



MAY 2022

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EDITOR'S NOTE

Dear Students,

Summing up the whole of May in just one word:
EXAMS!

Pre exam preparations, stress during exams and submissions of projects with a post exam viva and submissions feel never ending. While the first timers are always confused as to what is to be done and recollecting enrollment numbers and various terminologies, the senior batch wants to capture all moments and want to make the maximum of the least time left with classmates before they get into the corporate rat race. The second year students have more trouble understanding how to squeeze a little fun time in between exams and internships and getting a bitter-sweet experience of corporate life. May is also the hottest month if you are in Ahmedabad-Gandhinagar. Post May, things start to simmer down.. Summer break brings in a lot of extra hours of sleeping and basking under the sun. Some students make the most of the free time and opportunities while a whole lot of others What can you do while on a break if not working/interning somewhere?

- Pursue an old hobby that lost somewhere in the store room or back of the cupboard
- Find a list of feel-good movies and watch it as a marathon with friends
- Write your goals and start with the one that can be easily accomplished first and lead on
- Go volunteer for a cause, best if it involves pets and furry friends

- Go catch the sunrise and sunsets and make a picture vlog for being able to survive the worse two years of covid
- Catch up with the lost long relatives or call or best-visit them for a couple of days
- Make a youtube channel and create videos for a subject you liked a lot during the last semester, your juniors will thank you for that a few months later
- Take a break from gadgets and trek around the mountains
- If you are a reader, take a few swayam or coursera courses and add it to your LinkedIn
- Help around to clean your neighborhood. Create an awareness for global warming

Mail us if you have done anything interesting that can be added in this list above.

Also wishing our busy (with internship) students the very best for their first corporate experience. The first of all 'waking up early to reach office on time' , 'skipping breakfast' , 'postponing lunch to high tea time' , 'giving last minute finishing touches' and 're-writing emails to sound more professional' to 'being congratulated for winning milestones' ... we are very proud of you all going out of your comfort zones and learning new things.

INCOTERMS

By Prof. Nupur Rawal, Assistant Professor, UWSB

INCOTERMS or International Trade terms or International Commercial Terms, are the series of rules and regulations created by the International Chamber of Commerce to establish commercial relations between importer and exporter. Terms of delivery or INCOTERMS were created to avoid any misunderstanding in international sales contracts. As per the import – export procedure, both the parties have to decide and mention the terms of delivery (Or INCOTERMS) in the sales contract while concluding the export deal.

The main advantage of INCOTERMS is the standardized terminology used by all companies involved in international business. Specific terms help the organization to have clarity about the rules and responsibilities for both the seller and buyer to avoid confusion.

INCOTERMS are regularly updated to keep up in developments of international trade. The latest edition of the INCOTERMS rules is INCOTERMS 2020. However, INCOTERMS 2010 still remains in effect for those using them. INCOTERMS terms of delivery describe eleven obligations for the seller and the buyer. Most important are the definitions of delivery and taking delivery, division of cost and transfer of risk. Most parties agreed with these three obligations, if in case the terms of delivery are not defined between the parties then INCOTERMS could not solve the problem.

- **Delivery:** until which point the seller bears the delivery risk and can provide instructions about the delivery concerning the goods and from which point buyer takes the delivery risk and buyer can provide instructions.

- **Costs:** which part of the cost of delivery needs to be paid by the seller and which cost of delivery needs to be paid by the buyer.
- **Risk:** which party is going to bear the risk of possibility of damage, loss of goods or general average during transit or delay of delivery?

As per the INCOTERMS 2020, the eleven individual rules that clearly define the task, risk, cost and delivery to be assumed. These include specifying the place of delivery, transferring of risk, who has to take care of documents, cost, who is responsible for paying transport and insurance. Following are the INCOTERMS 2020:

1) Rules for any means of transport

EXW - Ex-Works: the seller is only responsible for delivering the goods to his premises or other places designated by him. The buyer assumes all risk from there to the destination.

