

The Westford Communiqué

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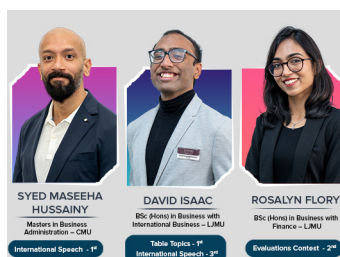
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CELEBRATING EXCELLENCE: WESTFORD AWARDS 2023 HONOURS VISIONARY ACHIEVERS

Westford Awards, a ground-breaking initiative by Westford University College, is dedicated to recognizing and celebrating the accomplishments of corporates, start-ups, and individuals. This prestigious event aims to highlight the contributions of exceptional entities and individuals towards fostering a dynamic socio-economic environment for future generations. By promoting passion, commitment, and pertinacity, the awards distinguish outstanding enterprises, while fostering quality, innovation, and excellence as catalysts for continual development, visionary projects, and sustainability.

On March 19, 2023, the Westford Awards took place at the magnificent Mina Al Salam – Madinat Jumeirah in Dubai, marking the first-ever awards ceremony in the UAE hosted by a business school to honour business excellence and individuals beyond. This prestigious event gathered over 50 business leaders to celebrate their remarkable achievements and success.

The Westford Awards encompassed various categories to honour exemplary endeavours and impact. The Business Excellence category recognized businesses from diverse industries in the UAE that demonstrated notable contributions to innovation and growth. The Business Impact category celebrated organizations and individuals who have gone the extra mile to create engaging experiences for their stakeholders. It also acknowledged initiatives that deliver substantial impacts on their respective industries and society at large.





Another significant category, the Social Impact award, honoured organizations for their meaningful effect on people and communities through their actions, activities, and initiatives. This category applauded the positive changes brought about by these entities in society.

The Service Excellence category recognized individuals who are shaping the future of the UAE and inspiring generations to come. These exceptional individuals are paving the way for progress and embodying the values of leadership, dedication, and innovation.

I was honoured to be one of the Westford awards 2023 winner. It was a great pleasure to be a part of such a high-performing, diverse, energetic, and super achieving group of winners.

Dr. Amr El Fawal
Supply Chain
Production Head
Henkel Middle
East



Finally, the Leadership Impact Award acknowledged visionary leaders who have gone above and beyond in making a difference within their organizations. These leaders have built agile and responsive teams, embraced change and innovation, and have made a lasting impact on their respective industries.

Many industry leaders and businesses were recognized and awarded at the event under the above categories. Not to mention, Westford Awards also recognized & awarded the top 10 brands in the UAE and “Best Brands” through analysing survey results gathered from over 1000 individuals from the student community.



The Westford Awards 2023 was a momentous occasion, bringing together industry luminaries and trailblazers to celebrate excellence, innovation, and societal impact. By recognizing and honouring these remarkable achievers, Westford University College continues to inspire and motivate future generations to reach new heights of success and create a legacy.

In conclusion, the Westford Awards 2023 was a resounding success, shining a spotlight on outstanding organizations, individuals, and their extraordinary contributions. These accolades serve as a testament to the power of innovation, leadership, and positive impact, ultimately driving the UAE towards a brighter and more prosperous future.



WESTFORD AWARDS

**Mayank Patel**

Vice President of
Global Sales EEMENA
& Country Head of
Middle East
Adecco

“I would like to thank
Westford University

College for honouring me with this award. At Adecco we believe strongly in empowering the youth with skills that they require to build a successful future. With many career development opportunities such as CEO for One Month and Experience Work Day, each year we aim to increase youth employability and career prospects through highly effective work-based learning.

We encourage students to visit our digital platforms for opportunities related to reskilling, workshops and internships. I would like to wish all students of Westford all the very best in their future endeavours.”

**Amal Al Redha**

Director of Donor
Relations and Part-
nerships
Dubai Cares

“We are thankful to
Westford University
College for presenting

Dubai Cares with the ‘Social Impact’ award in recognition of the organization’s efforts towards empowering children and youth with access to quality education. It was a pleasure to be part of the Westford Awards event, which was extremely well organized and brought together various entities representing diverse sectors – from broader academia to the private sector. The gathering provided us with an excellent opportunity to network with different organizations, businesses, and companies, and promote a deeper understanding of our mandate and mission among the wider UAE community.”

**Dr. Sanjai Kumar**

Group Head – Human Resources
Burjeel Holdings

It was an honour to attend the awards event ceremony. Congratulations to all the award winners for their outstanding achievements in their respective fields. I was impressed with the level of professionalism and organization demonstrated by the event organizers. It was a pleasure to witness such a successful and well-executed event. Your attention to detail and commitment to ensuring a seamless experience for all attendees did not go unnoticed.

I want to emphasize the importance of recognizing excellence in our various industries and communities. These awards not only celebrate the accomplishments of talented individuals but also serve as inspiration for future generations. Once again, I offer my sincere appreciation to Westford for inviting me to be a part of this memorable occasion.

WESTFORD AWARDS



Amadou Diallo

CEO DHL Middle East & Africa

Too often, we don't give ourselves credit for the good choices we've made. Thank you for remembering to give the Red and Yellow family to

keep connecting people, improving lives.

The Westford Award is an unexpected and very appreciated act of kindness & recognition to DHL and its associates. We are fired up and ready to keep going. Thank you for this initiative.



Lisa Robertson

Senior Buyer
The Giving Movement

We were incredibly honoured to be a part of a ceremony honouring aspiring brands and individuals who are driving incredible growth and change in the region. We hope they inspire the Westford students to be spear-headers of positive influence themselves!

WECONNECT

WITH BUSINESS LEADERS

WITH

WORLD-RENOUNDED FASHION DESIGNER EZRA SANTOS

'Bridging the past, present,
& future through couture
masterpieces'



A Special WeConnect Session by the world-renowned Dubai based fashion Designer Mr. Ezra. Santos was organized for Westford's Art & Design students. EZRA effectively bridges the past, present and the future with his compendium of masterpieces cut along essential lines and shapes that reflects a timeless charm and truly in praise of a timeless style. He adroitly defines and draws attention to feminine silhouettes and allure, sublimated with calculative adornments that are reflective of a perfect fusion of minimalism and opulence.



