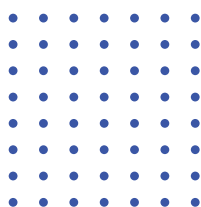




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2021**



UWSB





UWSB

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From The Dean's Desk

By: Dr. Deependra Sharma, Dean, UWSB

Dear Students,

I am excited to see all of you in person and want to confess that we missed your presence at the campus. I believe that you too would be excited to get back to your University life where you learn, make friends, engage in co-curricular activities and must be eager to embark on this journey with a refined focus on transforming yourself into a well-groomed professional. Now that you are all here with us, one thing I can assure you is that you have joined a lively, warm, diverse, and energetic academic community.

I am fully aware of the fact that each one of you has joined KU with lots of hope and a strong urge to excel in life. Your heart

is full of passion and your eyes are full of dreams. Let us work together to make your dreams come true and transform you into holistically developed employable individuals.

The revised curriculum ensures that each one of you can excel in the area of your interest. The activities are spread out in such a way that there is skill building at the conceptual, application, and analytical front. Each student has an opportunity to participate in student-managed clubs to equip themselves with the strength to lead, the capability to observe, analyse, and participate in

networking events and activities. All this combines to shape a vibrant and thought-provoking learning environment. I, along with my colleagues, want our students to ponder deeply, analyse broadly, think creatively, and plan analytically—to seek out novel approaches to find solutions to everyday problems.

But at the same time, some of you are still a little scared of Covid-19, tense, and hesitant to return to a regular full-fledged routine; let me assure you all that all safety measures are being practised on our campus. I would also like to reiterate that sometimes we have to do what we don't love, to be able to live a life we love.

Looking forward to sailing this vast ocean of wisdom together.

Play to Learn OR Play and Learn?

By: Kunj Ganatra, Faculty, UWSB



tower after brainstorming with all members. What followed a little later were balloons bursting, many towers swaying and falling down while many stood tall

and looked like a cuter version of mini Eiffel Tower and befriending new faces. At the end of 30 minutes, all the leaders were called to the

front and asked to narrate their experiences and learnings. The few common lessons learned were:

- Never underestimate the only girls team
- Never underestimate the team with least members
- Creating a stronger base can help building a stronger fort, if not the tallest one
- The subtle art of listening and agreeing to decisions that one person makes irrespective of what one believes will work
- A little risk lies everywhere
- Planning is more difficult than just thinking to plan; although that's the first step

Many more learnings and experiences shall follow in the entire semester... there is nothing like learning it all practically while also having fun

Leadership lessons are taught in many ways... It can be from a book or classroom discussion; it can be learned from watching a movie or reading case studies. But like they say, throw the child in the pool at an early age and it will learn to swim on its own. Leadership lessons in the classroom with a dash of fun—During the very first week on the new college campus the students of BBA Semester I enjoyed a session where they were grouped together, given some balloons and tapes and were asked to create towers from those balloons without using the support of walls... Some 10 groups were asked to choose a leader and let that leader decide on strategies to make the tallest



Faculty Achievement

By: Dr. Mansi Tiwari from UWSB



KU published a research paper titled **"UTAUT3 Model Viability Among Teachers Due to Technological Dynamism During COVID-19 "** in Emerald Insight journal **"Information Discovery and Delivery"** which is an ABDC category journal & Scopus indexed in the month of August, 2021.

Star Student of the Month

By: Isha Shah, BBA (Hons.) Sem 5, UWSB

Interviewed and compiled

By: Prachi Agade, BBA (Hons.) Sem 5, UWSB



Q.1. Hi Isha, so let us start with how you cultivated this hobby of badminton?

Well, I don't know where to even start from, growing up I always loved to do different activities, be it sports, art, photography etc. So, when I was in my teens, probably sixteen, I went to a club and played badminton for the first time on court. So I guess around half a decade now but I feel the journey has just begun.

Q.2. Do you remember the first game you played?

Yes, it was a disaster. My shuttle couldn't even cross the net. But that was the day I decided I wanted to make badminton a part of my routine. After that day I made sure to play a few rounds of badminton every single day to get better at the game. It took several games to keep beating my older score until I was confident enough to participate in competitions.



Q.3. Tell us about some of the tournaments that you participated in so far?

After a year or two of steady practices, I started playing tournaments like "Khel Mahakumbh" and various club tournaments at the city level. I have even played in various inter school competitions and inter college competitions. The more I participated in competitions, the better I had an idea of how it actually works on courts with opponents I don't know about. Playing with competitors taught me much more than just playing it right...it teaches much beyond it.

Q.4. Explain to us what more you gained? How badminton shaped you as a person?