FCA - Free Carrier: the point of delivery of the goods is specified. It is either at the seller's facilities or at some other designated place.

CPT - Carriage Paid To: the seller hires a carrier to deliver the goods, who has performed international transport. The seller assumes the costs.

CIP - Carriage and Insurance Paid To: the seller pays the transport to the designated destination and delivers the goods to the buyer through a carrier.

DAP - Delivered at Place: the seller delivers the goods, without unloading, to the destination place designated by the buyer.

DPU - Delivered at Place Unloaded: the seller delivers the goods at the named place of destination, once unloaded from the respective means of transport.

DDP - Delivered Duty Paid: the seller delivers the goods without unloading at the premises of the buyer or another established point.

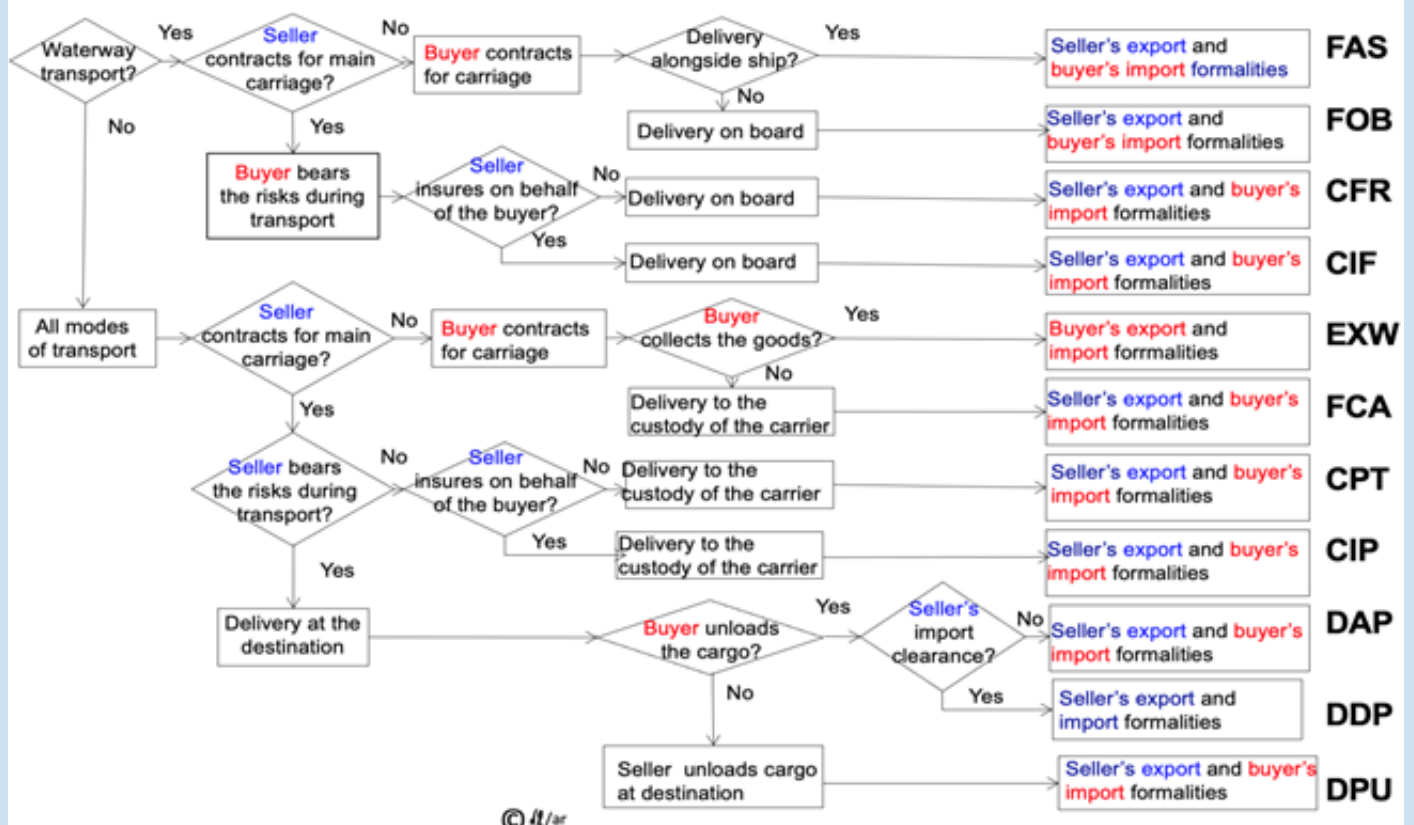
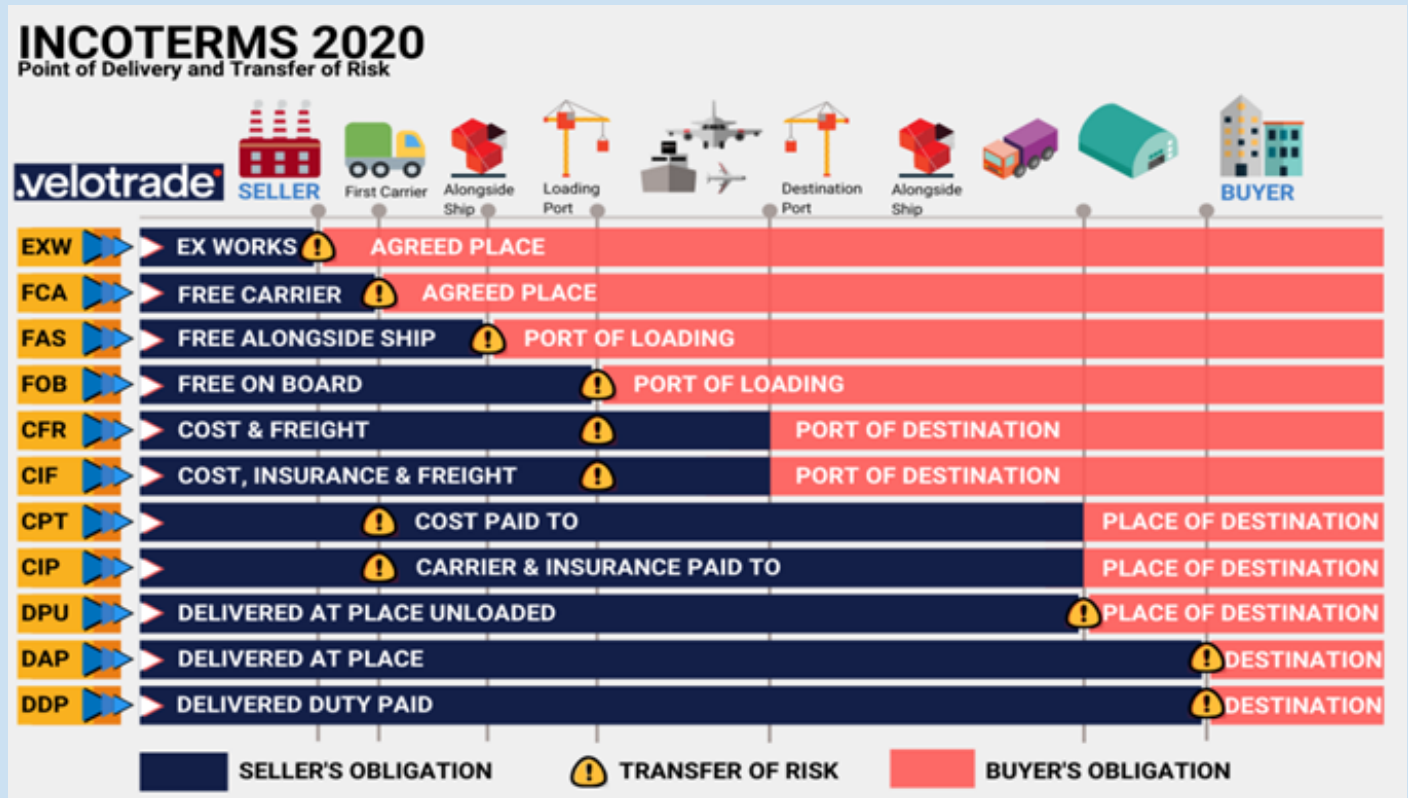
2) Rules for sea transport