This approach has, over the years, won him the patronage and undying loyalty of impressive lists of clientele that includes members of Arab and European royalties and equally discerning women of repute and opulence.

Ezra Santos, the Filipino designer behind EZRA, has been in the fashion industry for more than two decades. His creations are conversation pieces among the fashionistas in the region as he consistently enthralls with masterpieces that are timeless and exquisite in its attention to details. And it's noteworthy that EZRA is just beginning to spread its wings in stamping its name in the international fashion arena.

With Ezra's experiences and tedious process of creating amazing bridal and couture pieces, students were able to witness how his creative team was able to produce world class garments and designs. During his interview students were able to ask him various questions that helped them visualize the future of fashion for their benefits.



To top it all, Ezra was able to share his creative journey being a successful designer and a business owner that encourages the students to pursue their dreams in the fashion industry.

WESTFORDIANS SHOW OFF THEIR DANCE MOVES AT WATTFEST 2023



This year's Watt Fest was held at Phileas Fogg in Dubai, bringing together students from universities such as Westford, Heriot Watt, and Manipal to perform and support one another. The event was vibrant and engaging from start to finish. The day featured dance and song performances by teams from the mentioned universities, with each team showcasing their unique style and theme. Our students from the Westford Dance Club participated in this event and prepared a choreography based on the theme of Avatar, which they performed with great energy and enthusiasm.





Shawn John

BSc in International Business Management, LJMU

At the recent WattFest 23' Dance Competition, our team had the incredible opportunity to bring the enchanting universe of Avatar to life through our awe-inspiring performance. Months of preparation had led us to this moment. We tirelessly practiced our choreography, refining every movement to capture the essence of the Avatar world. Our routine blended elements of contemporary dance with hints of traditional tribal dances. Despite the fierce competition, we knew that our team had made a lasting impression on the event. Dancing at such events provides us with an experience unlike any other.



Ariba

BSc in International Business Management, LJMU

Every year, Westford takes part in one of the biggest cultural events held by universities across Dubai, one of them being WattFest. The vibe, the people, everything about it was amazing. The whole process of putting up our act on stage was the best part, in my opinion. Our theme for the performance was Avatar, which was one of the most challenging acts we've put together in such a short amount of time.

Painting ourselves completely blue and performing a dance act that was completely out of my comfort zone was the best experience for me. Everything about the dance was amazing. The costumes, the hair, the makeup and SFX,

the props, the lighting. The Avatar performance conveyed so much emotion that it left the audience completely stunned.

It was one of the most challenging yet rewarding experiences for the entire dance club. We are so excited to take part in the next WattFest, and this time we will make sure the trophy is ours!

WECONNECT WITH

Dr. Navana Kundu

Author, TEDx Speaker & Coach,
Entrepreneur.



Westford University students hosted a WeConnect with Dr. Navana Kundu at Westford, Al Zahia campus. Dr. Navana is a Msc.D, an Emotional Mastery Pioneer. The session was all about reconnecting with our inner selves and harnessing the power of emotional mastery to achieve personal and professional success.

Dr. Navana started the session by emphasizing the importance of emotional intelligence in today's fast-paced and rapidly changing world. She explained how emotional mastery can help us better understand our own emotions, as well as those of others, and how it can enable us to navigate difficult situations with grace and poise. Throughout the session, Dr. Navana shared several practical techniques and tools for cultivating emotional mastery. One of the most impactful exercises students did was a guided meditation that helped students to connect with our inner selves and identify our core values and priorities. Dr. Navana walked us through the meditation, encouraging us to visualize a peaceful and serene space where students could reflect on our deepest desires and goals.

Another powerful tool Dr. Navana shared was a technique called "emotional reframing." This technique involves shifting our perspective on a negative experience or emotion by asking ourselves a series of questions that challenge our assumptions and beliefs. By reframing our emotions in this way, students can gain new insights and perspectives that help us move forward in a positive and constructive manner.



Dr. Navana also emphasized the importance of self-care in maintaining emotional mastery. She shared several self-care practices that students can incorporate into our daily routines, such as meditation, exercise, and journaling. These practices help us to cultivate a sense of inner peace and calm, which in turn allows us to better manage our emotions and navigate challenging situations with greater ease.

Overall, the weconnect session with Dr. Navana Kundu was a truly transformative experience. Through her guidance and wisdom, students were able to reconnect with our inner selves and tap into the power of emotional mastery. Students left the session feeling inspired and empowered, with a renewed sense of purpose and direction.



CMU - MBA TOPUP INDUCTION PROGRAMME 2023



Westford University College recently hosted cohort 32 of Cardiff Metropolitan University MBA advanced entry top-up students for a live induction program. This event provided an exciting opportunity for the students to familiarize themselves with the campus and meet with Dr. Mukul Madahar, Associate Dean International - Cardiff School of Management, who conducted individual sessions with each student. The purpose of the live induction was to introduce the students to research methods and the dissertation component, as well as to address any questions they had regarding their studies and future plans.

The induction served as a valuable opportunity for the students to gain insights into what they can expect during the next six months of the top-up program and how they can make the most of their time and available resources to achieve outstanding results. The session covered various topics, including an introduction to e-resources, guidance on topic selection and aims, discussions on literature review and research strategy, and personalized meetings with each student to discuss their individual dissertation topics and ideas.


Faisal Abdulhadi K Habash

Masters in Business Administration – CMU, UK

"Studying at Westford University College has been one of the best experiences of my life. The faculty is highly experienced and knowledgeable, and they have been very supportive throughout my studies. I am excited to advance to the top-up level in my Cardiff Metropolitan University MBA studies at Westford University College. With so many options available, deciding which degree is the best for you can be difficult. Fortunately, Westford stands out from the rest in partnership with Cardiff, which has consistently ranked as one of the best in the UK. Attending a live induction was an invaluable experience. The induction allowed me to interact with Dr. Mukul and better understand the dissertation part. I am working as a consultant advisor, and with all these opportunities, I look forward to taking my experience to the next level as we move toward the top part of our academic journey."


