

The Westford Communiqué

VOLUME: 57, August 2023



06 SPORTS MANAGEMENT
WORKSHOP 2023



10 BACHELOR'S
TOASTMASTERS



13 WESTFORD OPEN DAYS



WESTFORD
University College

 **WESTFORD**
UNI-ONLINE

WE CONNECT
WITH BUSINESS LEADERS

**WEST
FORD**
BUSI
NESS

WE TALK
WESTFORD TALK SERIES

 **we cares**
Westford Cares

WESTFORD YOUTH BUSINESS LEADERSHIP PROGRAM

Ignites the Ambitions of Tomorrow's Leaders

The much-anticipated four-week virtual expedition for the inaugural batch of the Westford Youth Business Leadership Programme (YBLP) has recently drawn to a close, leaving a trail of inspiration and empowerment for young leaders globally. As an integral facet of Westford University College's corporate social responsibility initiative, the YBLP was thoughtfully designed to resonate with the ambitions and dreams of the youth, equipping them for progress and triumph in our rapidly changing world.

Commencing amidst the pandemic's trials and extending to this year's return to normalcy, the YBLP has consistently empowered youths aged 14 to 19 worldwide through its virtual medium. It has nurtured skill-based engagements, cooperative learning, and meaningful global peer exchanges. The program enveloped participants in stimulating dialogues and interactive modules, with each week spotlighting diverse pivotal aspects essential for their holistic growth.



Week 1: Personal Branding

In the first week, students embarked on a journey into the realm of personal branding, discovering and harnessing their distinct identities. Guided by esteemed industry professionals, they gained insights into effectively showcasing themselves to the world and crafting a personal brand that resonates with their aspirations and passions.

Week 2: Digital Toolkit

Incorporating the digital age, the program's second week imparted indispensable digital proficiencies to participants. These skills encompassed navigating the virtual terrain, harnessing technology for enhanced productivity and communication, and instilling students with the assurance to excel in an interconnected global milieu.

Week 3: Decoding Entrepreneurship

The third week catered to aspiring entrepreneurs, offering them a captivating plunge into the realm of entrepreneurship. Distinguished entrepreneurs from diverse sectors shared their experiences and wisdom, igniting inspiration within the young participants to translate their ideas into tangible endeavours.

Week 4: Leadership Launchpad

During the concluding week of the YBLP, students dedicated their attention to nurturing vital leadership attributes. Esteemed real-world leaders, armed with extensive experience, imparted priceless insights on navigating change, ambiguity, and intricacy. The participants were motivated to envision their forthcoming selves as resolute and proficient leaders.



Inspiring Speakers: A Glimpse into the Minds of Game-Changers

The YBLP showcased an array of distinguished speakers who have undeniably transformed the landscape within their specific domains.



Distinguished leadership coach, empowered participants to bring about positive, long-term changes in their behavior and achieve greater success.

Dr. Moe Tarek El Kassar -
Emotional Intelligence & Leadership
Coach | Coach | Trainer and Author



Visionary entrepreneur and youth development advocate, motivated students to unlock their potential and reach new heights through his inspiring journey.

Aditya Krishnan -
Founder & CEO at
InspireMe



Trailblazing content creator, shared her transformational story, encouraging participants to break free from limitations and embrace their true selves.

Kaunain Hyder -
Content Creator -
Cruisingcravings



Seasoned entrepreneur and thought leader, offered valuable insights into tackling challenges & leveraging digital opportunities.

Zaheer Nasser -
CEO - Doctoori Connect |
Co-Founder - Letsrise



Accomplished visionary in sports media, shared the success story of SportsTiger, inspiring students to pursue their passions fearlessly.

Vedant Sharma -
Head - SportsTiger | Project
Leader - Rajasthan Royals |
Consultant



Founding member of Radio Javan, emphasized the importance of impact-driven initiatives & community engagement, leaving a profound impact on young minds.

Mehrab Ajalli -
Entrepreneur, advisor, and
philanthropist

Across the YBLP duration, students embarked on a transformative odyssey of self-improvement. They unveiled their life's purpose, attained deeper self-awareness, and plotted a trajectory towards their forthcoming aspirations. The program's step-by-step educational model ensured the utmost practical application of acquired proficiencies and enlightenment, effectively priming participants for the challenges posed by the Fourth Industrial Revolution.

