

JULY 2020



Lockdown Has Been Difficult For All, While I Took Up Reading Some Of My Favorite Books, I Sat By This Window Mesmerized By How Nature Runs Its Normal Course When We Are Super Scared, Super Uncertain Of What Lies Ahead And Staying At Home. I Am Glad I Got My Much Needed 'Me Time' To Catch Up With My Old Friends - My Books And Nature.

- Anjali Jadeja, BBA Sem-3, UWSB

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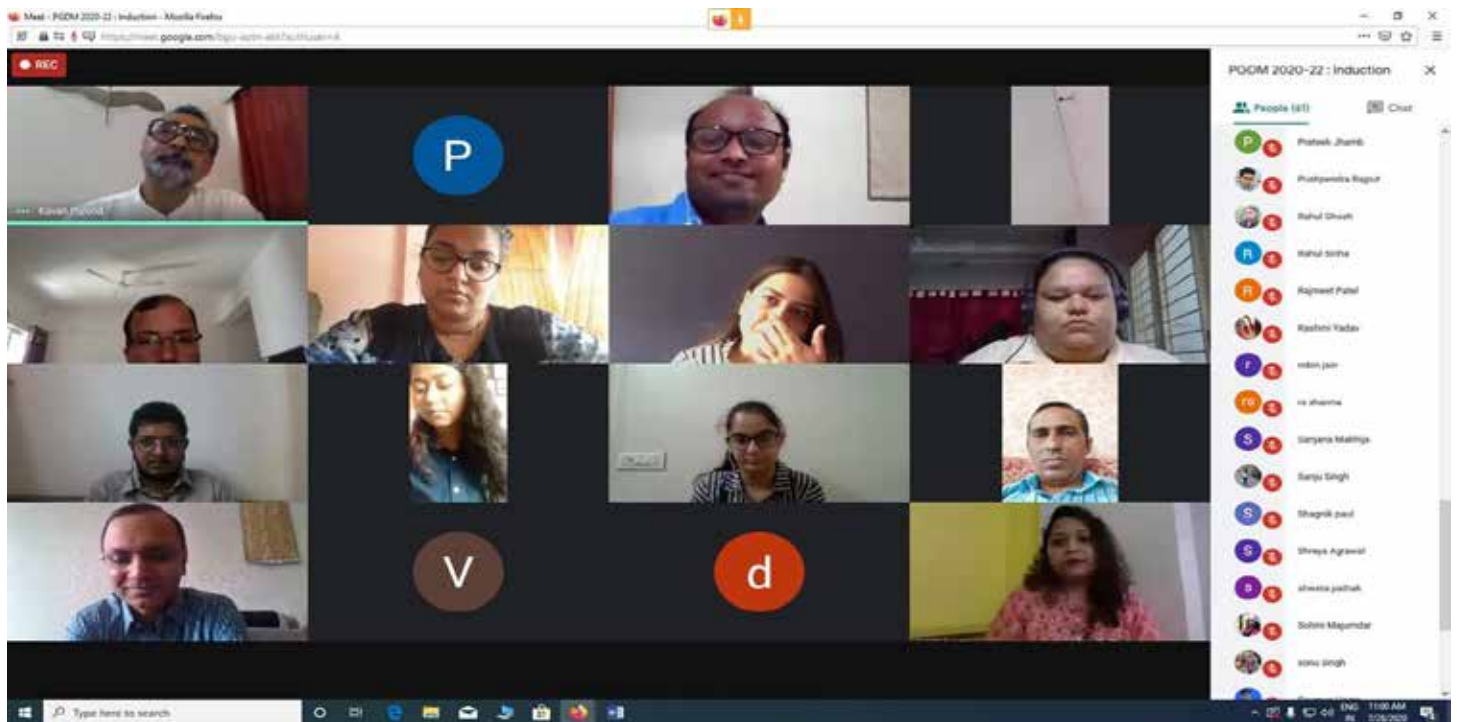
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UWSB VIRTUALLY INDUCTS THE NEW BATCH OF PGDM 2020-22