Faten Allaeldin Abdelhamid Elazhary

Masters in Business Administration – CMU, UK

"Finding an affordable and good college was a daunting task. Westford has enabled students to access quality education at a reasonable fee. Online education was always the only suitable option since I work as the customer service department head. Cardiff Metropolitan University's MBA advanced entry program with Westford is flexible. It offers the best resources available, allowing students to gain knowledge and skills to help them in their future career paths. Attending a live induction session with Dr. Mukul at the Westford campus was a great experience. He could explain complex topics in simple terms, making it easier for me to understand them during the one-to-one session. We are thankful for our beautiful experience in this program and look forward to our dissertation journey."

WESTFORD UNIVERSITY STUDENTS SHOWCASE TALENT & CREATIVITY AT JASHN 2023

Westford students showcased their immense talent and creativity at JASHN 2023 through various performances that mesmerized the audience. Jashn'23 featured more than 5 events, and students from Westford University took part in all of them. Jashn is the inter-university cultural festival of BITS-Dubai, with participation from universities all over, which was conducted from 13th to 16th March 2023. Our fashion students have excelled in showcasing their designs at the fashion show. From creative techniques to innovative styling, this show was undoubtedly unique. Our students worked hard to create something special and memorable for the audience and participants to enjoy.



Students from our dance club took part in all competitions, including solo battles, western and eastern group dances, and dancing duets. This was one of the events that the students had been eagerly waiting for and had put in a lot of time and effort in preparation. The eastern group had practiced a choreography that showed how women can still stand up for themselves and be strong even after going through a lot of difficulties.

The students in the Western group concentrated on depicting the Avatar theme for their dance, which revealed what the Avatars are like generally, who their leaders are, and how they cooperate to defend their nation and their people. Although the choreography required a lot of effort, it ultimately turned out brilliantly.



The dancing performance illustrates a mother's devotion to her child. However the students had to put a lot of work into this choreography because it was a new type of dance, and the story was conveyed beautifully. Overall, the students gave it their all and showed off their many talents. They are eager to participate in other events in the future.



Tiana Dias

BTEC Level 3 National Foundation Diploma in Business – Pearson, UK

One of the most exciting events of the year was undoubtedly Jashn. "Avatars" was the focus of our

Western group. Such a concept brought with it a lot of uniqueness and creativity. The Western group gave this dance a lot of their time, effort, and enthusiasm, and it was clear to see on stage. but getting ready to perform on stage as a group was the best feeling above all. I appreciate Westford and the faculty for giving us the chance to show off our talent.



Eve D'souza

BSc (Hons) in Business Management – CCCU, UK

Participating in the JASHN competition with the theme of Avatar was an unforgettable experience. The preparation for the competition was intense. The Westford dance

group spent countless hours in the studio. We wanted to transport the audience into the vibrant and mystical atmosphere of the film. The day of the competition finally arrived, and as we stood backstage, we could feel the nervous excitement running through my veins. As we danced, the audience was captivated. Their applause and cheers fueled our energy, motivating us to give our best. It was truly a unique concept with a new choreography that won the hearts of many!

Dark Circus Fashion Collection

Our talented students from WUC showcased their extraordinary skills and creativity at the JASHN cultural fest organized by BITS Pilani on March 17th, 2023. Under the captivating concept of the "Dark Circus," our team delivered an enchanting fusion of characters, encompassing clowns, performers, the intriguing Spidora, graceful Ballerina dancers, a captivating Puppet, talented mimes, and mesmerizing magicians. Their stunning performances, combined with their impeccable costumes and makeup, left the audience in awe. The sheer dedication and hard work of our students paid off, as they secured an impressive second place in the competition. Their achievement is a testament to their passion for the arts and their ability to bring their imagination to life on stage. The Dark Circus theme is a captivating and enigmatic concept that combines the mysterious and eerie elements of a traditional circus with a dark and twisted twist. It transports the audience into a world filled with illusion, suspense, and macabre beauty. The performers adorned in haunting costumes and makeup bring to life a unique blend of characters, from haunting clowns to mesmerizing contortionists and mysterious fortune-tellers. The Dark Circus theme offers a thrilling and immersive experience, where the boundaries between reality and fantasy blur, leaving spectators spellbound and enthralled. It's a daring departure from the conventional circus, infusing it with an element of darkness that adds a new layer of intrigue and excitement to the performance.



Sumaya Rahmath

BA (Hons)
in Fashion:
Design and Communi-
cation –
LJMU

It was my first time participating in the Jashn fashion show organized by BITS Pilani, it was the most chaotic and fun experience I've ever had. As fashion students we've learned a lot while working for this fashion show.



Mahnoor Mahar

BA (Hons) in Fashion: Design and Communication – LJMU

As a first-year student, I had an amazing chance to assist my seniors in crafting props for the fashion show. It proved to be a valuable learning opportunity, and I eagerly anticipate my future involvement as a designer in upcoming events.

Westford's Ahmed Baladraf Emerged Victorious at the ACC Challengers Cup in Thailand

At Westford University, we believe in nurturing and encouraging our students to pursue their dreams and aspirations. Our top-class facilities and unparalleled resources help our students develop their talents and passions to the fullest, equipping them with the skills and confidence to take on the world.

We take immense pride in our very own Ahmed Baladraf, who recently played for the Saudi Arabia Senior Cricket Team and emerged victorious in the ACC Challengers Cup held in Thailand. Being the youngest and most dynamic player in the squad, Ahmed's hard work, perseverance, and unwavering determination brought the team to the championship win. He is an inspiration to many young and upcoming athletes to never give up on their dreams.

Ahmed Baladraf, a BSc (Hons) in Business with International Business student recounts his journey with great gratitude. His debut performance in the team was nothing short of spectacular, taking 4 wickets and proving the coaches right in trusting his skills. As an international cricketer, Ahmed pushes the limits of his physical and mental capabilities constantly, living an extraordinary life that not many people can experience.



With travel, competitions, stress, successes, and disappointments, Ahmed's experience as a young athlete has been invaluable, shaping him into the champion he is today. Supported by his teammates, Ahmed is thrilled to come back to Westford University College as a proud and accomplished athlete.

At Westford University College, we always strive to provide a supportive and inclusive environment that encourages our students to reach for the stars and achieve their dreams.