The YBLP has unquestionably achieved the establishment of a remarkably vibrant youth leadership network within the region. Through its commitment to nurturing and empowering young individuals to reach their utmost potential, Westford University College has significantly contributed to molding the future leaders of our generation.

The success of the Westford Youth Business Leadership Program (YBLP) stands as a testament to the vision and dedication of Westford University College in fostering engagement, motivation, personal well-being, and leadership among the youth. As the program continues to leave a lasting impact on its participants, it paves the way for a brighter and more empowered future.



Edvin Varghese Vinoj

Sharjah Indian School

This YBLP experience has profoundly transformed me, furnishing not only critical business acumen but also igniting a fervour for leadership. The program proved instrumental in nurturing valuable networking ties through interactions with diverse entrepreneurs, bolstering my professional connections. Beyond mere education, this program imparts a life-altering encounter, equipping participants with the acumen, knowledge, and mindset to thrive in the dynamic business landscape. I express gratitude to Westford for this remarkable opportunity. The enlightening sessions by entrepreneurs from varied sectors were truly invaluable.



Parvathi Rajeevan

International Indian School Ajman

Initially sceptical about the YBLP online sessions, I was surprised to find myself engaged for hours without distractions. These sessions proved captivating and enlightening, fostering self-reflection and focus amid external factors. They instilled belief in my potential, taught me time management, and embraced failure as a stepping stone. Many thanks to Westford University for connecting me with inspiring young business entrepreneurs and enriching my experience.



Shifa Naaz Shaikh

Progressive English School Sharjah

Engaging in this motivational program proved to be genuinely transformative. The program's vibrant curriculum, interactive exercises, and mentors brimming with insights facilitated the unveiling of my genuine capabilities and revitalized my zeal for realizing my aspirations. The camaraderie amongst a community of kindred spirits additionally stoked my drive and established a space for exchanging triumphs and obstacles alike. Thanks to this endeavour, I have acquired precious insights, honed fresh abilities, and, paramountly, I now greet each day with revitalized eagerness and unwavering resolve.




Teesha Danny Khemlani

The Indian High School Dubai

Completing the Youth Business Leadership Programme at Westford University has been an immensely rewarding experience. The session led by Aditya Krishnan, the CEO of InspireMeDubai, stood out. His insights into building a platform that unites aspiring Gen Z and Millennials and provides them with a voice resonated with me. This initiative not only fosters connection but also supports young speakers, offering them an accessible platform to share their experiences. Participating in this program exposed me to a wealth of knowledge from diverse speakers across various domains. My heartfelt gratitude to Westford University for this invaluable opportunity. I eagerly anticipate more such enriching experiences ahead.

WESTFORD SPORTS MANAGEMENT WORKSHOP 2023

A composite image featuring three business professionals in a sports stadium. A man in a light purple shirt and red tie is running towards the left. A woman in a dark blue suit is standing in the center, holding a soccer ball. Another woman in a light-colored suit is standing to the right, looking upwards. The background shows a large stadium with bright lights and a sunset sky.

In the ever-evolving world of sports, success is not just measured by goals scored or championships won; it's also about the intricate strategies and management skills that drive the industry forward. A recent 'Westford Sports Management Workshop 2023' provided a platform for enthusiasts, professionals and budding entrepreneurs to delve deep into the dynamic world of sports business and management. Organized to enrich knowledge and foster networking opportunities, this event left participants inspired and equipped to tackle the challenges of this vibrant industry.

The workshop brought together an impressive line-up of speakers, including current and former sports professionals, industry veterans, and renowned academics. Their insights, anecdotes and real-world experiences added tremendous value to the event.



The storytellers of the sporting world are those in the sports media, broadcasting and commentary. They capture the essence of competition, giving fans all over the world exciting moments and insights.

They make games into remarkable experiences with their words and lenses. So, Ms. Charvi Bhat, a renowned speaker with years of experience in the broadcasting and commentary fields, began the first day. She talked to the audience members about creative commentary techniques and the actual scene of broadcasting.

The keys to success in the world of sports business are contract management, analysis and negotiation. On the second day of our workshop, Dr. Amit K. Singh, a professor with experience in sports management and biomechanics, gave us some priceless advice on how to bridge the gap between athletes, teams and sponsors to ensure equitable agreements and fruitful collaborations. He also spoke with the audience about how these abilities are crucial for converting enthusiasm into earnings in the always-changing world of sports.

