujarathi covered the topic of Journey of Self Discovering through Ayurveda.

Further, Dr. Sujata Wadhwa, CEO, FSO, International Corporate Trainer, and Examiner Cambridge University Press talked on a critical issue of Neutralising



## Certificate of Appreciation

Number: 113/FDP/UNHI-GAP/IV/2020

This certificate recognizes **VIKRANT JAIN, Assistant Professor, KARNAVATI UNIVERSITY** for her/his values participation in The One-week International Online Faculty Development Program "Self, Society, and Personal Development", jointly organized by Universitas Hindu Indonesia, Denpasar and The Grand Academic Portal, India, in association with St. Andrew's Education Foundation, Mumbai, Nalanda Nrityaka MahaVidhyalaya, Mumbai, Samarpan Arts and College Gandhinagar, Shree RP arts, KB Commerce and Smt. BCJ Science College, Khambhat.  
25 April to 02 May, 2020.



Prof. Dr. drh. I Made Damriyasa, M.S.  
Rector, Universitas Hindu Indonesia



Dr. Gurudutta Japee  
Chairman, Grand Academic Portal



Dr. Preeli Oza  
CEO, Grand Academic Portal

Assessment in Large Classrooms. On the second day, faculty members learned about the Use of Digital Tools and Technology in Higher Education from Mr. Yogi Shankar Udgire. At the same time, Ms. Aishwarya Pagedar from O.P. Jindal University delivered on the topic of Individual Right to Freedom of Speech and expression a comparative analysis. A third resource person, Mr. Ajay Bhagwat, Director Indpos India spoke on the subject of Identifying Weaker students - Outcomes and Remedial Actions.

Day 3 witnessed the experts from varied backgrounds. Dr. Suparna Chakraborty, Head of the Department, Heritage Institute of Technology, Kolkata West Bengal, delivered a lecture on Communication from Skill to Art. Similarly, Dr. Anita Sharma, Associate Professor from the Department of English, RKMV, Shimla Himachal Pradesh, talked about Self Expression through Literature. Dr. Preeti Oza, Associate Professor, Saint Andrews College, University of Mumbai, explained the nitty-gritty of Gender Spaces and the rise of Equality in Higher Education Institutions.

On day 4, Prof. D.r Aradhna, the resource person from the Hindu University of Indonesia, talked at length on local knowledge and Globalisation. Moreover, Gusti Ayu Ketut Suritari explained The Movement of Back to Nature. Prof. Dr. Yetki Manauti, University of Indonesia, talked about Encountering Globalization.

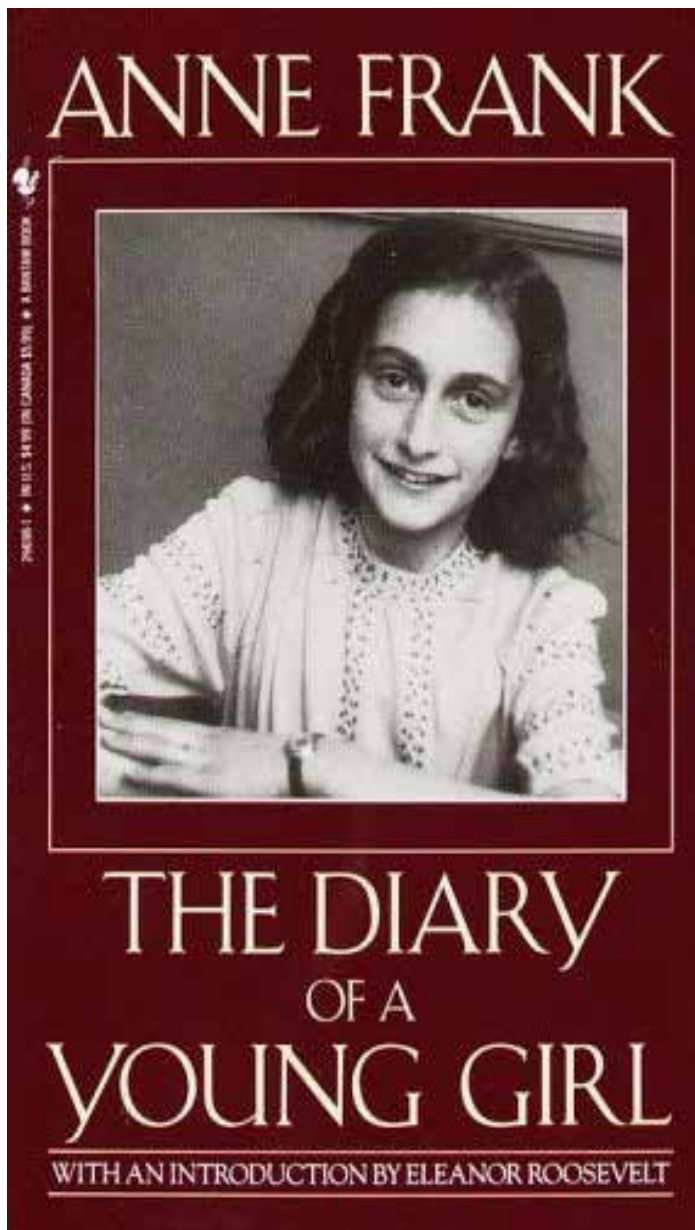
On Day 5, it was an honor to listen to Dr. Sai Madhavi, Associate Professor, Ballari, Karnataka, who talked on the topic: Switchover to Online Learning Platforms: Building Hybrid Education Spaces. Dr. Majula Srinivas, Head of the Department & Associate Professor, School of Media Studies, K.C. College Mumbai talked about the nuances of The impact of Digital Platform on the legacy Media in India. Last but not least, Dr. Japee spoke on the topic, a highly relevant topic to Life Skills, i.e., Demystifying Happiness.