WESTFORD'S COMPUTER SCIENCE STUDENTS ATTENDED THE GULF INFORMATION SECURITY EXPO AND CONFERENCE, 2023

Computer science students from Westford University College recently had the unique opportunity to attend GISEC 2023, one of the leading cybersecurity conferences in the world. The event, held at a renowned venue, offered students an immersive experience and valuable insights into the latest trends, technologies, and challenges in the field of cybersecurity. The students had the privilege of attending keynote speeches, panel discussions, and workshops conducted by renowned industry experts. These sessions provided valuable insights into emerging technologies such as artificial intelligence (AI), blockchain, and cloud computing, along with their implications for cybersecurity. Students had the opportunity to learn from the experiences and knowledge of these experts, enabling them to broaden their understanding of the industry.

GISEC 2023 showcased a wide range of cutting-edge technologies and solutions in the cybersecurity domain. Students were able to interact with leading vendors and explore the latest advancements in areas such as network security, threat intelligence, and data protection. Hands-on demonstrations and live showcases enabled students to witness practical applications of these technologies, giving them a glimpse into the future of cybersecurity. The conference provided an ideal platform to network with professionals from diverse backgrounds. Engaging with industry practitioners, students could gain valuable insights into career paths, job prospects, and the skills required to excel in the cybersecurity field. Establishing connections with like-minded peers and potential mentors further enhanced their professional networks and opened doors for future collaborations.





GISEC 2023 also featured a dedicated career fair and internship program, enabling students to explore job opportunities and connect with potential employers. Participating in these activities allowed them to understand the industry's hiring landscape, the skills in demand, and the expectations of employers. Many students benefited from securing internships, which provided them with practical experience and a stepping stone into the cybersecurity industry. Beyond the technical knowledge gained, GISEC 2023 served as a source of inspiration and motivation for computer students. Witnessing the collective passion and expertise of cybersecurity professionals further solidified their interest in the field. The event sparked their curiosity, encouraging them to explore niche areas within cybersecurity and motivated them to pursue further education and certifications.

Overall, the experience proved immensely beneficial for the students offering them a unique blend of educational, networking, and career development opportunities. The knowledge and connections acquired at GISEC 2023 will undoubtedly contribute to their academic and professional growth, shaping them into future cybersecurity leaders.



INDUSTRIAL VISIT TO EMIRATES CHARTERED ACCOUNTANTS GROUP

Industrial visits serve as a bridge between academia and the real world, offering students an invaluable opportunity to witness the practical applications of their studies. Recently, a group of accounting and finance students from Westford University College Sharjah had the opportunity to visit ECAG (Emirates Chartered Accountants Group) in Dubai.

The workshop was conducted by experienced subject experts Ajil Varghese, Sachin Harisankar, and Preethy Varghese on three core areas i.e. Accounting, Taxation, and Forensic Accounting. The first core area addressed during the workshop was accounting and the students were introduced to various accounting principles, methodologies, and financial reporting standards. The session focused on the practical application of these concepts within organizations and highlighted the role of accountants in ensuring accurate financial records.

The second segment of the workshop concentrated on taxation, a crucial aspect of accounting and finance that focused on the complex world of tax laws, regulations, and compliance requirements. Students had the opportunity to delve into topics such as income tax, value-added tax (VAT), and corporate tax. The experts elucidated the significance of tax planning and its impact on businesses, emphasizing the need for meticulous record-keeping and adherence to legal obligations.

The final segment of the workshop introduced students to the captivating field of forensic accounting. Experienced professionals in this specialized area guided the students through real-life case studies and scenarios. They demonstrated how forensic accountants play a pivotal role in detecting and investigating financial fraud, identifying irregularities, and presenting findings in a legal context.

The industrial visit to ECAG was an enriching experience for the students of Westford University College. The interactions students had with seasoned experts in accounting, taxation, and forensic accounting helped them understand the practical aspects of accounting outside of the classroom. The visit to ECAG undoubtedly enhanced students' academic growth and inspired them to pursue excellence in the fields of accounting and finance.



INDUSTRIAL VISIT TO ZAIN TECH



Recently, our BA in Business Management with Data Analytics students had the opportunity to visit Zain Tech and attend a workshop on data analytics. The workshop was led by Chief Data Officer & AI Advanced Data Analytics Leader at ZainTech, Mr Marcelo, who gave a comprehensive overview of the data analytics process. He explained the importance of data analysis in decision-making and problem-solving to the students and highlighted the various tools and techniques used in data analytics.



The students were then given a hands-on experience with data analysis. They were provided with real-world data sets and were tasked with identifying trends and patterns in the data. The Zain Tech team members provided guidance and support throughout the process, helping students to understand data and make informed decisions based on their analysis. The workshop also covered topics such as data visualization and data-driven decision-making. The Zain Tech team members demonstrated how data can be presented in a meaningful and easy-to-understand way, and how this can help organizations to make better decisions based on the insights gained from the data.

Overall, the industrial visit to Zain Tech was a great success. Students had the opportunity to learn from experienced professionals in the field and to gain hands-on experience with data analysis tools and techniques. The visit was also a valuable networking opportunity for the students. The visit to Zain Tech has undoubtedly left a lasting impression on the students, and they will no doubt carry the knowledge and skills gained during the visit throughout their academic and professional careers.

WESTFORDIANS PARTICIPATED IN THE IEEE SCOPUS CONFERENCE 2023



Westford University Computing students, Ms. Fathima Azra and Mr. Elias Ghassan, have made a mark in the field of research innovation and computational intelligence. The duo participated in the IEEE UAE Section Scopus indexed conference held at Amity University Dubai on 9th – 10th March 2023.

Ms. Azra presented her research paper titled "Comprehending the consequences of Emerging Technologies on Commercial Enterprises," where she discussed the advancements of computational intelligence and knowledge discovery. Her presentation received widespread appreciation from the session chairs and the conference organizers.

On the other hand, Mr. Elias presented his research paper titled "Design and Evaluation of data management solution for an SME using Cloud Sim." He proposed a cost-effective cloud computing solution for small and medium-sized enterprises and demonstrated the need for such solutions in the industry.

Both research papers are set to be published online by IEEE, and we can't wait for the rest of the academic community to read their insightful contributions.

The Westford University community is proud of Ms. Fathima Azra and Mr. Elias Ghassan's dedication and hard work, which led to their success in the conference. Their research papers serve as an inspiration to many in the field of research innovation and computational intelligence.