Dr. Amit K. Singh, an academician with expertise in sports management and biomechanics, gave some priceless guidance on the fundamentals of sports biomechanics & performance analysis during the course of the third-day session. He gave insightful explanations of the techniques used by successful athletes. He also provided his technical insight into how scientific and mechanical principles assist athletes in honing their talents while also preventing sports injuries brought on by rigorous training.



Sports photography and journalism are the visual and narrative pillars of the sports world. Photographers freeze moments of athletic brilliance, while journalists provide insights, analyses and the stories behind the scores. On the last day of our workshop, Ms. Chitra Arya representative from one of the renowned Nikon Companies, provided valuable insights into the motion/still photo capturing technology and how Journalism plays a pivotal role in elevating the sports industry by providing comprehensive coverage, fostering fan engagement and uncovering the human stories.

The major takeaway from the session was warmly accepted by participants, who learned about the breadth of the sports sector and the career opportunities it provides. Participants had a wide range of opportunities to examine the complexities of the sports industry in their comprehensive workshop sessions, which covered everything from economic insights to useful techniques.

The Westford Sports Management Workshop 2023 emphasised the value of sports media, business negotiations, sports biomechanics, photography, and sports journalism as well as their contributions to the vibrant sports landscape.



AN AFTERNOON OF HILARIOUS TALES AT THE WESTFORD GAVELS MEETING

On August 12th, we came together once again for another heartwarming Gavels meeting, and this time, the theme was none other than "Funny Stories to Share." Picture this: a room filled with smiling faces, eager to share their comical escapades. The theme of funny stories turned out to be a gem of an idea, bringing out the best tales from every corner. It was an absolute joy to witness our community members wholeheartedly embrace the theme, demonstrating their fantastic storytelling skills while weaving a tapestry of laughter.



From side-splitting travel misadventures that had us traveling back in time to our own vacation blunders, to the kind of embarrassments we've all faced at some point, the stories that unfolded during the evening were nothing short of hilarious. The energy was infectious, and the room resonated with the sound of hearty laughter. It was as if virtual space transcended boundaries and brought us all together in a shared moment of joy.

As we soaked in laughter and each other's joy, it was a beautiful reminder of the power of humor and connection. In a world that sometimes feels a bit too serious, these gatherings act as a beacon of light, reminding us of all that a simple smile or a hearty chuckle has the incredible ability to brighten even the gloomiest of days.

So, let's carry this enthusiasm forward. Let's remember that amidst our busy lives, taking a moment to share a funny story or to simply bring a smile to someone's face can create ripples of positivity that extend far beyond that moment. The success of this Gavels meeting is a testament to the wonderful bonds we've built within our community and the warmth we bring to each other's lives.

BACHELOR'S TOASTMASTERS MEETING

"Fashion allows you to become the characters you wish to see."



In my role as the Toastmaster of the Day (TMOD), I chose the theme for the 76th meeting to be "The Realm of Fashion." My fascination with the fashion world has been long-standing, as it serves as a canvas for individuals to express their creativity through choices in styles, hues, and self-assuredness. I embarked on my fashion journey by delving into diverse elements, experimenting with combinations like sneaker tops matched with dresses and the audacious fusion of shirts with sweatpants—a truly bold sartorial decision on my part!

Before the commencement of the gathering, all attendees, both members and guests alike, were instructed to adhere to a specific dress code: "Adorn your finest attire, spanning from stylish and formal to lavish!" This directive was to be adhered to without exception. When the meeting day arrived, the venue exuded an air of sophistication, refinement, and polished style as participants embraced the dress code with elegance and poise.

The sound of the gavel reverberated, marking the commencement of a day filled with promise. I guided the spirited audience on a journey through the evolution of the fashion world, enabling individuals to share anecdotes about their preferred fashion eras and the one they favoured over others. Alongside them, I also unveiled my diverse sartorial selections, prompting the guests to reveal various facets of their personalities or to draw inspiration from role models they held in high esteem.