Badminton isn't just a game, it's a mood lifter for me. Whenever I am in a bad mood I just make sure I am at court and play a few games of badminton and then I am good to go. Badminton has even helped me in my personality development it has helped me to gain more confidence. I used to hardly workout or do any sort of exercise. Once I started playing badminton, I lost a couple of kilos. It has also taught me a lot of things like sportsman spirit; the importance of a physical activity in one's life; and a lot of things.

Q.5. Any message that you would like to give to everyone?

From not even able to do proper service to winning tournaments, it has been quite an amazing journey for me. I hope this article inspires everyone to choose a sport as a hobby and I assure them that they will see the best version of themselves.





Believe in Your Willpower

By: Arpita Tomar, BBA (Hons.) Sem 3, UWSB

Many people set their intentions from time to time to achieve their goals. Whether they want to achieve financial success, a healthy body, avoid drug addiction, or stop procrastinating altogether. But most people are inconsistent in their goals because they often lack willpower.

Our human brain is considered powerful, and one of the most powerful forces in our brain is willpower. However, willpower will not automatically increase over time, it will increase with our current understanding of self-control. According to researchers, willpower

describes the components necessary to achieve the goal: First, establish motivation to change habits and set clear goals. Second, you must monitor your behavior towards that goal. The third component is willpower.

Adventure:

You cannot always be sure in your life. Only those who are willing to take computational risks can achieve their goals and strengthen their willpower. You can never expect a change in your comfort zone. The world never rewards people who play safe at all times. The more risks you take, the better your willpower

Discipline:

One can only maintain consistency by maintaining discipline. It is important to be consistent to achieve the goal. Almost 99% of people fail because they lack discipline. Discipline doesn't mean you have to get up early every morning and train like a soldier, but rather work consistently according to your work schedule on a regular basis, which will maximize your productivity and willpower.

"Discipline is the bridge between the goal and success"

Attitude:

There is a big difference between winners and losers, and that is attitude. "The winner always wins in the head first, and then wins on the battlefield." Your attitude is important to your willpower. Strong-willed people have an attitude of trusting themselves more.

Never stop learning:

A goal-driven person will have a lot of knowledge in their field. They will never stop learning as they grow older and are willing to learn from people of all ages.

"The day you stop supporting yourself is the day you die."

If you keep changing your consciousness as the world changes, you will have confidence in your willpower.

Time investment:

Time does not stand still for anyone. The time in our lives is very limited. If a person devotes all his time to the right direction, he will never be able to stop. Always understand the value of time and use it with caution, then money.

We always create our own destiny, and you can achieve any goal if you master your own willpower.

The World and The Girl

By: Gungun Somani, BBA (Hons.) Sem 1, UWSB



"Greatness comes not from a position, but from helping build the future."

Indra Nooyi.

From little seeds, mighty trees grow, but what does it mean to be mighty? The answer is probably power, but what good is a big tree if it's deciduous? People in authority owe it to others to help them develop and succeed. All they need to provide is a sense of value. Once provided, people work on that value at their own pace. To truly acknowledge someone as a human being, we must appreciate and empower their existence and efforts. When you compliment people, people aspire to be better.

Overcoming gender inequality is a journey from being someone's other half to being a complete one. Gender bias, although still prevalent, has declined considerably and positively over the years in Indian society. Throughout the Vedic era in Indian history, women performed a variety of administrative tasks. In modern times, women's entrepreneurship and employment is a notable source of pristine economic growth.

Why are Women Entrepreneurs important?

Statistically, women entrepreneurs have more effective communicational and organizational skills. They inspire other women to come forward, which leads to more job creation.

Women-owned businesses tend to focus better on the workplace culture by being time-flexible and prioritizing the health & safety of their employees. Women bosses also have a different work culture where the employees have often felt valued and emotionally connected as mentioned in various researches.

How are women entrepreneurs being promoted?

Women entrepreneurs are promoted on both at local & regional level as well as national level, women are encouraged to start their *gruh udhyogs* at rural levels and in urban areas motivating them to seek financial loans as well, one such called Women Entrepreneurship Platform (WEP) is a Government of India initiative by NITI Aayog to promote & support aspiring and established women entrepreneurs. Another government-led initiative is by Startup India, where they collaborate with select organizations across India, to provide free co-working space and speed mentoring sessions for women-owned startups. UNICEF also helps many working mothers with easy funds to encourage them to work. There are eased-out laws for working women while applying for home loans and purchasing properties.

How is CSR a tool for attaining

women's empowerment on a bigger scale?

Corporate Social Responsibility (CSR) is an opportunity for businesses to take care of their customers and communities in a moral, sustainable way. Various women entrepreneurs, corporates engaging themselves with social awareness programs & CSR initiatives act as a catalyst to women empowerment. Identifying some of the most sought after and prime examples of such initiatives are the following:

Women Entrepreneurs India, WEI:

Founded by Ms. Mahalakshmi Saravanan, this organization provides a platform to educate and motivate women entrepreneurs through sharing ideas, mentor guidance, and funding avenues. The aim is to deliver marketing support while working on online visibility.