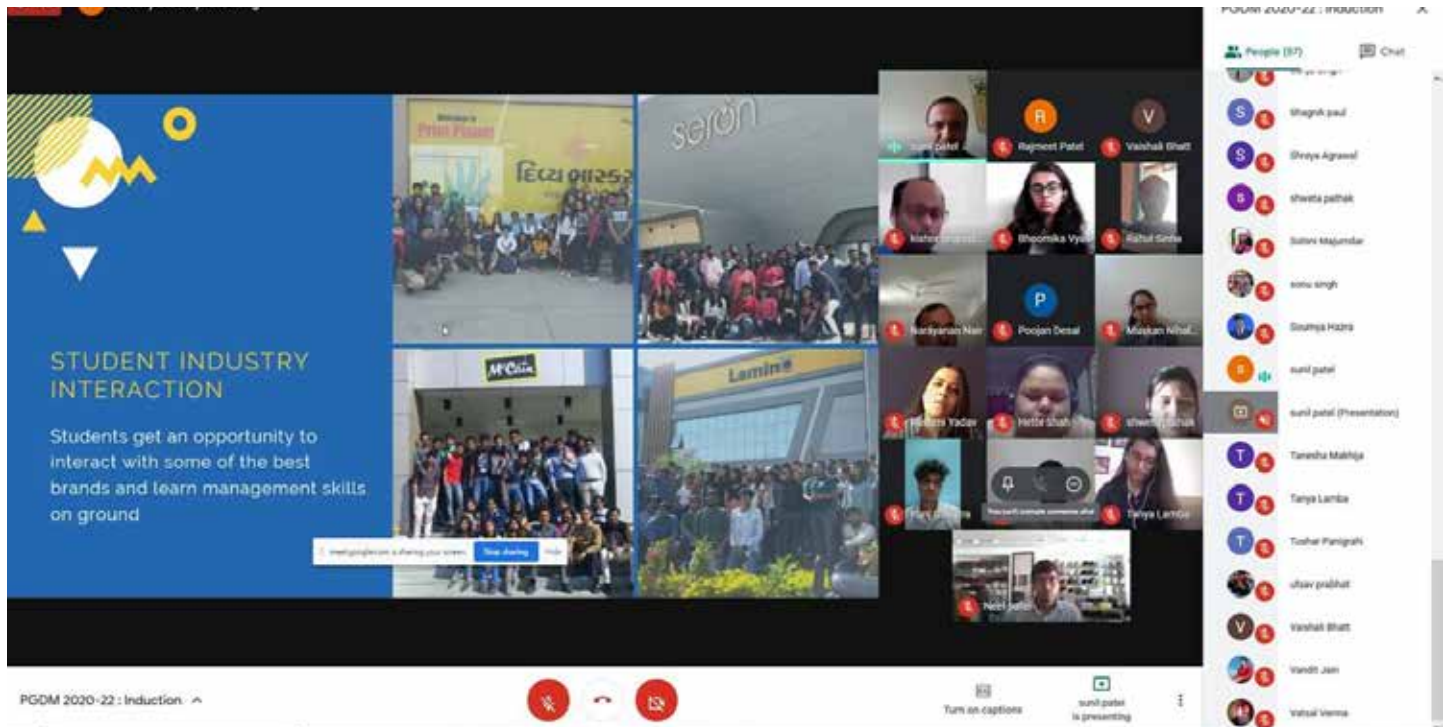


It was a cloudy morning in Ahmedabad but unlike all the preceding years, the UWSB team was not worried about it pouring on the inaugural of the induction day. On the auspicious Tuesday morning of July 28, 2020, PGDM batch 2020-22 was welcomed on a virtual platform as they begin their new academic year at the Unitedworld School of Business.