The gathering also signified the arrival of three fresh members who regaled us with their personal stories, offering glimpses into their unique identities. After the icebreaker sessions, the Table Topics Master, TM Ayaat, tapped into the attendees' imaginative and analytical faculties with a range of subjects, spanning from "In what ways have your fashion decisions worked to your advantage?" to "How do prevailing trends influence notions of beauty standards?" The platform brimmed with the audience's recollections of how embracing confidence had empowered each person to radiate their finest selves, fostering a sense of optimism that enveloped the room.



Amcera Adil
BSc (Hons) in Business
with Digital Marketing
- LJMU

TOASTMASTERS MEETING

**TM Hannah**

BA (Hons) Business with
International Business,
LJMU

The room buzzed with anticipation as both Toastmasters and guests gathered, eagerly anticipating the commencement of the meeting led by TMOD, TM Ameera. As she took the stage, she skillfully wove her speech, ensuring the engagement of every member and seamlessly delving into the captivating topic of the Fashion World. By the meeting's conclusion, our collective understanding had expanded, revealing the multifaceted dimensions of fashion and its evolution. Ultimately, the realization dawned upon us that fashion's essence transcends the mere acquisition of expensive garments; it is about the art of styling and how one carries themselves.



There was a unanimous consensus that fashion holds the power to instil comfort and confidence in an individual. Consequently, these seemingly straightforward components provide a platform to unveil one's creative inclinations, as eloquently shared by the audience. As the meeting advanced towards its culmination, an impromptu fashion presentation engaged the attendees, enabling them to showcase their distinctive styles. Notably, those who stood out were bestowed with the titles of "Mr. and Ms. Best Dressed." Consequently, this session served as a testament to the newly appointed Executive Committee, affirming that the spirit of Toastmasters resided strongly within the students aspiring to cultivate their public speaking skills and orchestrate more captivating gatherings.

EMBRACE YOUR MIND: BREAKING THE STIGMA AND SPARKING CONVERSATION

In a world where the pressures of daily life often lead to mental health challenges, open conversations have become an indispensable tool in eradicating the stigma surrounding mental well-being. On August 19, the 26th meeting of the Leaders Toastmasters Club took on this crucial issue. The meeting not only provided a platform for individuals to enhance their public speaking skills but also served as an opportunity to foster understanding, empathy, and dialogue about mental health.

The meeting aimed to create a safe and supportive environment where members could share their thoughts, experiences, and insights without fear of judgment. The power of public speaking lies not only in the words spoken but also in the emotional connection they create. The club's meeting commenced with a series of prepared speeches that revolved around mental health journeys, coping strategies, and personal growth.

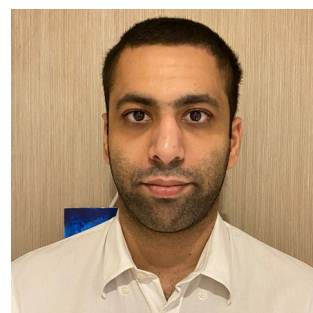


Each speaker shared their unique story, shedding light on the challenges they faced, the stigma they encountered, and the transformations they underwent. The speeches were met with profound empathy from the audience, emphasizing the significance of fostering open discussions on mental health. The club's commitment to providing a platform for these narratives not only improved the speaking skills of its members but also played a role in destigmatizing mental health topics. By embracing their own minds and sharing their stories, members of the club paved the way for a future where conversations about mental well-being are met with support, compassion, and acceptance.

WESTFORD OPEN DAYS

At Westford, we understand the student concerns they may have in selecting a postgraduate program and undergraduate program which is why we bring to you a platform to connect with us directly to address all the queries associated with the various programs we offer from global universities.

We had scheduled an open day virtually on 17th August 2023 for the BSc Hons in Business Management and MBA International Programs offered by Canterbury Christ Church University (CCCU) in collaboration with Westford University College. CCCU's Director of Partnerships Dr. Lorna Thomas discussed with the students about the university, its rich education legacy of having completed 61 years as a university in the higher education sector in the UK, Its teaching practices, programs, and their interests, as well as the resources CCCU offers. Our students Omair Parvez Habeeb, an MBA International student, and Hatim Javed from B.Sc (Hons) in Business Management shared their journey experiences, their expectations from the course and provided feedback on the delivery and course outcomes. The course credits, intakes, delivery, eligibility and requirements were discussed in detail for both the undergraduate and postgraduate programs.