Project Shakti, Hindustan Unilever Ltd.:

This project aims at financially empowering rural women and creating livelihood opportunities for women entrepreneurs. Under this project, they gain selling & communication skills and are trained in distribution management basics and HUL's products.

Project Sarthi, Subhash Chandra Foundation:

The project works in different vertical areas by raising people's social awareness of rights and obligations. In terms of empowering women, the Sarthi Project has successfully prevented female abortion and child marriage in many areas.

O Womaniya

By: Samridhi Priya, BBA (hons.) Sem 5, UWSB

Project Sakhi, Hindustan Zinc Ltd.:

Aims to assemble rural women into self-help groups (SHGs) and develop their leadership & entrepreneurial abilities through training programs. Micro-enterprise units based on spices, pulses, and pickles were established in Chanderiya, Agucha, and Kayad to provide sustainable livelihood opportunities for these women in self-help groups.

Project Salon-i, Godrej Consumer Products Ltd.:

Salon-i offers basics with beauty and hair care training for girls and young women. The curriculum is combined with life skills and entrepreneurship modules to provide interested candidates with entrepreneurial skills. The courses have been digitized through the learning management system (LMS). After Salon-i was established, the proportion of women working for compensation increased from 14% to 45%, of which 78% entered the labor market for the first time.

Project Swayam & Project Sanjeevani, CEAT Ltd.:

Under the Swayam project, the company teaches driving skills to women and helps them obtain licenses to work as drivers in the transportation sector. They are also trained to make a living by driving taxis, school buses, and two-wheelers. These women will receive placement support after obtaining a permanent driver's license. Within the framework of the Sanjeevani project, the company supports the training of bed assistants/patient care assistants for poor women, providing them with livelihood options in the health sector.

WASEP, LTI & UNDP India: The primary program goal is to build the capability and competence of 2,000 underprivileged women beneficiaries in Mumbai and Thane to produce a wide range of high-quality Warli products. To provide training and help women beneficiaries connect them with markets where their products can be sold. To create a sustainable ecosystem to train these women artisans.

Several state-owned Universities provide free education to women pursuing higher education upto doctoral level as well. This helps women feel empowered and encouraged to gain more knowledge and experience. Various women-owned companies hire only women employees from the nearby vicinities to give them financial freedom, especially in the rural areas and Anganwadi where women are not allowed to go and work at faraway offices and places.

To conclude, women's empowerment is highlighted by providing a fair platform to women in the corporate sector and undertaking campaigns to motivate the overall development of women. Doing so is essential for women in realizing their potential, and for corporations in realizing their responsibilities of hiring females in equal numbers.



The World and The Girl

By: Gungun Somani, BBA (Hons.) Sem 1, UWSB

The world told me to die,
I don't know why!!
But wait world, I want to fly high,
Because my dream is to touch that sky!!

I know life's graph will never go straight,
And in the curves of life I will be deathly frustrate,
I know today I'm walking on the edge of knife,
But here I'm ready for every thrilling episode of my life.

There were times when my soul was depressed,
The world told me " Hey girl! All your dreams are now
suppressed".

And when I said to myself "let's hope for more",
The world shouted from behind "hey girl! Just mop the
floor".

The world told me," you have nothing in which you are
not LACKING",
But unlike you, world! At least I'm not FAKING.

There were times when i was completely broke,
And all my dreams were completely chopped!!



The World and The Girl

By: Gungun Somani, BBA (Hons.) Sem 1, UWSB

Again the world told me "Hey girl! Just stay quiet"
But not this time world,
This time I decided to fight .

Now it does not matter whether for me the world has
love or hate,
As I have realised that yet it's not too late.

I know in life, many times I will Fail,
But I'll make sure that my failure will become the most
mesmerizing part of my TALE.

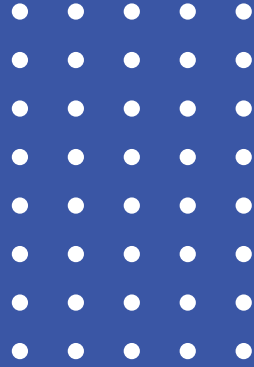
Now I will not waste my time in Explaining,
I would rather focus on my cause of failing. This way
with continuous improvement,
I will become a big hit,
And then I want to ask the world "Now, In the criteria of
life Do I fit?"

Okay, whatever your answer is,
Now I don't want to hear,
As I have already outclassed this world's horrible fear.

No world !! I will not die,
Instead I will become the queen of that sky, And I will be at that
immense height, At which you can't reach even with your farthest insight.



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