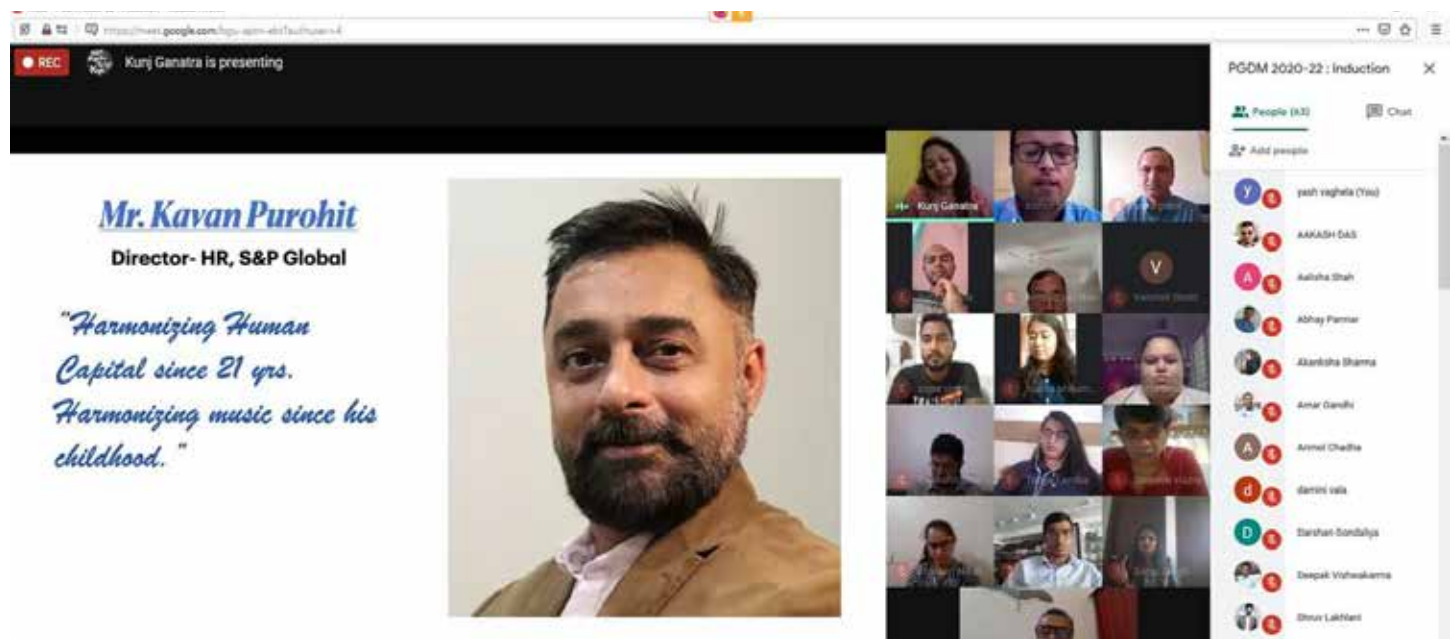
Dr. Kishore Bhanushali, Director- Academic Administration welcomed the students on a whole new experience of virtual learning. He stressed upon the fact that choosing to begin a two year learning course is not just a commitment but also a new crucial turning point which each and every student should look at as an opportunity to grow towards success.



The occasion was graced by chief guest, Mr. Kavan Purohit, Director HR at S&P Global. His talk was filled with real life experiences and his vast industry expertise. He touched base upon many facts of the corporate world including the fact that humans need to start competing with robots and machines and we need to be smarter than it.... the moment one stops learning, one becomes dead. The very fact that he shared about what inspired him and how to manage a corporate job in difficult times like today got many students curious to learn and imbibe more from him. UWSB was grateful to Mr. Purohit inspiring young minds with his address as the PGDM batch begins a new journey today.



Dr. Sunil Patel, HoD PGDM followed with A virtual tour of UWSB sharing the various certification courses and programs arranged through out the two years right from academics classes & certification courses, to rural immersion programs, international tours, industrial visits and holistic development workshops.