'REVVING UP WOMEN'S EMPOWERMENT'

Westford University College Partners with Gulf Oil for Women's Day Seminar

We were thrilled to partner with Gulf Oil for this groundbreaking event held on March 8th, 2023, at In5, which provided a unique and empowering opportunity for our female students. By encouraging women to take charge of their vehicle's maintenance and safety, Gulf Oil is helping to break down gender stereotypes and empower women to be independent.

The event was well-attended by Westford's female students, who showed great interest in learning about important topics such as car health, digital dashboard, and emergency response. The interactive nature of the seminar, which included a quiz session, helped to engage the students, and make the content more accessible. At Westford University College, we are committed to fostering a culture of empowerment and inclusivity. We believe that events like these are critical in helping to create a more equitable society, and we are proud to have been a part of it. We hope that our partnership with Gulf Oil will serve as an inspiration to other companies and organizations to take meaningful steps towards empowering women and promoting gender equality.



We believe that the Gulf Oil seminar on Women's Day was an incredibly valuable event for our female students. It provided them with a unique and much-needed platform to learn about an important and often overlooked topic - car health and safety. The seminar was carefully crafted to be highly interactive and informative, providing our female students with practical knowledge that they can apply to their daily lives. We are confident that the knowledge they gained at the seminar will help them make informed decisions and feel empowered to take control of their vehicle's maintenance and safety.



WESTFORD STUDENTS EMERGE VICTORIOUS AT TOASTMASTERS DIVISION P CONTEST



On 5th March, Westford University College marked a significant milestone in its pursuit of providing top-notch education and training to its students. Three of its brilliant students have emerged victorious in the Toastmasters Division P Contest, showcasing their exceptional communication and leadership skills on a grand stage.

The Division Contest is a highly esteemed event that brings together the most talented speakers and communicators from across the region. Competing against such high-caliber individuals is no small feat, and the fact that Westford students emerged victorious in three different categories is a testament to the quality of education and training that they receive at Westford.

Syed Hussainy, an MBA student at Westford, took home the first prize in the International Speech category, delivering a stirring and memorable speech that left the judges and audience members in awe. His win demonstrated his passion for public speaking, and the dedication and hard work that he put into honing his skills at Westford.

David Isaac, a bachelor's student at Westford, was equally impressive in his performance at the contest. Isaac clinched the first prize in the Table Topics category, demonstrating his quick thinking and eloquence in delivering impromptu speeches. He also secured the third prize in the International Speech category, proving his versatility and command over his oratory skills.



Rosalyn Flory, another student at Westford, shone in the Evaluation category, securing the second prize for her astute feedback and insightful analysis of the speeches delivered by the contestants. Rosalyn's performance demonstrated her ability to critically evaluate and provide constructive feedback, showcasing her strong analytical and critical thinking abilities.

Westford University College places a strong emphasis on developing the communication and leadership skills of its students. The institution provides them with ample opportunities to participate in various co-curricular activities, including Toastmasters clubs, public speaking contests, and debates, allowing them to hone their skills in a supportive and encouraging environment.

The achievements of Syed Hussainy, David Isaac, and Rosalyn Flory at the Toastmasters Division P Contest are a source of immense pride and inspiration for the entire Westford community. These students are a testament to the fact that with hard work, dedication, and the right guidance and support, anything is achievable.



WESTFORD
University College
Toastmasters club

TAKING THE LEAD: WESTFORD'S GAVELIERS RECEIVE BADGES OF HONOR AT EXCOM BADGING CEREMONY



Westford University College recently celebrated a momentous occasion – the first-ever ExCom badging ceremony at The Westford Gavels Club. The ceremony was a remarkable milestone for the Gaveliers, who have been diligently honing their communication and leadership skills, and a proud moment for the entire Westford community.

The ExCom badging ceremony was held on March 11th at the Westford campus, with members of the faculty and staff in attendance to support and congratulate the Gaveliers. The ceremony saw the students receive badges that symbolized their positions within the club's Executive Committee, recognizing their contributions and leadership within the club.

The ExCom badging ceremony was a testament to the dedication and commitment of the Gaveliers members, who have worked tirelessly to improve their communication and leadership skills. The ceremony served as a reminder of the Westford's unwavering commitment to providing its students with the resources and tools they need to succeed, both academically and professionally.



WE CONNECT
WITH BUSINESS LEADERS

MARKETING FUNDAMENTALS & DIGITAL MARKETING

SANDEEP PODUVAL

Head of Marketing at Commercial
Bank of Dubai

On March 8th, Westford University College hosted a WeConnect Session with Sandeep Poduval, a seasoned marketing and communications specialist. With over 25 years of Marketing & Communications experience, Sandeep has helped build successful brands across a diverse spectrum of industries spanning India and Middle East markets. Sandeep has extensive Banking experience, having worked for 11 years at Union National Bank, as SVP & Head of Corporate Communications and around 5 years at Commercial Bank of Dubai as the Head of Marketing and Corporate Communications. Sandeep has also held senior positions in Marketing at multinational companies like Warner-Lambert India and Tiffany Foods, Dubai, and has helped build global brands across FMCG, Foods, Aviation, Healthcare, and Retail and Service industries through his advertising career. He has also dabbled with entrepreneurship running a mid-sized advertising agency and a media agency and a Digital Marketing Training consultancy in Dubai for a few years as well. Sandeep holds an MBA in Marketing and a Bachelor's Degree in Mechanical Engineering.

The session commenced with Sandeep reflecting on his university experience and emphasizing the significance of continuous learning and embracing risks. He delved into his personal academic journey, starting with Engineering and transitioning to Marketing, illustrating how his career has evolved over time.



Additionally, Sandeep delivered an insightful presentation on the dynamic nature of marketing, particularly in relation to technological advancements, digital marketing tools, and evolving consumer behavior. While highlighting these changes, he emphasized that the fundamental principles of marketing remain unchanged. He expressed his belief that effective marketing in the long run revolves around building brand equity, fostering trust, delivering excellent service, and establishing a genuine connection with customers. To support his viewpoint, he shared captivating examples of successful brand building, social media marketing, and guerilla marketing.

The session concluded with an overview of the projected marketing landscape for 2023, focusing on emerging trends across various areas such as Social Media and Influencer Marketing, Content Marketing, Marketing Automation, and MarTech. Sandeep provided valuable insights and predictions to equip the attendees with a forward-thinking mindset.





