

# The Westford Communiqué

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## WESTFORD YOUTH BUSINESS LEADERSHIP PROGRAM

AWAKENING THE TALENT &  
POTENTIAL OF OUR YOUNG LEARNERS!



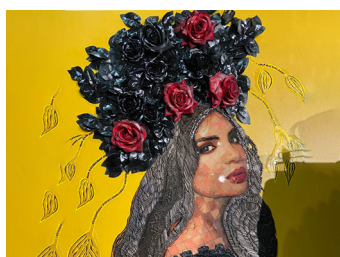
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# WESTFORD YOUTH BUSINESS LEADERSHIP PROGRAM 2022



Westford University College (WUC) is a business school with a futuristic mindset, even during the pandemic when a lot of schools were not functioning as usual, and students were left with a bleak future, Westford introduced a free of cost program for the youth, that steered students in the right direction.

Our main goal is to equip emerging professionals with the most in-demand skills in their industry and prepare them for a successful trajectory. WYBLP's rotational approach enables you to hone a wide range of on-the-job expertise and create lifelong relationships.

Business acumen and leadership virtues are the most sort after qualities in the corporate world. Skills such as understanding business dynamics, having an entrepreneurial mindset with a leader like qualities, knowing how to make a mark of oneself through their digital presence, and a lot more are the need of the hour. This is the gap Westford YBLP is addressing with the 'Free of Cost' leadership program to students around the world.

The YBLP pilot project began in July 2020 with over 250 registrations. Industry experts were invited to take sessions and share their experiences and pathways to leadership and success. The 2021 YBLP began in June with an incredible response of over 500 registrations who were split into 3 batches. In 2022 we are looking to engage a bigger batch of leaders and bring in some of the best corporate leaders to connect and empower the youth!



## SO, WHAT IS WYBLP ALL ABOUT?

Westford Youth Business Leadership Program (YBLP) is an initiative brought in by WUC to motivate students to engage in a prototype future, understand their present, and uncover as well as discover a sense of purpose, through the learning and sharing experiences for the future by the real-world leaders that come in our program. This highly interactive 4-weeks leadership course is tailored to address the fourth industrial revolution requirements that are needed by companies in today's world.

Personal Branding, Digital ToolKit, Decoding Entrepreneurship, and Building Leadership are the current hot topics that will be discussed at length by well-renowned speakers globally from the industry. Giving students a platform to network and learn from the game-changers themselves.

Since today's generation is passion-driven, the insights and learnings from this program would help students make rightful decisions for their career path and reduce the anxiety of the parents too. Since the program is going to be online, parents can also witness the learnings of their child, and this alone provides a sense of relief to the parents to understand the knowledge their child is gaining.

Thus, WYBLP is carefully tailored and researched, keeping in mind the aspirations and inspirations of the youth today. The pandemic has provided multiple challenges of communication that the young graduates have been deprived of worldwide, therefore, with the amalgamation of Skill-Based activities, collaborative learning, and blended social interaction, this program has covered that gap. Students learn to engage with each other worldwide and get a sneak peek at what the Westford family attracts at a global level.



## ELABORATION ON THE TOPICS COVERED IN THIS PROGRAM

### PERSONAL BRANDING

Speakers from various fields join us to provide us with an understanding of ourselves, Personal Branding is not just a topic, but a week-long journey that a student goes through and understands as well as develops themselves through the process.

To be a leader, one must have emotional intelligence and for that to intervene, one must first understand themselves, and so the first week of leadership does, just that. Helps you discover yourself.

Personal Branding is the hashtag you give to yourself. It is the knowledge you have about your interpersonal and intrapersonal skills and how you enhance them. If you want this hashtag to go viral, you need to learn the tricks of the game and be the change you wish to see in yourself. No longer is the term "Branding" limited to just businesses, it has now become an individual phenomenon.

**"LET US MAKE OUR FUTURE BETTER, BY MAKING OUR PRESENT GREAT".**

### DIGITAL TOOLKIT

It is a way for individuals to understand their presence in the marketing, media, and communications world. With the support of the digital toolkit, we can bring sensible awareness among the youth and tailor their minds to empower themselves rather than destroy themselves by using social media or many such platforms by changing their perceptions and their mindset.

Digital ToolKit week will provide a platform for the youth to understand the dynamics of social media and how it plays a key role in shaping and framing one's identity.

