

Sky is orange and nature is at its best!  
Feels like you are in heaven..  
**Just look at the sky and Feel the peace**

- By Yash Dodia, BBA Sem 1, UWSB





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# PROGRESS IS ALWAYS AT A COST

- By Dr. Kavita Joshi, Assistant Professor, UWSB

Progress has never been free; it always has an associated cost. A person needs to responsibly decide what amount of cost he or she is willing to pay for an extent of progress. Well known author, Mr. Devdutt Patnaik has explained the concept of cost of progress by taking an illustration from Mahabharata. Pandavas were given the land of Khandavaprastha by their uncle as a part of their inheritance. In order to build their capital city Indraprastha, a part of the forest of Khandavaprastha was set ablaze. Large number of plants and trees were destroyed, and numerous animals and birds lost their lives and habitat. The wild life and resources were the cost paid by the Pandavas for the beautiful city of Indraprastha. As the eldest brother and king Yudhishtir had to decide about what portion of forest had to be destroyed for building the magnanimous city, he wisely evaluated both progress as well as its cost. As a king he had to balance between the nature, its resources and progress.

Similarly, today we as an individual or as an organisation should evaluate the cost of progress and decide about the extent of it. We cannot consume resources beyond what is being allotted to us. We are privileged to use the most precious resources of nature like fresh air and water at no cost. Along with the privilege we also have to assume the responsibility to pass it on to the next generation by causing least or tolerable damage to it. The extent of damage should be decided wisely. Worldly resources are passed from current generation to the future generation. But natural resources are the borrowed resources. We have borrowed it from our future generation, which has to be returned to them.

In a sort of blind race of progress we have already depleted the resources to a great extent. It's time to halt, ponder as to how to make good the loss, so that we are not remembered as an irresponsible generation.



# ART WORK

- By Prof. Nupur Rawal, Assistant Professor, UWSB

During the lockdown, I started learning drawing through Youtube and it helped me discover my hidden talent.

I have learned Mandala Art, meaning 'circles' in Sanskrit, Mandalas are sacred symbols that are used for meditation, prayer, healing and art therapy for both adults and children. Mandalas have been shown in clinical studies to boost the immune system, reduce stress and pain, lower blood pressure, promote sleep and ease depression.

A mandala is a symbolic picture of the universe. It can be a painting on a wall or scroll, created in coloured sands on a table, or a visualisation in the mind of a very skilled adept. Today, the mandala is viewed as a diagram, chart or geometric pattern that represents the cosmos metaphysically or symbolically; a time-microcosm of the universe, but it originally meant to represent wholeness and a model for the organizational structure of life itself, a cosmic diagram that shows the relation to the infinite and the world that extends beyond and within minds and bodies.

Here are two of my Mandala Art: One is Goddess Lakshmi and the second one is form of Mandala art, known as Zentangle Art.



# ADIEU GLOBALIZATION?

- By Jai Thakkar, BBA Semester 3, UWSB

The first industrial revolution led to globalization and with improving technology and more and more governments becoming capitalistic by the day gave it a boost, yet we stand here in the year 2020 with all our trade and supply channels deeply affected and countries focusing more on localization. Is this an indication that globalization was a merely a flawed ideology or have we as a race never understood the term in its entirety or are we about to learn more.

Every hour, minute, second we live, we are undergoing a change and in the end this change would be termed as the fourth industrial revolution or AI revolution. The question that really strikes our minds is that will globalization survive this change and if it does will it be as important as it has been since the 19th century.

An ideology is nothing but a thought that teases our brains and makes us say "what if?". An ideology neither takes birth nor does it die. Globalization might have been termed in the 20th century or the 19th but the point is that it has always been there right in front of us. Silk Road (2 BCE to 18th century), Grand Trunk Road (321 BCE – present), spread of ideas behind democracy to name a few.

On the other side of this astounding change we are undergoing will be a world run by Big Data and Artificial Intelligence.

Whether or not globalization as corporate term will survive can be quite a contentious topic but I will say this: The ideology will never die.

