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FROM THE DEAN'S DESK

– By Dr. Deependra Sharma, Dean, UWSB



Dear Students,
In the words of Arthur Ashe one important key to success is self-confidence and an important key to self-confidence is preparation. It was further emphasised by Abraham Lincoln when he said that he

would never be old enough to speak without embarrassment when he had nothing to say. So, if one wants to avoid such embarrassment why not perform the things required to avoid it. And one such 'thing' is preparation.

What is preparation for example with reference to speaking? Is it reading a book? Listening to motivational dialogues? These are a few examples, but not the best. Reading may help; but if one tries to obtain a lot of "stuffed" thoughts out of a book and to deliver them out instantly as his own, the entire activity will be lacking in something.

Being able to deliver well is devoid of just easy assembling of a few agreeable ideas that convey very little to you. Rather, it is the assembling of thoughts, ideas, convictions, and urges. There is no need to take up week-long courses to live up ideas, instead, they dwell with you every day of your existence which is filled with varied emotions and experiences. These emotions lie deep in your subconscious mind as thick as rocks on the sea bed. Preparation means to think, to ponder, or to recall, the thoughts that attract you the most. Refine them, configure them into a pattern resulting in the creation of your own mosaic.

One of Lincoln's most outstanding speeches was the one in which he spoke, "A house divided against itself cannot stand. I believe this government cannot endure, permanently, half-slave and half-free."

This phenomenal speech was not merely a night before practice but it was a result of constantly thinking about it by Mr Lincoln as he went to his work, as he took his food, as he strolled the street

or went to market with a basket over his arm. During this brooding and crisscrossing process, he scribbled down the notes, here and there including those on used envelopes, scraps of paper, bits torn from paper sacks or anything that was within his reach at that moment. He would stuff these bits of papers in the top of his iconic hat and would arrange them in proper order so that such scattered information may be written and revised as the whole thing, and maybe shaped up for publication.

The mastery of preparation lies in settling on the theme a week in advance so that there is enough time to ponder over it at various moments. Think it over for seven days; dream over it for seven nights. Think of it as the last thing when you retire. Work it out the next morning while grooming, while you take a bath, while you are riding downtown, while waiting for lifts, for lunch, for your appointments. Deliberate it over with your friends. Make it a subject matter of dialogue.

One should always remember that errors are inevitable, but security can always be obtained. This security is the supreme of what one can accept. It is the security of confidence in oneself. The confidence of being, presenting, and creating. But the day this confidence is lost, the security of activity is lost.

Let me put my pen to rest, by summarising my inklings in words of Sir Thomas A. Edison, who expressed "Unfortunately, there seems to be far more opportunity out there than ability. We should remember that good fortune often happens when opportunity meets with preparation."

So, keep practising the skill you want to master. There is no other way to do it.

RELEVANCE OF COMMUNICATION SKILLS FOR MANAGEMENT STUDENTS

– By Anjali Ramnani, Assistant Professor, UWSB

Warren Buffet said – “If you can’t communicate and talk to other people and get across your ideas, you’re giving up your potential.”

In the challenging 21st century environment, successful managers need to be highly efficient at communication. They are also cognizant of the fact that if their message does not strike the right chord with their audience, they are likely to not be understood completely, or get the support of fellow team members. Managers in leadership positions at all levels look to improve their impact and performance through effective communication. Simply put, being an effective communicator is a crucial component of our professional success. However, one cannot develop good communication skills in a day or a month; it’s a gradual process.

Research studies have shown that communication is the most sought-after skill among employers. One of the most significant reasons for training management students in communication skills is to prepare them for managerial positions they would work at, in near future. Being effective communicators also enables them to articulate their organization’s vision, inspire team members and create a conducive working atmosphere. This

skill is even more relevant in today’s rapidly changing business environment, where the disruption caused by the pandemic has resulted in so much volatility and uncertainty. Since a lot of organizations have shifted to working online completely, employees have been facing a lot of emotional, mental and psychological problems. A good manager would be able to help his team members navigate through such challenges of the digital age. Fostering meaningful interaction and collaboration are must-have skills for the new age managers today. Communication skills training can help students to develop their leadership communication style and maximize their potential strengths. In the process, they discover more about themselves and how their behavior affects others. It also enables them to use their emotional intelligence through interpersonal communication. From making presentations in the workplace, to pitching a new product idea to the boss, to solving a crisis at hand, it is the ability to communicate effectively that sets one apart from others. It is the differentiating factor between a good and a great manager. For reasons like these and more, the importance of communication skills for management students cannot be emphasized enough.



STAR STUDENT OF THE MONTH – JULY 2021

– By Jai Thakkar, BBA Sem 5, UWSB

Interviewed by Student Editor: Prachi Agade, BBA Sem 5, UWSB

1. Tell us about CDS Kenya and what is the work that you do in it?

Community Development and Sustainability (CDS) organization works on projects which benefit the sets of communities living around Mt. Elgon in the Cheptais region. We try to focus on providing solutions to basic problems in the Cheptais region. We follow the UN SDG's and our work is mostly carried forward with the help of people of Cheptais, interns, volunteers and partnerships with other NGO's. My work involves cross departmental talks and ideation and building of a public image of CDS, be it the website/social media platforms/events etc.