### DE-CODING ENTREPRENEURSHIP

A week wherein we understand how entrepreneurs of tomorrow are supposed to act, react and enact themselves to ace their life. De-Coding Entrepreneurship focuses on understanding the fundamentals of being an entrepreneur, the vision for opportunities, connecting and pitching investments, and developing business models that work in the real world. Further, you will get a real-life experience story from the businessmen themselves.

The learnings received would encourage students to apply this knowledge when thinking of launching their entrepreneurial start-up. These are unforgettable life lessons that will be remembered forever.

### LEADERSHIP LAUNCHPAD

This is the final week, wherein you are already prepared to run the show. This week gets you into networking mode, makes you aware of how to approach situations, and gives you the torch to shine like a diamond.

Our Leadership Launchpad week will get you introduced to the world's leaders and their inspiring journeys. Leadership Launchpad is your rocket to acing the Leaderboard. It will help you in understanding the characteristics of a true leader and how, if you join Westford, you will be provided with immense opportunities to shine out and gain that confidence to become a leader.




**Matteo Boffa**

President at Swiss Business Council Abu Dhabi | Forbes 30 under 30

I was a part of Westford University College's Youth Business Leadership Program where I had the opportunity to present some of the startups that I have founded or financed in the last 5 years. I was able to perceive an incredible interest on the part of the young students and above all their curiosity in trying to understand how a business with a positive environmental and social impact can also be sustainable from a financial point of view. I am happy to have been able to contribute to this session and I hope my experience has motivated young minds to pursue a career or entrepreneurial path that can create a greener and better future for all".


**Melanie LaPointe**

Learning & Development Specialist in DE&I | Advocate of SDG5 | CIPD L5 L&D

A speaker that came in our WYBLP session to enlighten students had also shared her experience and said: "I was a part of Westford University College's Youth Business Leadership Program for which I contributed as a Panelist for the Wellbeing

& Work-Life balance discussion. I also delivered a Masterclass on Identifying one's strengths, for which students from around the world connected, it was rather thrilling. I was highly impressed by the quality of comments and questions asked by the students, which to me testified to their brilliant minds and great determination to make a successful career for themselves. It was a real privilege to connect with youth globally, as they represent the world of work of tomorrow. I cherish opportunities to support the younger generations in making choices for an impactful career and better world for all. They are our hope, and we must listen to and support them. Thank you, Westford University College, for having me, it was a real honor."


**Flo Akinbiyi**

MC | Speaker | Coach | Event Director

I was a part of Westford University College's Youth

Business Leadership Program where they connected with experts in various fields from all over the world to give their students the best possible learning experience and to prepare them for the future. Not only did I enjoy being a part of the journey, but also realizing the gap Westford was trying to cover for students from all over the world was amazing. Something, which was unknown to even me. Glad that I could be a part of such a phenomenal program"


**Vishal Menon**

Managing Partner | Founder at Fireflies

I was a part of Westford University College's Youth Business Leadership Program where I had the incredible opportunity to share my experience with a motivated group of students. As an entrepreneur, I'm always excited to share my mistakes and learnings with the next gen with the hope for them to have a better journey and build better careers and companies. The students from Westford are very engaged, eager to learn, and curious. They were passionate about learning which excited me even more. The conversations we had were quite insightful and fun. I highly recommend the program to both speakers and students alike.

## YBLP PROGRAM

**Sahil Dewani**

BA (Hons) Business with Finance,  
LJMU

Youth Business Leadership Program was one of the first experiences I had with Westford University College and to be honest, I wasn't very keen on

attending the lectures but, from the first day I was glued to the program. I learned so much, from insights into the business world to getting connected with many young entrepreneurs and their stories, which truly inspired me, making me grow more in life and be like them. YBLP was a game-changer for me and let me just reiterate, that this program wasn't just all business lectures, every day was filled with new activities, new projects, and new learnings of life! I can't thank Westford University College enough for bringing this initiative for us students, to really open doors for discovering the future for us.

**Rosalyn Flory**

BA (Hons)  
Business with Finance, LJMU

Registering for the Youth Business leadership Program at Westford was

truly one of my best decisions. A beautifully crafted program with corporate speakers around the globe is what makes YBLP so unique, in only 4 weeks the program helped me to peek deeper into myself as an individual and understand myself better. Not only did I learn a lot from YBLP, but I also received an 80% scholarship which was a cherry on top of the cake!