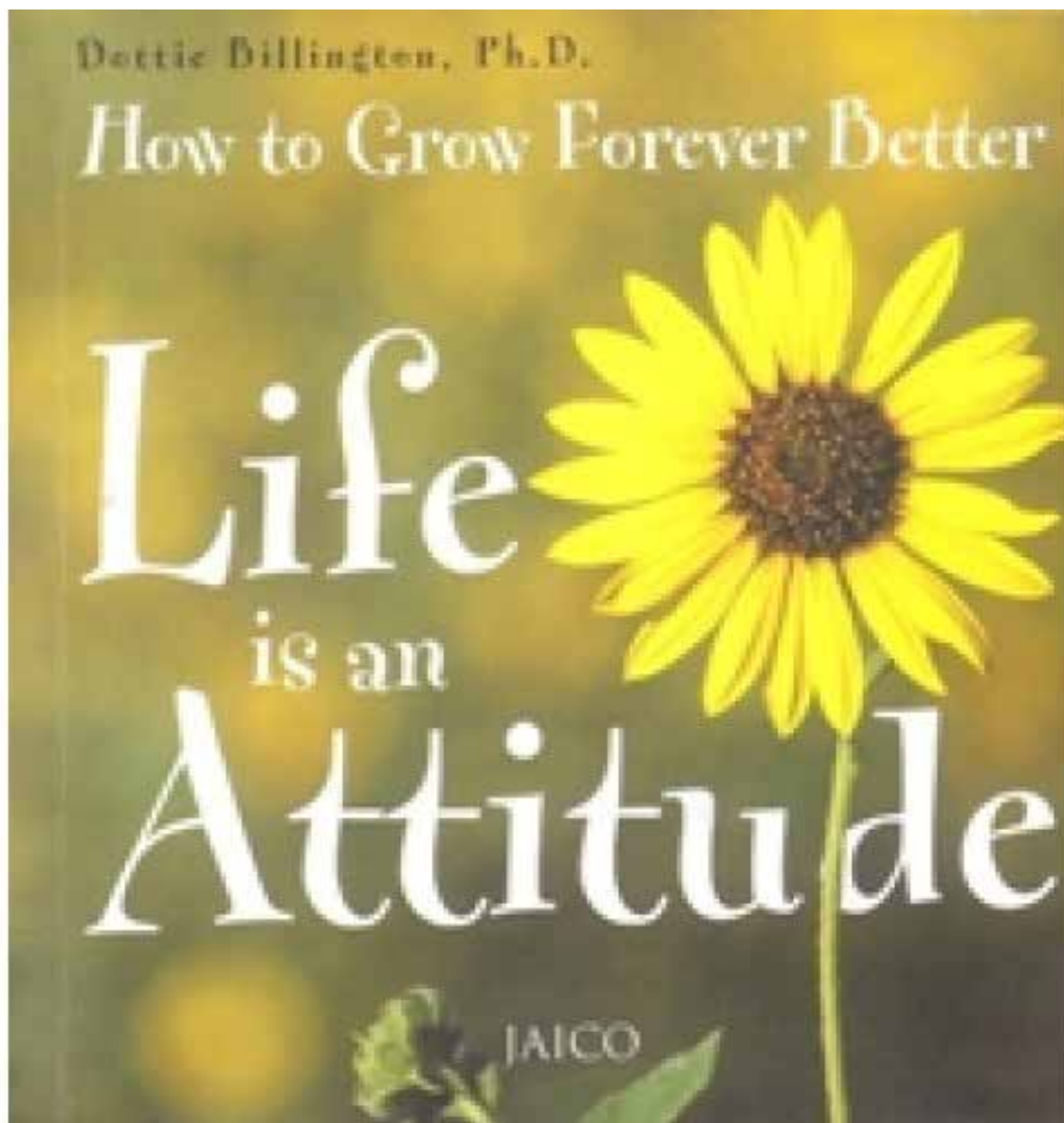
The induction program shall be virtually broadcasted for PGDM batch 2020-22 till 7th August 2020 with interesting Corporate Guest talks, virtual group activities, sessions on Communication and Image building, introductory sessions on quants and accounting, and Alumni students sharing their experiences over 10 days.