# BOOK REVIEW: THE ALCHEMIST

- By Ritu Sakhiya, BBA Sem III, UWSB

**DREAMS ARE MADE TO BE FOLLOWED  
LIFE IS MEANT TO BE LIVED  
SOME BOOKS ARE MEANT TO BE READ  
LOVED AND PASSED ON  
THE ALCHEMIST IS ONE OF THOSE BOOKS**

It is the story of a shepherd boy from the Spanish Province of Andalusia who dreams of traveling the world in search of a treasure as desirable as any ever found. From his home he journeys to the exotic markets of North Africa and then into the Egyptian desert, he gets duped, experience love, loses and makes money, learns a different language, meets different people, finds himself in pleasant and not-so-pleasant situations. His journey is full of adventure and lessons, while he also finds the privilege of meeting a king, a desert woman and an alchemist, each heading to his life's new turns and perceptions.

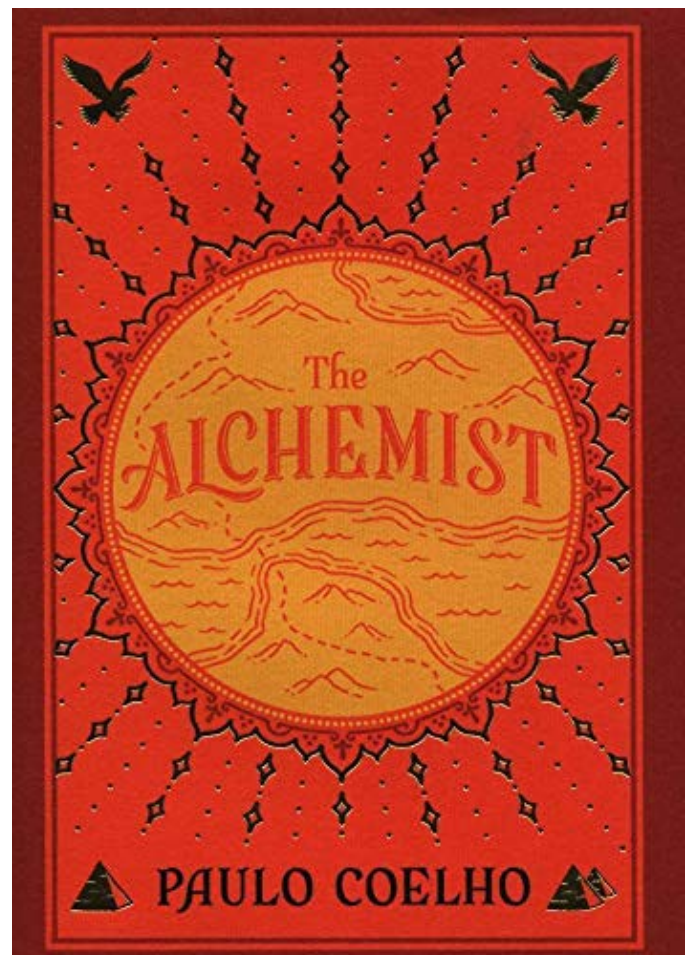
The book emphasizes the values of spirituality, faith, hope, and love through symbolic narration of a fascinating story of an ordinary boy with extraordinary believes. It teaches its readers, in a very subtle and effective way, the power of positivity. Also, the desert locations that the book encompasses lends a greater mystique to the plot.

Originally written in Portuguese, the book has won the Guinness world record for being the most translated book by a living author. The style of the book is third person narrative. The language is simple, yet effective. Every word lends a meaning to the story. It is ideal for readers with a basic command over English language, as well as, for those who are proficient.

The setting in this book is so vividly described that the reader can feel the lush, cool grasses of the Andalusian fields; this soft glow and warmth emanating from the buildings of the towns; as well as the burning sands, the hot wind, and the overbearing sun of the Sahara.

Coelho makes such seamless transitions between these diverse locations that if Coelho had not mentioned it himself, the reader would not have realized that these settings, which seems worlds apart, are only two hours away from each other. Also, Coelho never makes a direct mention to the time period. Instead, he allows the reader to become lost in the timeless and ancient allure of the desert, filling the reader's mind with mystery and awe, which sparks the imagination into filling in all the details with the aura of Arabia. Only a handful of books do not pale in comparison to the settings of the Alchemist.

Paulo Coelho paints the readers mind with surreal settings, a fascinating storyline, and a simple style of writing chock full of meaningful insights that will leave the reader feeling warm-hearted, inspired, and ready to shoot for the stars.