**Alexandra Datchanamourty**

YBLP Student

The webinar, organized by the Westford University College, has already entrusted me with so many secrets to becoming a great leader. This is a highly interactive program that made me see that learning could be truly inspiring and fun. Westford also offered me the opportunity to meet some of the best corporate speakers to provide me with the best resources to master the art of management. I may also add that Westford does a truly remarkable job at offering student's unique occasions and opportunities to reach their profes-

sional goals. It also made me raise my motivation and determination to reach my ultimate ambitions while opening my future career in entrepreneurship. I suggest anyone who wants to skyrocket their leadership skills and their future career to participate in this exciting and incredible webinar!"

Such is the experience of not just the students but also the speakers that would like to come again and again to reach out to the youth of today and enlighten them on their journey to reach their goals.

So, what are you waiting for? Reach out to us, whether you would like to come as a speaker or would like your kids to join the program. Feel free to visit our website or contact us at [yblp@westford.org.uk](mailto:yblp@westford.org.uk)

**"BECOME THE NEXT WESTFORD YOUTH LEADERSHIP AMBASSADOR"**



**T**he human brain starts working the moment you are born and never stops until you stand up to speak in public – George Jessel. Sounds relatable? You seem to be doing just fine until you are asked to face an audience but once you do get on that stage, hushing the butterflies in your stomach, your mind that seemed to be juggling a million thoughts until that very second now seems to draw a complete, dark blank.

According to BBC.com, a 2014 survey by Chapman University found the fear of public speaking to be the biggest phobia among respondents – 25.3% said they feared speaking in front of a crowd. Quite contrastingly, a report from the Inc. in 2019, read: Public Speaking Is No Longer a 'Soft Skill.' It's Your Key to Success in Any Field.



**WESTFORD**  
University College

# WESTFORD GAVELS CLUB



From school years to corporate life, public speaking is true, regarded as one of the most salient abilities in today's time. But is there really a solution to overcome this fear of public speaking? To become adept and confident in front of that big, unknown crowd? Yes, there is. A kind, supportive environment that is easy and rewarding, one step at a time – The Westford Gavel's Club. The Gavel's club aims to deliver the very same toastmasters experience to teenagers.

The Westford Gavel's Club, in addition, offers you an experience like nowhere else. The membership would be 100% sponsored by Westford University College and the 'Gaveliers' would receive access to mentorship & training from our Toastmasters with over 3 years of experience who have constantly excelled at both Division and District Toastmasters Competitions.

The Westford Gavel's Club functions in a rather simple fashion. With meetings held twice a month, you are encouraged to take up one of the many unique roles. With each role being a vital part of the meeting, helping each member master the art of speaking without preparation, they aim to improve communication, leadership, and public speaking skills while providing an excellent opportunity for community service.

With the flagship of two very successful clubs winning at the Area, Division, and District levels, it is with absolute pride and confidence, that Westford launches its third ambitious club for the most energetic crowd out there – students who are below 18.

# SPORTS BUSINESS STUDENTS VISIT THE STUDIOS OF TALK 100.3 FM



Our HND Sports business students, had an opportunity to visit the studios of the Talk 100.3 FM, to experience the behind scenes of sports broadcasting. The talk team were welcoming and shared information about production process, voice overs, and how content gets developed for broadcasting.

The experts at the studio also, shared insights on the way in which the audience in today's time consumes music, and audio broadcast. Our students in the future would also have an opportunity to have internships at the studio in different roles to test their aptitudes.

A person's life span allows them to see many places, yet only a few of them make an indelible imprint. A trip to the radio station is usually a highlight. It is a significant location that we cannot visit whenever we want. As a result, the trip was both educational and entertaining. With practical demonstrations, we were gaining fresh and detailed understanding.





## INDUSTRY VISIT

**Ismail Tajoon**

BA (Hons) in Sports  
Business,  
LJMU

“A person's life span allows them to see many places, yet only a few of them make an indelible imprint. A trip to the radio station is usually a highlight. It is a significant location that we cannot visit whenever we want. As a result, the trip was both educational and entertaining. With practical demonstrations, we were gaining fresh and detailed understanding”.