FAS - Free Alongside Ship: the seller delivers the goods alongside the ship or in a place that is accessible for handling, at the port of shipment designated by the buyer.

FOB - Free on Board: the seller delivers the goods placing them on board the ship, at the port designated by the buyer.

CFR - Cost and Freight: the seller assumes the cost and freight to the designated port of destination.

CIF - Cost, Insurance, and Freight: the seller assumes the cost of insurance and freight to the designated port of destination.

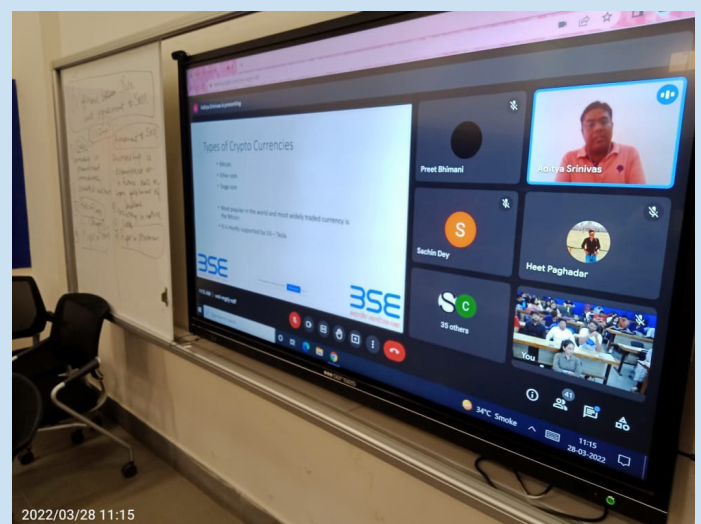


A WEBINAR ON CRYPTO & NFT BY DR. ADITYA SRINIVAS



Unitedworld School of Business organized a webinar on the topic Crypto & NFT on 28th March 2022 from 11 am to 12 pm, for the students of BBA Sem 4, at the New Campus. The speaker, Dr. Aditya Srinivas is a capital market and financial markets professional with specialization in Macro Economics and Fundamental Research. He gave an overview of cryptocurrency and NFT and the legal aspects surrounding them. He began by informing to students that cryptocurrency is a digitally designed currency, and more importantly, it is not controlled by any central authority, government or bank. It is a medium of exchange through a computer network. When implemented with decentralized control, each cryptocurrency works distributed through ledger technology, typically a blockchain that serves as a public financial transaction database. He then briefed the students about the historical framework and the laws of few countries regarding circulation and validity of cryptocurrency. Next, he talked about

its three major types – bitcoin, ether coin and dodge coin. Investment in these coins entails great risk as they are highly volatile. RBI has strong concerns about cryptocurrencies used globally, since they undermine the financial stability of the whole system, and can be used for terror funding and money laundering as well. Students also got to know that earnings from cryptocurrency trading are taxed at 30% and it is not a legal tender in India, yet. Also, in case of losses, no set off is allowed. Some of the global issues that arose due to cryptocurrency trading are – investors across the world lost 27\$ billions, Japan and China cracked down on cryptocurrency exchanges and in turkey one of the exchanges defaulted. Mr. Srinivas also gave a glimpse into the workings of NFTs – Non Fungible Tokens. It is a non-interchangeable unit of data stored on a blockchain. NFTs come with a certificate which is apparently authorized. They are largely used as speculative assets and like crypto, they are not regulated by the central authority. Mostly, NFTs are used in digital art. The work "Merge" was the most expensive NFT, auctioned at a price of \$91.8 million. In India, they are not approved by RBI & SEBI. It was a very insightful session, after which the students asked a few questions related to Cryptocurrency & NFT to Dr. Srinivas.