Westford University College was extremely delighted to have hosted an amazing WeConnect session on "Careers in the Sports Industry" led by Mr. Erik Stibilj. This session was an eye-opener for many students regarding the career opportunities that the sports industry can provide.

Mr. Erik Stibilj covered a wide range of topics, including the current market trends and scenario in the sports industry, the business of the sports industry, technological developments, and most importantly, the career opportunities within the sports industry. He emphasized the importance of manpower and how it offers life-changing opportunities in the sports industry, unlike other fields where AI has taken over. He also highlighted the current job market scenario in sports and how it could be a life-changer for many in the near future. This session was highly informative for our students, providing them with a deeper understanding of the sports industry. The key takeaway for our students was not only understanding the careers in the sports industry but also comprehending the entire business world of sports.



Throughout the session, students engaged in a healthy discussion about careers in the sports industry and how they could be life-changing in the future. Mr. Erik was more than happy to provide valuable insights and share his expert knowledge with our students. These types of interactions broaden students' vision and enrich their overall development beyond academics.

At Westford University College, we believe that each and every student has their own talent and potential to grow and shine brightly in their future. Therefore, we strive to provide the best networking opportunities that will help them achieve their future goals.

Overall, this session was an eye-opening experience for our students and provided them with the opportunity to learn from industry experts and stay ahead of the curve in the world of sports, technology, and business.



ENHANCING OPPORTUNITIES FOR ATHLETES WITH INTELLECTUAL DISABILITIES



Westford students recently had the opportunity to intern at a Special Olympics screening event. Special Olympics is a worldwide organization dedicated to helping athletes with intellectual disabilities, working with hundreds of thousands of volunteers and coaches each year. Under the guidance of clinical supervisors, these students received specialized training to effectively communicate with individuals and employ psychological techniques. Their primary focus was to teach the athletes how to identify and manage stress through strategies like yoga and relaxation techniques. The athletes are currently representing the United Arab Emirates at the Special Olympics being held in Berlin.

The impact of this internship opportunity goes far beyond mere learning experiences. By actively engaging with athletes at the Special Olympics, our students contributed to the personal growth and development of these inspiring individuals. They played a crucial role in helping athletes recognize and overcome stress, equipping them with valuable coping mechanisms that can benefit them both on and off the field.



Sharon Abraham

BSc (Hons)
in Business
Psychology
with HRM
LJMU, UK



My volun-
teering
experience
with the

Special Olympics UAE was truly exceptional. We got an opportunity to conduct fun activities with trained psychologists while educating the participants on stress management by discussing coping mechanisms for dealing with challenging situations. Attending this event was a game-changer for me and I'm very grateful to Westford for providing us with this opportunity



Senuri Riyesha

BSc (Hons) in Business Psychology with Human Resource Management –
LJMU, UK

Through my volunteering experience at Special Olympics UAE, I learned so much about autism and how to effectively communicate and interact with individuals with autism. I must say, it was an incredibly rewarding experience. Seeing the dedication and passion of the staff and volunteers in providing a welcoming and inclusive environment for individuals with autism was truly inspiring. As volunteers, we were able to provide training on managing

well-being by tackling coping strategies to overcome stressful situations. I want to take a moment to express my sincere gratitude to Westford University College for providing us with the opportunity to volunteer at Special Olympics UAE.

WESTFORD UNIVERSITY FOOTBALL TEAM SHINES IN THE RAK STIRLING CUP



In a nail-biting showcase of skill, teamwork, and determination, Westford's football team made waves at the 1st-RAK Stirling Cup which was a highly competitive tournament. With outstanding performances and a relentless pursuit of success, the team won the hearts of the spectators and established themselves as a force to be reckoned with.

The tournament was conducted by University of Stirling, RAK on Mar 13th & 14th, 2023. It was a knockout based tournament. From the outset, it was clear that our football team possessed a winning mindset and an unwavering desire for success. Displaying a captivating blend of offensive prowess and defensive solidity, they dominated their opponents in nearly every match. One of the defining characteristics of this exceptional team was their unwavering teamwork and cohesion on the field.

This tournament served as a platform for our team to showcase their talent and determination. The future holds great promise for our football team as they continue to pursue excellence on the field.

**Mahdi Toi Mohammad**

BSc in International Business Management, LJMU

This tournament I recently participated in was an unforgettable experience that pushed me to my limits, both physically and mentally. The intense matches, the camaraderie among teammates, and the electrifying atmosphere created memories that will stay with me forever. Throughout the tournament, we encountered numerous obstacles that tested our resilience and determination. We faced teams with diverse playing styles and encountered unexpected setbacks during matches. However, it was during these moments that our team truly excelled. Our participation in this football tournament was a transformative experience. It pushed me to grow as a player, taught me valuable lessons about teamwork and perseverance.



WHY IS DANCING A GOOD HOBBY? - ART IS THE CHOICE OF STRONG PERSON

My greatest hobby is dancing, dancing connects me to my soul, I always find peace while dancing, it removes all my stress and anxiety. There are a lot of problems and tasks that constantly live in our head. Thanks to the hobby, the person is immersed completely in the creative atmosphere. Sometimes this is the only way to forget about all worries and burdens of everyday life.

I have been dancing since the age of 4, I can dance HipHop, Lyrical and many more. I am also a part of the Westford Dance Club and have also performed in the Manipal Carnival. I have been learning many forms and styles of dances, but my favorite type of dance is HipHop, as it helps my body to get flexible. I also dance because it's also a good form of cardio. Before starting any type of workout we have to warm up so that we don't crack any part of our body and injure ourselves. A 20-minute dance session before any workout session loosens up your body so that it's easier to workout.



Pragya Manghani

BA (Hons) in Accounting
Finance - University of
Gloucestershire, UK



I love the fact that whatever has happened during my day or week I can leave it behind as soon as I put my dancing shoes on. Dancing over the years has also definitely increased my confidence and helped me to overcome anxiety and depression. I would also feel proud to say that I have helped people put themselves out there to overcome their fear of facing depression and overthinking. Dance allows people to exceed their own expectations and helps them to discover new things about themselves.

I am glad that dance was introduced to my life, life does become a better place once you find peace in dance and music.