**Lyel Jerome Fernandes**

BA (Hons) in Sports Business,  
LJMU

“It was a wonderful experience to check out how a radio station works behind the scenes, I listen to my car radio almost every day and never thought a studio would be so small fitted with 3 to 4 monitors and complicated technology. Nevertheless it was awesome to learn how a Radio host presenter spends his/her day talking to a mic and playing music. Would love to spend a couple of hours to watch and learn from them”.

**Tegan Milella**

BA (Hons) in  
Sports Business,  
LJMU

“It was a great and insightful experience into the world of broadcasting media”.

**Vijaya Vignesh**

BA (Hons) in Sports Business,  
LJMU

“It was a great experience to be taken to a radio station for the first time and I've learned a lot more than I knew about how a radio station works. Thanks to the university for organizing such trips so that we students gain exposure and use it in the future”.

# WESTFORDIANS ATTEND THE 14<sup>TH</sup> INTERNATIONAL APPAREL TEXTILE FAIR

**W**e had the opportunity to visit the 14<sup>th</sup> International Apparel and Textile Fair in World Trade Center, Dubai. The exhibition focused on textiles, fabrics, footwear, accessories, and a lot more. All of us had the opportunity to talk to exhibitors from all around the world and to understand how suppliers and buyers work in the fashion industry. There was a lot to explore in terms of sustainability – from fabrics to footwear and even accessories.

Face-to-face exhibitions gave us the chance to network, connect and stay up to date at the heart of the industry which was a great chance for us as Art and Design students. The best part of the trip was getting to see and admire different types of lace, embroideries, and prints from different parts of the world that exist in the fashion industry today. The footwear made of coconut was a standout among all the exhibits.

They were both fashionable and comfortable. Our favorite part of the trip was that we got to look at many styles, designs, and prints that we see in the fashion world, that the models and celebrities wear in-person rather than just seeing them on our phone screens giving us a detailed experience. Lastly, it was inspirational and gave us a boost to expand our repertoire of creativity, artistic skills, and knowledge



**Zainab Shabbar**  
HND in Art and Design (Fashion),  
Pearson UK





## FAIRS &amp; EXHIBITIONS



## INTERNATIONAL APPAREL & TEXTILE FAIR

FASHION-FABRICS, GARMENTS, ACCESSORIES, HOME TEXTILES & MORE



**Zaheema Zaheer**

HND in Art and Design (Fashion), Pearson, UK

The 14<sup>th</sup> international textile apparel fair was a great learning experience for us as art and design

students since we learned more about how the world is moving toward textile sustainability. We came across fabrics made of cactus, which was extremely unusual. I am grateful to Westford University College for providing us with this chance.



**Amal Aboobacker**

HND in Art and Design (Fashion), Pearson, UK

The international garment and textile show was a fantastic experience; I learned about various brands, materials, different styles of embroideries

& also became more knowledgeable about sustainable products available in the market. We had the opportunity to see different vendors display their brilliant designs.

# DIPLOMA in FASHION ILLUSTRATION

## A Westford Fashionista Shares Her Creative and Immersive Experience

I did the fashion illustration course last February, and we learned how to perform basic sketching, beginning with the head and progressing to drawing stick to flesh figures. We learned 8 head figures with front, back, and side poses, as well as 9 and 10 head figures. I was having problems drawing the basic sketches. I improved my basic sketching skills with the guidance of our instructor. We were taught how to sketch fashion croquis in various poses and learned to sketch outfits in many styles, such as classic, romantic, stylish and Goth.

We sketched our outfits on fashion models in various styles using color pencils, collage techniques, marker pens, oil pastels, charcoal, and watercolor. We also learned how to design diverse silhouettes, such as waistlines, sleeves, collars, pockets, necklines, and trousers, as well as basic and advanced sketches of blouses, skirts, pants, lingerie, and jackets. I've decided to use the theme "floral" for my portfolio



**Sumecha Kazia**  
HND in Art and Design  
(Fashion)

### Course Details:

A career as a fashion illustrator provides you with the opportunity to combine your passion and talent for drawing with fashion. This course introduces the basic skills adopted by professional illustrators working in creative industries today, with an emphasis on fashion and artistic practice. Illustrators work for fashion brands, graphic design companies, magazines, events and exhibitions, on books and editorials, trend books and advertising, and respond to the growing demand in the digital world for illustration used in blogs, Pinterest etc. Students learn contemporary fashion illustrator skills and are encouraged to develop an individual style and gain knowledge of past and current illustration methods used in the fashion industry.