MANAGEMENT CONCLAVE – ACADEMIA-INDUSTRY COLLABORATION: A RECIPE FOR SOCIETY WELL-BEING

Collaboration with industry can enable educators to create a skilled workforce which will result into new breakthroughs. Unitedworld School of Business organized Management Conclave on 5th April 2022 at the D Block auditorium for all the students of BBA program. Eminent experts from the industry graced the event and shared their valuable insights with the audience. The Conclave served as a platform for the industry leaders and academicians to deliberate on critical issues concerning current societal challenges, especially in the post-Covid scenarios. The speakers gave insights into how the world is full of opportunities, but making them a reality demands lot of hard work. The first speaker was Mr. Arvind Knakas, who joined ONGC in 1985, earning 37 years of experience across ONGCs Business centers from Mumbai to Agartala in offshore and onshore engineering fields. He informed the students how ONGC focuses on assisting students in reaching out to possible investors to bring their ideas to life. The second speaker, Mr. Neeraj Tripathi, is the Director – Human Resources at Jubilant Life Sciences Ltd. He is a human resources generalist with over 25 years of experience in the area of human resources and people management. He talked about the time when the Covid-19 pandemic first broke out, and how his department people had only two thoughts - What can we do to look after our Human Resource Family? What is the best way to look after the company? His talk emphasized on the importance of retaining and valuing the human resources of an organization. The third speaker was Dr. P.K. Rajput, a top-notch corporate professional with an experience of 40 years in pharmaceutical and healthcare, sales, and marketing while working as vertical head and SR. He is the VP in Cadila Pharma Ltd, an Indian multinational leading pharma company based in Ahmedabad. Few of the key takeaways from his talk were - India has the most universities (4381) around the globe, making it the second-largest in the world. People in an organization demand more creative thinking than critical thinking. Leadership is a collaborative process that allows you to offer whatever expertise



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UNITEDWORLD SCHOOL OF BUSINESS

MANAGEMENT CONCLAVE

SPEAKERS



Mr. ARVIND KANKAS
ONGC
Group General Manager
(Engineering Services)



Mr. NEERAJ TRIPATHI
Jubilant Ingrevia
Director-HR



Mr. AJAY SARASWAT
Inter India Group
Group CEO



Mr. VIPUL JOGI
Troika
VP-Marketing(ex)



Mr. BHUSHAN PUNANI
BPA
VP-International Council for
Education of People with
Visual Impairment



Dr. P K Rajput
Cadila
Sr. Vice President



Mr. Anjesh Gour
ABP
Regional Sales Head

you have while assuming immediate leadership. The key to success is communication. There is no time for us to be slow in our work if we want to keep our jobs. The fourth speaker, Mr. Vipul Jogi is a pharma marketing professional with an experience of more than 26 years in handling marketing and brands in various therapeutic segments. He talked about the main challenges faced by pharmaceutical companies during covid-19 pandemic and the linked issues with their sales and marketing strategies. He also told the students about the expectations of the Industry from the recent Management graduates – knowledge, excellent analytical skills, alertness and creative thinking. The fifth speaker, Mr. Ajay Saraswat is the Group CEO of Inter India Group and the Founder of A1 Solutions – Customised logistics Offerings. He gave some wonderful insights into the evolutions of travel and transportation industry in the post pandemic times. The first post-covid change is from globalization to localization. From cost savings to risk reduction, it's all about the risks we take in our business. From competition to cooperation: Suzuki