2. How did your journey for CDS Kenya start? How far have you come now as an individual in CDS?

My journey with CDS started as a volunteer for the Hearts of Care Hospital project proposal. I was determined to do more and take more responsibilities. Although I am a Social Media Officer, my day to day tasks often include tasks for other departments. In a few months I'll be done with setting up all social media accounts and will focus more on HR after that.

3. From where did you get to learn about CDS? Also how long has it been since you started working for CDS ?

It's actually a funny story; how I found out about the NGO. I was actually researching the state of the equity market in Kenya and I was searching their depository which coincidentally is also CDS. I was just looking at different search results and I clicked on the NGO's website. I've been a part of CDS Kenya for over 6 months but It feels like just a few days.

4. . What does your internship require you to do?

My internship requires me to be on spot with any problem that arises. As a social media manager, I am supposed to not just look at our work on social media handles but build an overall image on digital platforms which includes certain tasks from the IT field and HR department.

5. What were your views while starting at CDS Kenya and what do you think of it now?

When I started with CDS, I felt that the organization needed more managers and leadership roles. Since that time there has been a significant change. Now the organization has a director for every one of its projects.

6. How does CDS Kenya contribute towards the society through the funds you all raised?

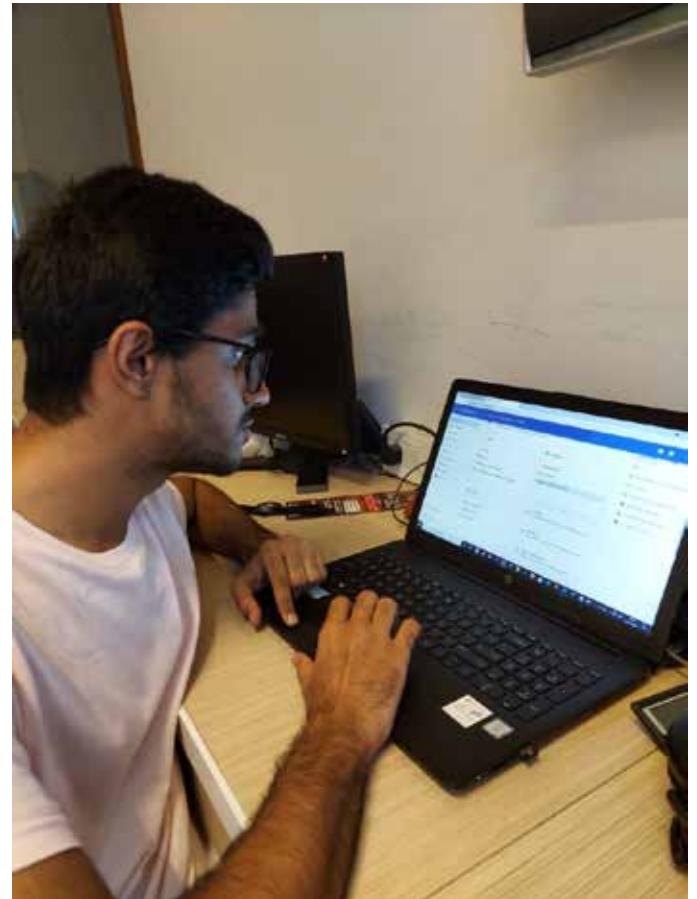
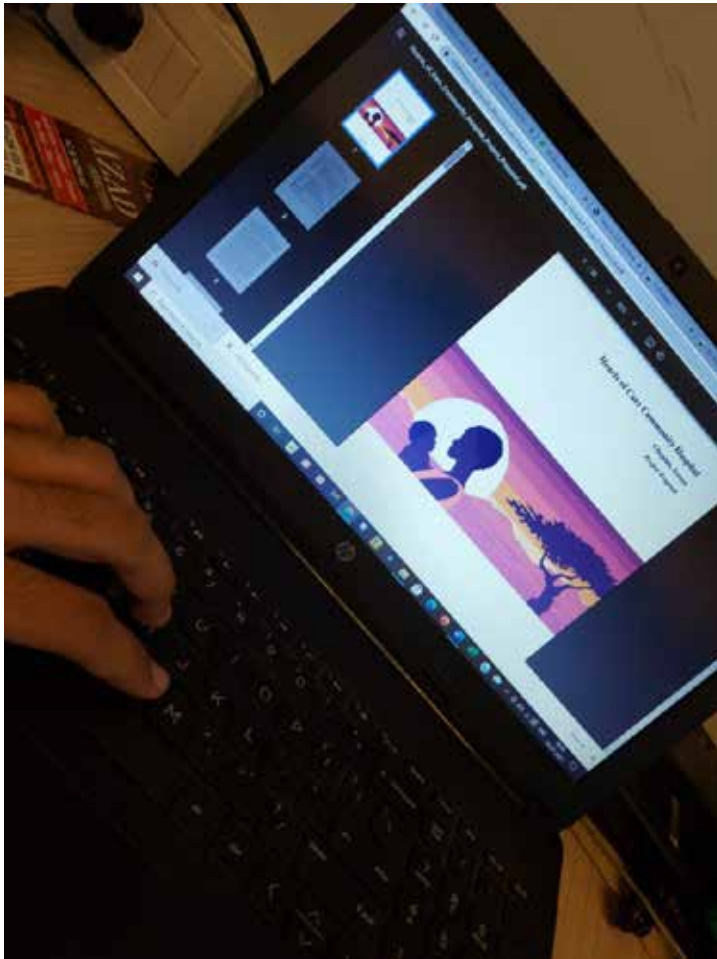
Through the funds we raise we train and teach women and girls, buy machinery and equipment and sometimes pay experts as well with this money. We are currently looking for grants to complete our Hearts of Care Hospital for women and children.