### Credits: 15

150 Learning Hours (60 Guided Hours + 90 Independent Learning Hours)

**Pre-requisites:** This course assumes no prior knowledge or special skill set. Basic drawing skills is sufficient. The course will be delivered in two modules consisting of Fashion Model Drawing (Module 1) and Fashion Garment Drawing (Module 2). Each module consists of 4 independent topics.

Module 1 – Fashion Model Drawing

Module 2 – Fashion Garment Drawing



# WESTFORD TOASTMASTERS CLUB MARKED ITS 50<sup>TH</sup> MEETING IN STYLE

**T**his episode of the Westford Toastmaster meeting was special as it highlighted the success of our toastmasters over the years!

Having come so far down the line, the toastmasters celebrated its golden jubilee meeting at Mamzar Beach Park on the 20th of May with many of its notable members. One of them being Saad Shahid, the TMOD of the day, who mentions that "having the privilege to host the meeting truly felt wonderful."

The meeting started a little differently than usual (of course!); we all gathered up at the park, prancing around like little children and relishing how it feels to be part of a club that successfully achieves its milestones. A quote from another of our members, Maheesha, mentioned how there were "fun-filled games and table topics which could not be more thrilling." A line true to what I witnessed that day, our TMOD and EXcom indeed had a fun picnic planned out for us. With exhilarating games and food, it was the ultimate day out! A huge thanks to the EXcom for planning this out, and kudos to many more toastmasters club meetings.



**Rosalyn Flory**  
BA (Hons) Business with Finance,  
LJMU





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The Westford toastmasters club meetings have always been distinctive. From the themes to speeches to table topics and even the games. With the 50th meeting held last week, the club has come a long way and I could not be prouder to have been a part of it. Having achieved such a notable milestone, it had to be the best meeting ever. In celebration of this, we had the meeting as a picnic with fun-filled games and table topics which could not be more thrilling. I, for one, had the best time, along with my fellow toastmaster members. The Westford toastmasters club truly is a unique one. Looking forward to many more amazing meetings along with my Toastmasters family!

**Fathima Maheesha**

BA (Hons) Business with International Business Management, LJMU



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"Honor" would be an understatement when it comes to describing how it felt being able to host the 50<sup>th</sup> meeting. In contrast to our normal meetings, we decided to host this one elsewhere to celebrate how far we have come as a club and a family. A day filled with enthusiasm, various activities, and a lovely location, I can say with complete assurance that we did our milestone justice! Not only did we have fun, but we also learned more about the club and how it was built from the ground up.

**Saad Shahid**

BSc (Hons) in Computer Science, LJMU



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# WECONNECT

WITH BUSINESS LEADERS

**A**t Westford, learning has a 360-degree view, we aim to convert boring presentations to a real time conversation. Our WEConnect series has gained momentum with every speaker, bringing together bright minds to give talks that are idea-focused on a wide range of subjects, that fosters learning, inspiration, and most importantly wonder. Weconnect series is our commitment to take learning beyond classrooms and connect with top leaders in the industry.

The esteemed Weconnect speaker on Thursday, May 12th 2022, was Mr. Justas Pikelis, the President of Decentralised Investment Group. He is listed amongst the Forbes 30 under 30 and is a TEDx Speaker. The topic for the day was "Building a winning mindset", and Mr. Pikelis stressed on "Never fear failures and take chances".

The event was co hosted by Saad and Arsheen, and attended by 120 students. The students had a great time interacting on various topics ranging from investment, importance of education, Bitcoins, Crypto, matters of health and more.

## JUSTAS PIKELIS

President of Decentralised Investment Group.  
Forbes 30 Under 30 - TEDx speaker.