automobiles were being built in Toyota's factory in real-time for predictive/prescriptive analysis. The sixth speaker, Dr. Bhushan Punani is currently the General Secretary of the Blind Peoples Association Ahmedabad, one of the country's most prominent disability development NGOs. He is also the Vice President of the International Council for Visual Impairment Education (ICEV). He talked about the challenges faced by blind people in crossing the road during pandemic. ICEVI accepted the challenge and modified Mobility and Human Guide procedures to ensure social distance and guide blind people safely without anyone's assistance. During the lockdown, our only alternative was to instruct our Special Needs children via digital means. WhatsApp and the Internet have proven to be quite successful options. BPA/ICEVI took on the task of providing such assistance to 500 pupils. Many corporations stepped up to offer this assistance as part of their CSR initiatives. His talk inspired the students to think of avenues wherein they can contribute positively to the society.



A SESSION ON SHIFT IN MARKETING STRATEGIES AT ARVIND FROM TEXTILE TO TECHNICAL

By Anjali Ramnani, Assistant Professor,
UWSB

Unitedworld School of Business organized a guest session on the topic Marketing Strategies at Arvind from Textile to Technical for the students of BBA at its campus. The speaker, Mr. Abhishek Sood, is the Chief Marketing Manager, South Asia Zone at Arvind Ltd. He started the session by giving an overview of the inception of Arvind mills in the late 20th century and how they evolved to be the world's largest denim manufacturers. He also explained why Arvind selected Ahmedabad as their headquarters, remembering the times since it was known as the 'Manchester of the East'. The USP of Arvind Ltd. is high quality products but keep their products affordable and competitive in terms of pricing. Mr. Abhishek shared some fascinating insights about the company such as – every 2 seconds 1 garment is manufactured at Arvind mills, it introduced India's first internationally popular denim brand 'Flying Machine', and that it supplies fabric for upholstery to airlines such as etihad, emirates, vistara etc. It supplies fabric to multiple international brands such as Nautica, GAS, US Polo, Tommy Hilfiger, Levis, Lee, Wrangler, H&M, Pepe etc. In

addition to this, they manufacture garments for brands such as Arrow, Louis Philippe, Marks & Spencer. The company today considers fashion, designing and customer-centric approach as its forte, in addition to core manufacturing. He also shared one of the lesser known facts about Arvind Ltd., that it manufactures fire retardant suits as well. Apart from talking about marketing strategies and operations of Arvind Ltd., Mr. Abhishek also gave his inputs on how a brand establishes itself and creates a niche in the market. To explain this, he gave the example of jockey and how its marketing strategies have evolved over the years. Similarly, he gave the example of close-up toothpaste and how it was the first one to focus on the aspect of 'fresh breath' while other brands such as colgate and pepsodent marketed only about the cleanliness aspect. He gave a lot of different perspectives to students from the viewpoint of marketing and they found the session to be very insightful. The session ended with a vote of thanks proposed by Prof. Anjali Ramnani.