WHILE IN THIS PANDEMIC TIME...

By, Dr. Bansari Dave, Associate Professor, UWSB

While in this pandemic time, the best thing to do is to read. I am sharing a beautiful article from the book I am reading 'Life is an Attitude' By Dr. Dottie Billington.

To Grow Or Not to Grow



And the day came when the risk to remain tight in a bud was more painful than the risk it took to blossom. – Anais Nin

People do not grow old. When they cease to grow, they become old. – Ralph Waldo Emerson

One cold, snowing winter morning two thousand years ago, philosopher Lao-Tzu was strolling through the forest. Suddenly he was started by loud cracking sounds around him. Looking up, he watched the heavy snow piling high on strong sturdy branches. At first, unbending, they resisted the increasing weight. But finally they broke. Soon he noticed that the smaller, more flexible branches bent with the snow's weight, allowing it to slide off, then bounced back. It is better, he decided, to bend with change than to resist it.

Why grow? Because resisting change damages our very being. Because, as famed psychologist Abraham Maslow wrote, "Our capacities clamor to be used, and cease their clamor only when they are well used. That is, our capacities are also needs."

What matters most is not so much where we are, but the direction in which we are moving. Think about this for a minute: Everything is continually changing. Mountains wear away, continents drift apart, generations come and go. You are alive because at this moment, throughout your body, old cells are dying off and being replaced. Seven years from now every molecule in your body will have been replaced. Thus, our minds and our bodies are in a continual state of flux - we cannot remain exactly as we are.

We do better when we welcome change and join in the flow of life. As Heraclitus wrote, "All things move and nothing remains still..... You cannot step twice into the same."

Choosing to grow may seem like an obvious choice, but it isn't easy for everyone. You probably know people who are continually learning; they are vital, enthusiastic, interested, and interesting. But you probably also know some who seem to be afraid of change, who resolutely cling to their old ways of thinking and doing because that feels safer to them. They protest, "No, I don't want to change. I just want to stay the same." But wouldn't staying the same in an ever-changing world mean slipping backwards, being left behind?

Choosing to stay the same confines a person to one narrow path where he trudges back and forth, day in, day out. Gradually, the path wears deeper and deeper, finally becoming a rut so deep the person can no longer see out. Thus, he loses contact with the world.

Growing, however, is like walking up a mountain. Walking on a trail through the dense woods at the bottom, you see only your immediate surroundings, the path and trees lining it, maybe a small stream in one spot, a waterfall in another. As you climb a little higher the trees thin out, offering new perspectives as you glimpse the valley below. As you continue upward, your view expands to a 180-degree panorama of surrounding foothills, valley, and in the distance, mountains. Only when you reach the top of the mountain, above the trees, can you see the entire landscape, from deserts in one direction to mountains in another to the sea in another.

Many people choose not to climb to the top of the mountain, for the journey involves energy, risk, and discomfort. But the effort is worth it, for each new view brings to you exhilaration, understanding, and wisdom.

There is no pinnacle in our journey of becoming. There is always more to learn - you can continue to grow as long as you live, to discover the genius, power and magic, that exist in you. For growth is not a destination, but a journey. I love the way Kahlil Gibran put it: "The soul unfolds itself like a lotus of countless petals."