## BUILDING A WINNING MINDSET



**Ariba Abdul**  
B.Sc in Business Management,  
CCCU

The students of Westford got the wonderful opportunity to meet the Most interesting personality. For those of you who don't know Justas Pikelis, he was listed on Forbes 30 under 30, is also a TEDx speaker, and the president of a decentralized investment group. Students were excited to have him on campus and eager to learn so much more about the block chain management and the crypto world. It was a very interactive session, we got to learn so much on the topic of block chain that many of us fail to wrap our heads around, especially youngsters. But it was overall a very fun, energy packed, and interesting session. I would like to thank Westford University for giving me the opportunity to interview him alongside my friend Sahil Dewani who has been the best Cohost to work with. Hoping to experience more of these sessions and have more insightful leaders on campus!



**Sahil Dewani**  
BA (Hons) Business with Finance, LJMU

WEconnect session with Justas Pikelis was one the best sessions I've ever attended, both as an audience and interviewer. We got to learn so many insights in the world of digital currency and cryptocurrency. The fact that we could have such an interesting session with someone like him is itself an achievement! Looking forward to more WEconnect sessions, thank you Westford!



## EMIRATES AWARD OF EXCELLENCE 2022

On the 9th of May 2022, I was invited to host the Emirates Award of Excellence 2022 which was organized by the Abhigyan Foundation, a United Nations affiliate NGO at the Habtoor Grand Resort. Seeing so many enthusiastic faces and individuals across the world sharing their stories and working together to make a difference, inspired me to approach and inquire whether I can join them. To my pleasant surprise, they approved, and I was in. Thus, my journey with the foundation began.

Unbeknownst to me, the ceremony included an award called "The Star Eminent Award" to acknowledge the members who have made a difference during their time with the foundation, and who have the makings of a star. When my name was called, what I felt was indescribable, probably the best feeling I have experienced. For all the hard work I have put in, the support my mother, father, and brother have given me to chase my dreams as well as my university. Without them, I would not have had the confidence and outgoing nature to have been part of an event of this magnitude.



**David Isaac**  
BA (Hons) Business with International Business  
Management – LJMU

# WESTFORD'S DBA STUDENTS ARTICLE SELECTED FOR THE PRESTIGIOUS *"AEROSPACE MEDIA AWARDS IN THE MILITARY AVIATION CATEGORY"*



**F**ahad Ibne Masood, a student of our DBA program earned the honor of getting one of his literary works published in the Aero Publishing house and was nominated for the Aerospace Media Awards. The event is to be conducted at Royal Aeronautical Society HQ, the United Kingdom on 17 July 2022. The article was selected for the prestigious 'Best Military Aviation' category, sponsored by global security & aerospace company Lockheed Martin.

The article revolves around the AirPower employment perspectives in the contemporary Russian-Ukraine conflict which is forcing geo-economic variations on a global scale. Fahad ibne Masood is an aviator with varying skillsets & competencies. He is presently a researcher as well as a lecturer at Modern College of Business & Science in Muscat, Oman. In this article, he has looked at the 'why' of this whole issue. We, at Westford, are proud of him for being a part of the team and wish him the best of luck in getting the award as well as in all his future endeavors.



**Fahad Ibne Masood,**  
MRAeS, Squadron  
Leader (R)  
DBA Program – UCAM



# WESTFORD UNWIND

A much-awaited and a long due event – Unwind Episode 07 was conducted this week after a break of almost a month. Aligning quite with the timing of the event, it served as a refresher during the first week that witnessed Westfordians serving the regular hours after having served reduced hours during the observance of the Holy Month of Ramadan.

Celebrating the occurrence of the infamous International Dance Day 2022 is usually celebrated on Friday, 29 April, the theme for this event revolved around exactly that. This day aims at encouraging participation and education in dance through events and festivals held on the date all over the world.



This 7<sup>th</sup> episode of Westford Unwind was hosted by Ms. Wardah Faruqui and began with exuberantly welcoming the employees. The digital event also served as a resolute platform to introduce and welcome all the newly boarded employees joining the Westford Family. This was quickly followed by a creatively designed video that narrated and congratulated the journey of Ms. Divya Nair [Having completed 10 Years] and Mr. Paul Gulston [Having completed 5 Years] at Westford University College.

The digital platform was then handed over to Ms. Nisha Suresh, who shared a very interesting perspective on Dance Psychology.

Dance Psychology is the branch that studies dance and dancers from a scientific and psychological perspective. Dance is mostly seen as an art for entertainment, but 5 minutes of dance can have various benefits on a person. It can reduce anxiety, stress, control symptoms of depression, and improve sleep by altering certain chemicals that are responsible for well-being and happiness. Dance can also affect the way people think and influence cognitive processes like divergent and convergent thinking. This makes dancing very helpful in improving symptoms of Parkinson's Disease and controlling its occurrence.