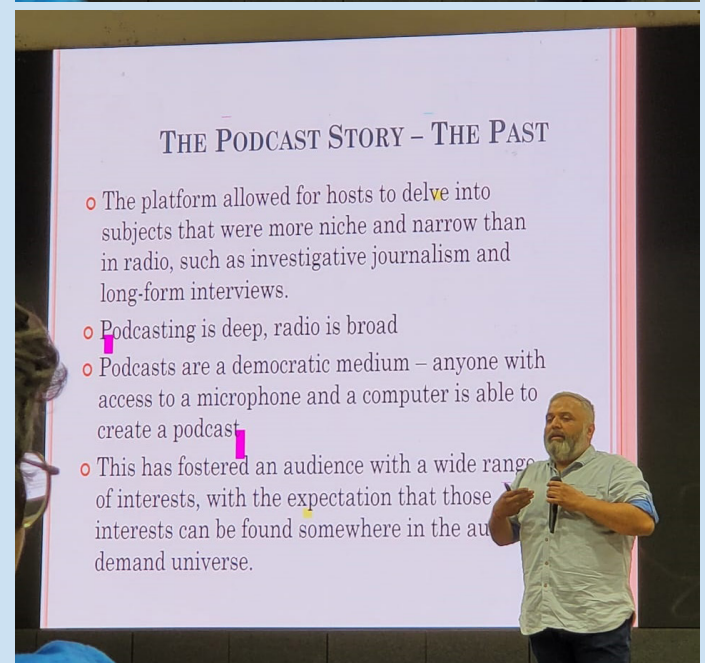
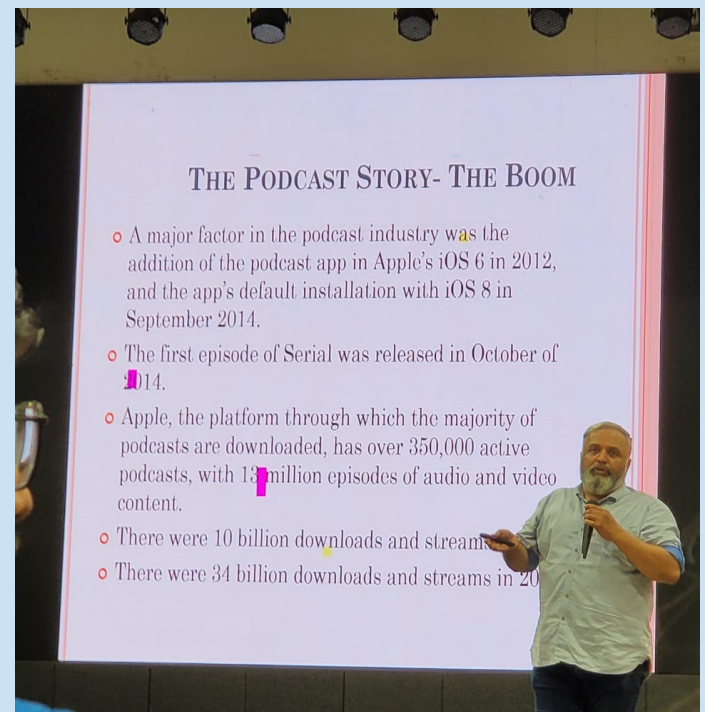


A SESSION ON THE ART OF PODCASTING BY JIGNESH VASAVADA



Unitedworld School of Business organized a guest session on the topic The Art of Podcasting on 15th March from 11 am to 1 pm for the students of BBA Sem II & Sem VI. The speaker, Mr. Jignesh Vasavada, is the Brand & Perception Consultant with Radio FM, Rajasthan Patrika and Bihar government. He has more than 25 years of experience of working in various fields ranging from Advertising to Print to Radio to Television and Digital Media. He started the session by telling the students about how the concept of podcast emerged in the year 2014. He pointed out a major difference between radio and podcast listeners, that the latter category is young, educated and relatively affluent. Another difference is that the listeners of podcast are completely immersed in the content and pay utmost attention to what they are listening to. As per the statistics of a research, 65% listeners remember ads from the previous day, 47% remember ads from the past week and 22% remember ads from the past month. Another interesting fact that he shared was that if someone is telling a story that the audience is

hooked to, and in between if they promote some kind of products, then the listeners will most likely remember that product. Pepsi pays 2.5 lacs to podcasters who promote it in their podcasts. Similarly, Lakme pays 4-5 lacs commission to the podcaster. Since the new generation is keen and curious to explore different career options, Mr. Vasavada highlighted the prospects of making a career as a podcaster. He stated how being passionate towards the subject you talk about, as a podcaster is the most important criteria to be successful. The monthly income of a podcaster in India is about 7-8 lacs. One must be quality conscious and try to create content that is relatable to the audience.





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