Research tell us that adults who choose to grow:

- *Remain more vital, dynamic, and fully involved with living.*
- *Become more interested and interesting.*
- *Enjoy better physical and mental health,*
- *Are more mentally flexible*
- *Are more "juicy".*
- *Are more creative.*
- *Have more alive, satisfying relationships,*
- *Like children, appreciate the simple things in life with awe, pleasure, wonder, and ecstasy - however stale these things have become to other people.*

None of us is finished. We all have some ungrown place with potential for growth. One of the most devastating and damaging things that can happen to anymore is to fail to fulfil his potential. A kind of growing emptiness, longing, frustration, and anger takes over when this occurs. - E. T. Hall, Anthropologist.

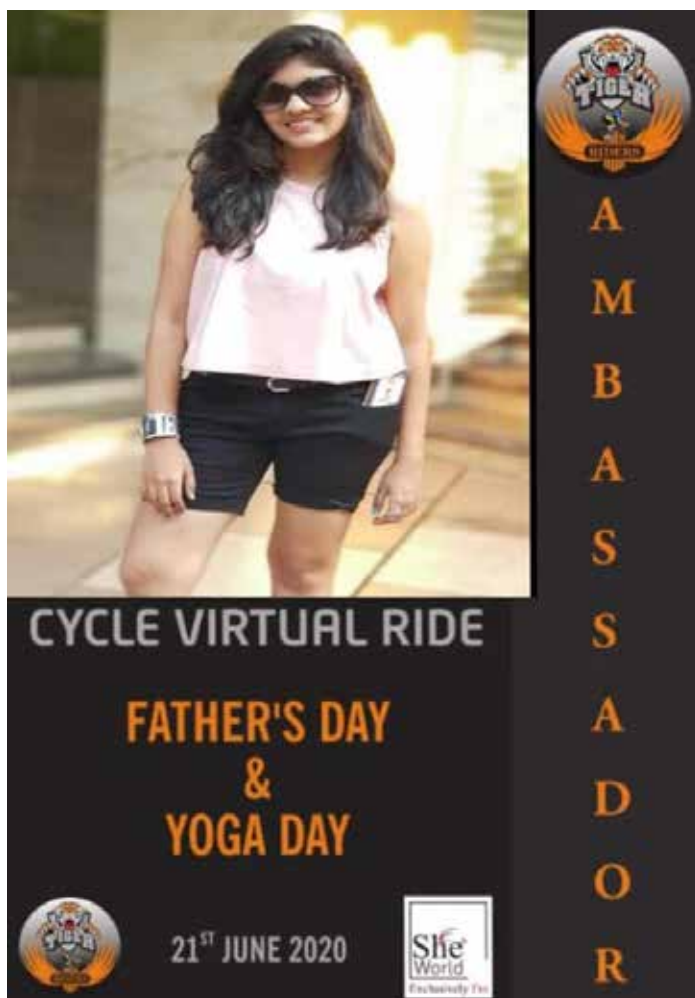
HOW LOCKDOWN WAS VERY BENEFICIAL FOR ME

By, Samruddhi Vijay Vargiya, Sem – 5, UWSB

Being restricted to our homes can be turned into an opportunity to learn some important skills and accelerate our growth. This time can be used to invest in life changing skills to accelerate growth. When the lockdown started, we all had two choices: 1. Sleep the time away or 2. Learn new skills and improve old ones to build your resume.

I chose the second option. I got more than 12 certificates during lockdown time and I am still working towards earning more certificates. When the lockdown started, it gave me time to work on my CAT preparations. I also tried my hand at paintings and sketches of family members, bookmarks and many more. I even sold some of my paintings.

Also before lockdown, I was a person who was not interested in doing regular exercises and workouts in spite of my father being an international marathon runner. My father has represented India in marathon in many countries and would always encourage me to exercise. However, I would always find an excuse but the lockdown gave me enough time for daily exercises. Now I am also participating in many virtual marathons where we are expected to run/walk/cycle/do yoga in home or in the society grounds. I have also started participating in other sports and began challenging my capabilities related to sports. So far, I have participated in more than 15 marathons and challenges.