# ZODIAC SIGNS AND PERSONALITY FACTORS: A COMPARISON

- By Bhupinder Arora, Assistant Professor, UWSB

Personality is a term generally understood by a layperson as the outer appearance of a person. People normally associate it with what one wears and how one looks. But if we go by the real meaning of personality, it is associated with a person's ability to adjust with his or her surroundings.

Traditionally, in India, twelve zodiac signs (Mesa, Vrsabha, Mithuna, Karka, Simha, Kanya, Tula, Vrschika, Dhanusa, Makara, Kumbha, Mina) highlight the various characteristics of individuals born under these zodiac signs. However, academicians completely ignore and reject this ancient Indian classification questioning its validity. They criticize and refute this classification stating that it is impossible to categorize people into just twelve types.

Empirical research published in this area predominantly focused on western findings which mostly talk about type and trait theories of personality. Initial research in the area of personality divided people into three major types on the basis of their body shapes: Ectomorphic, Endomorphic and Mesomorphic. It was believed that this determines the various behavioural characteristics of a person (happy-go-lucky, lazy, and competitive).

However, many researchers refuted this type theory stating that it was not possible for all individuals to be categorized into three types. Later advancement in the area gave us two major frameworks- Big Five Personality Factors (extraversion, agreeableness, conscientiousness, neuroticism and openness) and the Myers and Briggs Type Indicator (extraversion or introversion, sensing or intuition, thinking or feeling, judging or perceiving). These frameworks majorly highlighted the impact of heredity (chromosomes) and environment in developing personality and the role of these traits in personal effectiveness and success at workplace. Another framework which was developed by Guilford highlighted 180 different intellectual abilities of human beings. But later on, these multiple personality factors were reduced to just a few factors with the help of factor analysis.

Given the Indian context and western development in the area of personality factors and individual differences, the important observation which I wish to highlight is that empirical research also eventually clubbed various related characteristics under one factor with the help of factor analysis and categorized people into big five or sixteen personality factors. This is in a way similar to the Indian astrological classification of twelve zodiac signs. The only difference is that the Indian classification lacks an empirical explanation on which these signs are based. However the idea behind these zodiac signs and their explanation is the same. Each of these zodiac signs describes the unique behavioural characteristics of the person belonging to that particular zodiac sign. Similar to MBTI and Big Five Factors, it also attempts to predict the profession that a person belonging to a particular zodiac sign would be most successful at. These zodiac signs also predict temperamental characteristics of a person belong to any of these zodiac signs.

I would like to conclude by saying that we have a lot of ancient knowledge gathered through cultural heritage, and that this needs attention and empirical explanation so that we can highlight the



# THE SUBJECTIVE TRUTH

- By Kashish Parihar, BBA Semester 3, UWSB

Belief or as we may say the subjective truth -- yours, mine, ours, the basic notion of seeing through people as subjects of life, work or any perspective or thought.

Human being a complex animal has a neo frontal cortex giving birth to belief, imagination, thinking unlike other animals hence we see people through a filter of beliefs while some may believe belief is something you have some say belief is what you are while belief is something that shapes us and our personalities different people have different personalities on what they believe every belief every personality is valid.

Management science strives clear of beliefs, a much larger concern is given to the institutional values arrived at by a team of team of logically processed set of minds. These belong to no one but every member of the institution is voluntarily obliged to cling with them even at a cost of self beliefs at least during office hours. organizational behaviour are mapped to a logical, rational direction to be followed by all irrespective of personal principles for as long as you are up to the respectful set of rules no one really cares what you may feel or think

Despite the masked pretense of objectivity and logic, management science has rooted itself in cultural truth, the subjective truth of the west, indicated by the obsession with goals. **Target comes first then tasks then the people**

Humans possess the ability to control fire, water, plants as well as animals but we struggle to control the human mind. The idea of corporate works on the notion of control ,lack of control makes us feel powerless while human having a fancy brain never settled with the idea of being controlled as we consider ourselves as heroes, villains or martyr's cannot settle with being controlled by a fellow mate hence the Greeks and European gave control a façade cover of corporate bringing in the idea of rationality to dismiss another's belief showcasing the shiny exterior of the ones being successful in the days of yore .