The benefits of dance are broad and the Unwind event gave me an opportunity for me to share this topic with a wider audience. The presentation ended with a dance session demonstrating how dance can affect mood and social connection. Being a professional dancer and a psychology researcher, this topic was of my personal interest. Unwind was fun and inspiring. Even though there were doubts about whether this topic will be accepted positively, the response and feedback I got made me understand that we have the most supportive and open-minded employees at Westford University College. Unwind helped me personally by giving me the confidence to present the topic at future events. Overall, this was a great experience for me.



**Nisha Suresh**  
(Associate Faculty)

# MY MBA GAVE MY CAREER A NEW DIRECTION

**M**y journey with Westford University College started in the year 2016 with a Diploma. One happy course led to another, and now I'm enrolled for the Doctorate, with the team surpassing my expectations every time.

The program has been much more than an educational experience. It has been a phenomenal leadership training, personal growth, and professional development experience as well. I think the programs were very well-designed and added tremendous value to my long-term career aspirations.

The MBA was not only an academic qualification for me, rather it provided me with a lens to analyze and circumvent critical situations and provide potential solutions encompassing orchestration and stakeholder alignment in professional endeavors.

Through this journey, I've discovered a whole new range of skills and interests in subjects that I wouldn't have even attempted in a traditional MBA program and have re-focused my career in this new direction.

I think the opportunity to network with people from a variety of different international contexts and professions broadens your awareness of the different career options you could pursue. Furthermore, the MBA programmes focus on developing business strategy, financial plans, and organizational structures amongst other skills you develop during the course.

Interestingly, my convocation trip to the UK brought me closer to my current favorite hobby- Travelling!

**Ravi Harsha Perera**  
Cardiff Metropolitan University  
MBA (Class of 2018)







# THE THERAPEUTIC EFFECTS OF ART

The world has become so fast-paced and mechanical which has caused various challenges to human's well-being. Most people suffer from anxiety, depression, and stress because of trying to match up to the pace of the fast-moving world. I believe that every human being should find their balance by taking a break and indulging themselves in creativity - whatever form it may be.

My way of relieving myself of mental pressure is taking a pause and focusing on the arts. Since am a Bharathanatyam dancer, I enjoy practicing dancing during my free time. Bharathanatyam is an Indian classical dance form, which is known to be an art form of healing to the mind, body, and soul. One requires discipline and focus to practice this art form as it needs coordination between the body, mind, rhythm, and tempo of the music. It is also very colourful as it includes costumes and makeup. I find myself able to emote and express myself through this dance form and find every second of it therapeutic for me.

Recently, I have developed an interest in painting, even though I am an amateur, I found that there are DIY kits available in the market called Paint by numbers which will help an amateur paint like an artist.

My third and last stress buster, as I would like to call them, is Music. Listening to music makes me feel calm and at ease. The genre I would listen to varies according to my mood, but no matter what genre I listen to, Music is always my quick fix.

There is no denying that Life is a race nowadays, but it doesn't hurt to take a break once in a while and explore one's creative self.



**Keerthicaa Valentina Ruthrakumar**  
SQA - CMU (MBA)

# NEW WESTFORDIANS ON THE BLOCK



**Ijlal Halim Khan**  
Assistant Manager –  
Business Development

**Mantra @ Work:** ‘Small things done consistently over time will lead you to success’

**Quote you live by:** ‘If you want to walk fast, walk alone, but if you want to walk far, walk together’ – Ratan Tata

**Creative Vent:** Watching movies and reading Classics



**Dr. Bindu Nair**  
Senior Faculty

**Mantra @ Work:** Be sincere in your work, be kind to your colleagues, and watch success follow you

**Quote you live by:** You are never too old to set another goal or to dream a new dream – C.S. Lewis

**Creative Vent:** Avid movie buff, Reading, and Travelling



**Dr. Surabhi Krishnan**  
Associate faculty & Academic  
Content Coordinator

**Mantra @ Work:** Be brave and generous!

**Quote you live by:** Believe and Achieve!

**Creative Vent:** Dancing (Classical Dancer)

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