Thank you to Westford for giving me the opportunity to showcase my talent and this creative part of me during events and occasions.



I NAVIGATED MY DBA JOURNEY BY SEEKING SUPPORT, PRIORITIZING SELF-CARE & BALANCING PERSONAL & PROFESSIONAL RESPONSIBILITIES

The path to earning a Doctorate in Business Administration (DBA) is rewarding yet filled with its own distinct challenges. I found it challenging to balance the demands of coursework, research, and personal and professional obligations. To surmount this obstacle, I tried to prioritise tasks and establish a schedule that provides sufficient time for each activity.

Another obstacle was staying motivated throughout the duration of the program. The duration of the program combined with the rigor of the coursework and research sometimes resulted in exhaustion and a loss of motivation. To combat this, I tried to maintain connections with peers and supervisor for encouragement and support. In addition, establishing attainable objectives and celebrating milestones helped me sustain a feeling of accomplishment and motivation.

On the academic front, research methodology and data analysis were also a challenge. To surmount this difficulty, I attended seminars and other relevant online courses. In addition, a close and frequent coordination with the supervisor and other members of the university for advice and feedback was beneficial in navigating the research process. On personal front work-life balance and self-care were other challenges faced so started to prioritize self-care, and got back to my exercising routine, and getting adequate rest. In addition, establishing boundaries and communicating with co-workers, friends, and family about the program's demands helped me maintain a healthy work-life balance.

Time management, sustaining motivation, seeking out academic resources and support, prioritizing self-care, and balancing personal and professional responsibilities are essential for navigating the program successfully. DBA candidates can successfully complete the program and reach their objectives by adopting these strategies and remaining focused on personal, academic, and professional requirements.



Rahul Deo Gupta
DBA - Class of 2022

WHY DID YOU CHOOSE TO STUDY AT WESTFORD UNIVERSITY COLLEGE?

I selected Westford University College as my educational institution due to its outstanding reputation for providing high-quality education. The college has built a strong standing for delivering excellent academic programs and ensuring student success. Additionally, I was particularly drawn to the college's commitment to fostering a supportive learning environment, where students are encouraged and guided throughout their educational journey.



Batool Salaheddin

BSc (Hons) in
Business Psychology with
Human Resource
Management, LJMU

Which activities in the classroom do you enjoy the most?

I find group discussions and case studies in the classroom highly beneficial as they enhance my understanding of the material and provide valuable insights from my classmates' perspectives. These interactive learning methods contribute significantly to my overall learning experience.

How is Westford different from other universities?

What sets Westford University apart from other universities is its emphasis on practical learning and dedication to fostering a supportive learning environment. The college prides itself on its faculty members who are renowned experts in their respective fields and consistently go above and beyond to support students in achieving their goals.

How would you describe the college atmosphere?

Westford University College offers a friendly and welcoming college atmosphere. Both students and faculty members actively support and assist each other, creating a genuine sense of community on campus. The collaborative spirit at Westford fosters an environment where everyone is willing to lend a helping hand, contributing to a positive and inclusive learning environment.

How has your learning experience been so far?

My experience at Westford University has been exceptional so far. The classes have been highly educational, providing me with a wealth of knowledge, and I have had numerous opportunities to apply what I've learned in real-world scenarios. The faculty members at Westford are incredibly supportive and always ready to lend their expertise to assist students. Their guidance and encouragement have played a crucial role in my learning journey at the university.

THE MET GALA FASHION SHOW 2023



The Met Gala, one of the most highly anticipated events in the fashion industry, returned in full force for 2023 with an array of jaw-dropping looks on the red carpet. The theme of the night, "Future Glam," inspired celebrities and designers to push the boundaries of fashion, resulting in a plethora of stunning and avant-garde ensembles. A standout trend on the Met Gala red carpet was the futuristic metallics. Celebrities dazzled in shimmering silver, sleek gold, and iridescent hues that reflected the theme flawlessly. These futuristic interpretations ranged from sleek and minimalist to bold and extravagant, showcasing the diverse creativity of the attendees. Another notable trend was the incorporation of technological elements into the outfits. LED lights, fiber optics, and interactive elements were seen adorning gowns and accessories, adding a dynamic and interactive dimension to the looks. The merging of fashion and technology created a visually captivating and innovative spectacle.

Bold silhouettes and exaggerated proportions made a statement on the red carpet. Celebrities embraced voluminous sleeves, oversized bows, and dramatic trains, creating a sense of grandeur and theatricality. These architectural designs showcased the mastery of craftsmanship and couture techniques, leaving onlookers in awe. While some celebrities opted for futuristic interpretations, others embraced a more classic and timeless approach, paying homage to iconic fashion eras. Vintage-inspired looks, such as Old Hollywood glamour and 1920s flapper styles, made a notable appearance, showcasing the enduring influence of fashion history on contemporary design. Alia Bhatt's Met Gala look adorned with pearls was a captivating sight, as she effortlessly embraced a modern interpretation of timeless sophistication, showcasing the perfect blend of tradition and contemporary style. Her pearl-accented ensemble elevated her red-carpet presence, leaving onlookers in awe of her exquisite beauty.

In conclusion, the Met Gala 2023 red carpet was a true fashion extravaganza. From futuristic metallics to technological innovations and nods to fashion history, the attendees showcased their sartorial prowess and creativity. The event once again proved that the Met Gala is not only a gathering of influential figures but also a platform for pushing the boundaries of fashion and celebrating the artistry of design. As a student, I found inspiration in the captivating and avant-garde looks showcased at the Met Gala 2023, igniting my passion for creative fashion expression. The event's boundary-pushing ensembles have sparked my imagination and motivated me to explore new realms of design in my academic pursuits.



Adiba Maqbool
Higher National Diploma in Art &
Design (Fashion) – Pearson, UK



MAURITIUS NATIONAL DAY



Mauritius is a small island nation in the Indian Ocean, with a rich cultural heritage and a vibrant history. Every year on March 12th, the country celebrates its national day, which marks the date of its independence from British colonial rule in 1968.

The national day of Mauritius is a joyous occasion, and the celebrations typically begin with a flag-raising ceremony at the Champ de Mars in Port Louis, the capital city. This is followed by a parade of military and police officers, as well as cultural and community groups, who march through the streets to the beat of traditional music.