The stories, the examples, the business practices and the shape of the organization make up the shiny exterior we are all engaged with, contained within is the belief, approach and aim often overlooked

Rational got a good name while myth was considered a bad name in spite of being twins born from the same womb a human mind is often reviewed as parallel perceptions

In the second half of twentieth century people started observing the rational ideas propagated by modern idealists, the vernacular used to express ideas cherished cultural ideas: innocuous words like "Development" and "evolution" revealed a belief that business should have a direction, a purpose, a system.

The frameworks provided are too rational, linear and objective and promote industrial growth regardless of individual growth born in American and European universities and are based on western templates , the problem with corporate makes a lot more sense when seen subjectively ,the modern business practices are more focused on objective institutional truth or owner's truth rather than the individual truth , people are seen as assets and managed through compensations but humans can't be treated as mere tools they imagine they think they demand acknowledgment their needs can't be dismissed as irrational.

The management set of rules and system is rooted in Greek and European methodologies belief's and culture. The Indian economic political managerial and educational system are also rooted in western belief but Indians themselves are not



The root of Indian approach lies in its very own culture and mythologies to be decoded in every individual's belief, belief itself as conventionally approached in modern times is very different from traditional Indian approach we give a greater value to changing oneself than the world, we may not want to change our belief but we can always expand our mind to give space for other's belief doing so not only benefits the other for it makes us wiser, reveals the patterns of the diverse minds therefore help managers and leaders appreciate better the behavior of their investors, regulators, employers, employees and customers. But we struggle to expand our mind as growth is change and change is often frightening. Our personality our thoughts marks the farthest frontier of our comfort zone beyond which we are afraid to go Business is ultimately about decisions when we make decisions we use frameworks consciously or unconsciously while frameworks of business science are objective they are supposed to be subjective

The subjective may not always be the ultimate truth they are meant to be reflective not prescriptive the aim is to provide the decision maker a set of options to facilitate decision making apply it only if it makes sense to your logic and not because someone else is prospering when he applied it, you may find no references no testimonies or evidence. Even case studies are imagined tales to made to gain perspective for uncovering better solutions the aim is to derive knowledge from the past and not a rule book to be monotonously followed but discover invisible shafts playing key role in business success or failure

# THE LANGUAGE CLUB

- By Prasiddhi Jain, Club In Charge, UWSB

Evolving is a must to keep yourself updated with the corporate world. One's hard work and learning will always be useful at some point of their life. And so is the language no matter what country, which region it belongs, it may become helpful and productive at some point of time. Keeping this in mind an idea cracked in one of the PGDM student's mind of sharing the knowledge that he has. An initiative by a student of teaching the German foundation class to fellow students was very well in the thunder but no one knew other hundreds of invisible helping hands including the Language Club, trust, and support from faculties of UWSB, and those 17 participants who were dedicated to learn the language. Vishva Sureliya (A1 Goethe Institute Certified) from PGDM batch 19-21 initiated the idea of teaching the German language to his batchmates. With the help of the language club and the support from UWSB, He executed the course on 1st May 2020 with 29 active student participation out of which 17 made it to the completion. The program was named "Deutsch Lernen" and was conducted as a complimentary course without any cost. Deutsch Lernen was completely designed by the tutor, Vishva,

## The program consisted of the following 3 parts:

- 1) Learn German (foundation level)
- 2) Free consultancy if any participant wants to appear for the Goethe A1 examination.
- 3) Free consultancy if any participant wants to plan his/her studies in German.

Learn German aka "Deutsch Lernen" included 24 sessions, Sessions were conducted on a regular basis, with at least 3 hours training a week. A separate drive was provided to the students where they can access the notes and ppts. Those notes were regularly updated by Vishva. Assignments were also provided for practice purposes. Marks Structure was as follows:

20 marks for attendance

80 marks for assignments

100 marks final test (Grammar, Reading, Writing and Speaking)

A student is eligible or must get a certificate if he/she has 1) More than 60% of attendance. 2) More than 60% of marks (120 out of 200)

UWSB organized a closing ceremony for the students who participated in the German class. Prof. Sunil Patel executed the idea of distributing the certificates virtually while felicitating the tutor as well. In the presence of Director Kishor Sir, the ceremony was conducted. Prof. Vikrant Jain, Prof. Bhupinder Arora and Prof. Kunj Ganatra, Prof. Kavitha Joshi, Prof. Bansari Dave were also there to cheer and congratulate. The support that our department gave is immense and overwhelming. With the great feedback from students and motivation from our faculties we are obliged and happy to announce another batch.



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