Some of my achievements have been to climb 1111 staircases (around 75 floors approximately) in just 15 minutes. I could also complete 108 Suryanamaskars within an hour which was one of the challenges that I took up. I had even represented India in virtual marathon challenges and completed a 7 km run in 38 minutes. There have been many more such sports activities and challenges that I took up including cycling marathons.



I realized I could be a multitasker. I did my internship in blogging and learned a new skill of digital market-

ing blogging. Being an introvert, I have always loved reading books and have my own small library. During the lockdown I had read many books -- some were biographies, some were novels and some were knowledgeable books. Currently, I am reading the biography of Indra Nooyi, former Ceo of Pepsico and recently finished reading books of Sudha Murthy, novels of Durjoy Dutta, Ravinder Singh, also Hal Elrod's The Miracle Morning, the Power of Habit by Charles Duhigg, etc.



I am currently interning with World Youth Council (WTH) from home where I teach Maths and English to two underprivileged students online. I am also learning event management and planning to take up an online course to gain more knowledge. I even help my mother in household activities and have learnt to cook sweets like mohanthal, jalebi, barfi, besan ke laddoo etc, along with many other recipes.

These were some of the things which I did in my lockdown duration and still continuing. The lockdown has helped me in improving new skills, gaining confidence and in making myself a better person by challenging my capabilities and trying new things.

CERTIFICATE OF INTERNSHIP

This is proudly given to

SAMRUDDHI VIJAY

for completion of 10 DAYS Digital Marketing Internship
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SOCIAL MEDIA LISTENING & MONITORING

By, Aayen Pandey, BBA Sem-4, UWSB



Let's start with getting the basic idea of what social listening and monitoring actually means. Starting with social listening, it is all about finding and tracking online conversations around your keywords, your brand, business, about the industry and trends which you can then use to your advantage.

People usually assume social media listening synonymous with monitoring, but that's not the case. Monitoring is the first step of social listening strategy. Social media listening is more like checking the notifications every five minutes and monitoring is basically monitoring your @mentions around social media.

Now we'll move on to the advantages of Social Media Listening

- Managing the crisis: Brands should be prepared to handle the issues, put out fires. Hence one can always prepare the statements in advance, the customer who is not in a very good mood definitely won't be interested to talk to a robot (hence try to humanize the conversation).
- Helps in building trust among customers: Whenever something goes wrong with the consumers, a response from the brand might demonstrate others that your brand is responsive and actually cares about its consumer's needs; this would ultimately help in building trust.
- Take ideas for the ultimate consumers: You might

want to listen to people what they have to say about your product. Try to monitor and jump into conversations involving your brand, or maybe ask them if they like the product or not or if any changes they'd like to have in the product. Make sure it is a general conversation and not a Sales pitch.

- Helps you find the influencers: Once you listen to your audience, after a certain time you'll begin to get the idea of what your audience likes, dislikes and who are the people they follow the most, this way you can go ahead with influencer marketing too by selecting the one which most of the people like and follow in your target group.

Things you need to take care!

Now, you need to understand that your Social Media Listening Strategy would be unique to you, there's no such thing as "standard strategy or status quo". To make things a bit clear let's take the example of brands like Tag Heuer and Fastrack. So for a big brand like Tag Heuer managing their reputation online would be the top most priority in their strategy whereas... For a brand like Fastrack (which is relatively small) the strategy would have relevant reach, building brand awareness and monitoring the more established competitors in the market as priorities.

You might feel that customers are neglecting your brand, or not responding and that's completely fine, the one thing you need to take care is that customers won't care to correct your brand name while mentioning (yeah! It is kind of unfair) but being a marketer it's your responsibility that you do a deeper level of monitoring and check if anyone has mentioned you by some wrong name and respond them if they have some complain/query.

So to conclude I think social media listening and monitoring is really important and looking at the "digital shift" because of the pandemic it's even more important to take care of what people actually think of your brand in the online world.

ARTIST OF THE MONTH

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