One of the most popular events of the national day celebrations is the fireworks display, which takes place in the evening. This spectacular show lights up the night sky over Port Louis, and people from all over the island come together to watch and enjoy the display.

As a student of the Doctorate of Business Administration, I believe that the national day celebrations in Mauritius reflect the country's vibrant culture and a strong sense of community. The festivities provide an opportunity for people from all walks of life to come together and celebrate their shared identity as Mauritians.

In conclusion, I would like to express my gratitude to Westford for allowing me to share about my country's national day. The celebrations in Mauritius are a testament to the country's rich history and culture, and I am proud to be a part of this vibrant community.



Avinash Rughoobur
DBA - UCAM



NAMIBIA NATIONAL DAY

Every year on March 21, Namibia celebrates Independence Day to commemorate the day when the country became a state. The government of Namibia has undergone numerous changes over the years. In 1990, Namibia officially declared independence and received international recognition. In Namibia, this day is observed as a national holiday, and the nation's senior leaders attend parades and political ceremonies to mark the occasion. On this national holiday, all businesses and educational institutions will be closed. The nation is blessed with prosperity and tranquility as its proud inhabitants celebrate this day.

This year's official 33rd Independence Day celebrations took place on March 21 under the banner of "A People United for Prosperity." The event was carried live on NBC TV and Radio language services, as well as the Ministry of Information and Communication Technology's, NEPC, NBC, and NAMPA's social media channels. Like other national celebrations, Independence Day was held regionally on a planned basis and the general public was treated to a variety of cultural, musical, and other entertainment presentations.

As a Namibian who experienced the amazing National Day in 2023, I am very inspired to contribute to Namibia's success and growth. This opportunity to interact with a diverse group of people from all over the world was provided to me by Westford University College. I am nearing the end of my first year at university. I would like to thank all the lecturers, employees, and students who have always made me feel like a part of the group.



Erwin Skrywer
DBA - UCAM



GHANA INDEPENDENCE DAY



Independence Day, also known as National Day, has been celebrated in Ghana every year on March 6th since the country gained independence from British colonial rule in 1957. Before independence, Ghana was known as the Gold Coast, a name that reflected the country's rich natural resources, such as minerals and forests.

Independence Day is a national holiday in Ghana and is celebrated with great enthusiasm across the country. The official celebrations take place at Independence Square in Accra, where the president inspects a parade featuring various security wings, school pupils, and notable groups. The atmosphere is charged with cultural music, poetry, drumming, and dancing. Dignitaries, including many presidents from other African countries and Europe, are often invited to join Ghanaians in celebrating, either as guest speakers or guests. Notably, Martin Luther King Jr. and Her Highness Queen Elizabeth II attended Ghana's maiden Independence Day celebration and its 50th Anniversary Independence celebration.

Ghanaians are known for being one of the most hospitable people in the world, and this holiday provides an opportunity for them to reflect on their past and think about the future. I have been fortunate to pursue my Doctor of Business Administration with Westford University College, which has provided me with exceptional academic and multicultural exposure. The knowledge and experiences I have gained from this institution have been invaluable, and I am grateful for the warm and mutually beneficial relationship I have built with them. Westford University College will always be a cherished part of my academic family, and I will remember it throughout my life.

GUARDIANS OF THE GALAXY

It's been a while since I went to the movie theatre for a good movie with some nachos and my slushie. But this weekend I did just that! Marvel released its 3rd volume of the Guardians of the Galaxy trilogy directed by James Gunn and it was honestly an intergalactic masterpiece.



Reyha Rao
BSc (Hons) in Business
with Finance - LJMU

I went with my sister, a hardcore Marvel fan, and she loved it too. The movie takes you on this emotional roller-coaster about Rocket's (voiced by Bradley Cooper) past with stunning visuals and vibrant alien and celestial landscapes. The animation team definitely deserves more credit for creating such bizarre and creative characters making each scene with incredible attention to detail. The true essence of the characters shines through with Star-Lord's (Chris Pratt) signature wit and charm. At the same time, Gamora (Zoe Saldana) reels you in with her fierce, savage nature but is now thrown into the present timeline following the events of "Avengers: Endgame," where she finds herself in unfamiliar territory not remembering her past or the bonds shared with the Guardians of the Galaxy. There is interesting chemistry between the two - navigating themselves into the path of self-discovery.

The other characters in the movie, including the lovable Mantis (Pom Klementieff) bring a refreshing energy to the screen delivering her hilarious one-liners while Drax (Dave Bautista), Rocket (voiced by Bradley Cooper), and Groot (voiced by Vin Diesel) bring their unique personalities to life, delivering both laugh-out-loud moments and emotional scenes. It's so emotional to see Groot throughout the entire movie, almost like a time-lapse of a child going through all the phases of life and yet, hilariously uttering the timeless catchphrase: "I am Groot" over and over again. As expected in any Guardians of the Galaxy movie, the soundtrack is undoubtedly mind-blowing, elevating every fight scene by blending into the action, leaving you on the edge of your seat while simultaneously tapping your feet.

The entire movie deep dives into the past life of the characters, emphasizing the weight of their decisions and the impact these choices have on their futures. Gunn has woven together humor, heartache, and redemption in this marvelous film filled with twists and turns for the viewers. The story will unquestionably leave you satisfied and validated, reminding you why we love these misfits who came together and call themselves the "Guardians of the Galaxy" in the first place. A definite must-watch with friends and family!



NEW WESTFORDIANS ON THE BLOCK



Ravinder Singh
Admissions Officer

Mantra @ Work : Focused with a positive attitude, ready to fight till the end at any stage.

Quote you live by : We have only one life, life is beautiful, work smart and enjoy.

Creative Vent : To help others with a smile whenever possible.



Muhammed Rashid
Graphic Designer

Mantra @ Work : The only way to do great work is to love what you do.

Quote you live by : Love all, do wrong to none.

Creative Vent : Playing Football & Cricket.



Madhyama Gandhi
Faculty & Course Coordinator

Mantra @ Work : "The best project I will ever work on is myself" -Sonny Franco

Quote you live by : "Luck is the residue of design"- John Milton

Creative Vent : "I love cooking and listening to music. These are the few moments when I feel a complete connection with my being"

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