7. Now that you have been promoted to social media manager of CDS, can you tell us about your experience? What was your first reaction after knowing it? Was it obvious for you?

The experience of being a core member of the team has been really enlightening and interesting to say the least. I started with a team of about 25 people as a fundraiser. I later realised that getting funds and grants approved could've been easier if we told people our story and our work, so, I started by reorganizing Facebook and Twitter accounts and started with Instagram. After our work for HCH was done I asked if I could take the responsibility. I kind of knew this was about to happen, just not when.

8. There are many students on our campus who would like to help out in such causes. Can you suggest some websites where they can contribute too?

I feel everyone should try volunteering once. You can visit www.unv.org and find an opportunity that interests you. In case you need some motivation you can read testimonials on the same website. Once you know that you enjoy working for the greater good you can always ask the organization for extra responsibilities.



FACULTY ACHIEVEMENT

– By Professor Gunjan Sood from UWSB

Published a research paper titled "Efficiency Assessment of Indian Textile Units using Data Envelopment and Regression Analysis" in Indian Journal of Finance which is an ABDC - C category listed and Scopus indexed journal.



DISCOVERING ARIEL SKILLS

– By Isha Shah, Sem 5, BBA, UWSB



To be honest I don't know where to even start from, growing up I always loved to do different activities, be it sports, art, photography etc. During my initial college days, I did get plenty of time to take up one more activity but on another hand, I was confused about which one because there were so many to choose from. Then one day while I was surfing down the Internet and social media I found a video regarding aerial silk. I talked with a few of my friends who too were engaged in different activities and it pushed me a little closer to go for aerial acrobats. From all the information that I could gather about aerial silks is that it is a type of performance in which one or more artists perform aerial acrobatics while hanging from a fabric.

The fabric may be hung as two pieces, or a single piece, folded to make a loop and performers climb the suspended fabric without the use of safety lines and rely only on their training and skill to ensure safety. They use the fabric to wrap, suspend, drop, swing, and spiral their bodies into and out of various positions. Now the basic task was to find a suitable class and instructor for the same. I was lucky enough to find one quickly and I admitted myself to 'Aerial Dance India'. I had a roller coaster of excitement going on as it was my first day over there and aerial was something very new and

different to me. I got scared as well as excited because I had to climb up and hang myself upside down, at one point, the thoughts were racing in my mind that, what if I fall? How will I be able to do that? Etc.

Soon after I got better at it, day by day I started to improve and got more flexible. Even before I knew it, aerial acrobats became my favourite activity. I started aerial last year but due to a pandemic it was on hold but now I have restarted my practice at the academy. I fell in love with it so much that I even got the aerial silk set up done at my house. On a really bad day, an hour of aerial acrobats is the mood fixer for me. The key my friends is not to try something new or different but to be consistent in it. I would like to suggest to all my friends and Ku'ites to have at least one such co-curricular activity that can be a mood lifter, any encouraging activity that can make you confident from within.

Once we all graduate, our lives will become so busy that we will need something that can de-stress us... for me, it is the aerial acrobat set up at my home and it can be a game of tennis for you and a set of sketchpens and sketchbook, or maybe even the kitchen supplements to bake or a camera to capture the world nobody does. If one wants to know more about aerial acrobats, I am always around and would love to answer all your questions gleefully. All the best.



STUDENT ACHIEVER

– By Mani Gupta, Sem 3, PGDM UWSB



The lockdown may have proved to be the worst phase for any college going student. Some of them haven't seen the campus yet, or met their classmates. Online classes are tiresome and often no fun like being on a campus. Yet, some of us, like Mani Gupta from PGDM Semester 3, UWSB have made the most of the lockdown and study from home phase into enhancing his skills and adding many feathers to his cap. Mani recalls the initial days of the lockdown and says, "It wasn't easy to stay at home and feel frustrated. I wanted to convert all my free time into learning and aiding my resume in such a way that no company can reject me post pandemic for my dream job". Mani completed 19 certification courses that includes SEO foundation, SEO link building, Advertising on Facebook, LinkedIn and other digital marketing certifications along with creating a website on Wordpress, creating a go-to Google market and becoming an international SEO expert. We wish Mani the best of luck.





FACULTY ACHIEVEMENT

– By Dr. Vikrant Jain, Assistant Professor at UWSB

Invited as a judge for Slogan Competition and Oral Presentations, on International Menstrual Hygiene Day.





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