Day 6 embarked on its journey with the topic: Psychoanalytic Criticism, delivered by Dr. Pushpa V.K., Islamic Asad University, Iran. Reverent Dr. Urvashi Kaushal, Senior Assistant Professor SVNIT, Surat talked on the much-awaited topic expected by the academician, i.e., How to write a paper in Scopus Indexed Journals. Professor Jasmine Gujarathi, Professor and Head, Department of Gynecology, G.J., Medical College, Anand delivered an expert talk on Women Empowerment, Health, and Happiness.

The Valedictory function and distribution of certificates was scheduled for Day 7, which started with the much-awaited theme on Health and Stress, conducted by the resource person, Lila Simons from Bhopal School of Social Sciences, Bhopal. Mr. Mehul Lal shared essential tips on Health and Fitness while Dr. Satyjeet Deshpande talked about Post COVID Policies. Overall the sessions were quite insightful and loaded with lots of knowledge. Every topic was different and gave us a different view of the problem. It was a confluence of the renowned academicians and dignitaries not only from different states of India but also from foreign countries like Indonesia and Iran. These sessions covered a variety of topics related to life, health, wellbeing, gender studies, to name a few. Moreover, specific technical issues based on publishing a research paper kept us up to date with the academic requirements.

# Anne Frank Gives Hope In The Time Of Coronavirus

By, Harsh Bhad, PGDM, Sem-4, UWSB



situation reminded me of a very famous book that I have read: The Diary of a Young Girl by Anne Frank.

The book is very motivating and powerful. It's about a Jewish girl Anne Frank, who receives a diary from her father on her 13th birthday and she starts writing about herself, her family and the situation of World War 2 in Germany and the area of Netherlands.

She describes in her diary that to save herself from the German army, she and 8 members of her family hid in one secret annex (3 storey building). She describes the tough time they faced, about how in order to go outside, the Jews needed to wear a particular cloth with a star marked on it, in secret annex how they spoke whispering, celebrated a birthday in secrecy and in depression, all the while fearing the German army, fights within family members, running out of food and clothing and the critical situations that arose because of Adolf Hitler.

This book is heart touching and improves your willpower, gives a motivation to fight against any situation. Fifteen-year-old Anne Frank's writing is like an emerald, she wrote **"Think of all the beauty still left around you and be happy"**. If you are soft-hearted then the words of young Anne will leave you crying after every chapter.

I recommend that if possible, read this book as it will give you a lot of motivation. The book is available on Amazon Kindle. You can also download PDF and ebook. Movies and TV serials based on the book are available on YouTube.

Today the world is fighting against coronavirus and the only solution everyone is suggesting is social distancing. We are in lockdowns since 25th march, almost 2 months of home quarantine. Many of us are privileged to stay at home and enjoy time with family, sharing videos, cooking, playing games and watching Ramayana & Mahabharat. This lockdown

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