Hatim Javed
BSc (Hons) in Business Management – CCCU

My journey throughout Westford College was an amazing experience and I learned a lot of great skills which are helping me both personally and professionally. The coursework is intense, requiring a lot of research and studying but faculty members have made it very interesting. A lot of units have built-in workshops and trips to various seminars which you will be attending, and this will allow you to meet successful businessmen and leaders of various organizations.



OPENDAY





Dr. Lorna Thomas
Director of Partnerships,
Canterbury Christ Church
Business School - UK

BSc (HONS) IN
BUSINESS MANAGEMENT

MBA INTERNATIONAL



Omair Parvez Habeeb
MBA International – CCCU

This is my second time studying with Canterbury Christ Church University having completed my BSc (Hons) in Business Management and now currently pursuing my MBA International. My experience so far has been amazing. I have completed two modules and they provided a more in-depth analysis of how exactly market research is conducted and how it affects the business. We also learned about the different types of leadership styles and choosing the right style that is suitable to certain businesses and how the type of leadership style you have and would choose in a business. I found these topics helpful to increase my knowledge and also gather real-world information on how the market actually is and the types of leaders that are in the market.

OPEN DAY- POSTGRADUATE CERTIFICATE IN EDUCATION (INTERNATIONAL)

Canterbury Christ Church University offers its undergraduate and postgraduate programs in the UAE region in collaboration with Westford University College. Recently, we organized two open days for the PGCEi program, where we engaged with our target audience to provide comprehensive information about the program's purpose, objectives, and curriculum.

During these sessions, we delved into the program's curriculum, course structure, and content, ensuring that attendees gained a thorough understanding of what the program entails. We also shared insights into Westford and CCCU's teaching philosophy and their approach to teacher education. Attendees received valuable insights into the teaching methods and strategies employed within the program. Additionally, we introduced the esteemed faculty and instructors who will be responsible for delivering the PGCEi program.

Our open days featured interactive sessions where we addressed the concerns of prospective candidates, including inquiries about teaching licenses in the UAE, course duration, and mode of delivery. Link tutors from CCCU, namely Mrs. Wendy and Mrs. Lorna, provided clear guidance on admission criteria, including academic qualifications, language proficiency requirements, and any standardized tests necessary for course enrollment.


Furthermore, we conducted an in-depth exploration of the program's content, exposing prospective students to the learning theories they will study. We elucidated the program's assessment methods and outlined the minimum duration and work placement requirements. Attendees received comprehensive information about the support services available to PGCEi students, such as academic advising, counseling, and career services.

We also provided insights into the potential career opportunities and job prospects awaiting graduates of the PGCEi program. To offer a glimpse into their future learning environment, we conducted a virtual tour of the Westford campus.

Addressing academic integrity, we discussed strategies to prevent plagiarism and maintain the integrity of academic work. Candidates were also introduced to Canterbury Christ Church University, gaining an understanding of the support they can expect from the institution. Additionally, we outlined the process for applying to attend the graduation ceremony in the UK for this program.


VIRTUAL OPEN DAY


▶ **MBA Advanced Entry**



**Cardiff
Metropolitan
University**

WESTFORD University College





Dr. Mukul Madahar
Associate Dean Partnerships at
Cardiff Metropolitan University - UK

Westford University College recently organized a virtual open day on August 5th for prospective students interested in learning about the MBA courses offered in collaboration with Cardiff Metropolitan University (CMU), a renowned UK university.

Ms. Sakeena Mohamed, the Portfolio Manager of Westford University College, warmly welcomed the participants and introduced the purpose and significance of the virtual open day. She continued to lead and moderate the session for the next 90 minutes.

Dr. Mukul Madahar, the Associate Dean (International) at Cardiff Metropolitan University, proceeded to present a comprehensive overview of the MBA program. He elaborated on the course's scope, and expectations, and highlighted the distinctive MBA experience offered by CMU. Dr. Madahar also discussed the various pathways to earning an MBA and the certifications from three different accrediting bodies associated with the program.

Following Dr. Madahar's presentation, Ms. Sakeena Mohamed conducted a virtual tour of Westford University College's various locations and shared key milestones achieved during the institution's decade-long partnership with CMU. She also highlighted Westford's collaborations and partnerships with other universities and accrediting bodies, as well as the numerous prestigious awards the college has received.

The final portion of the event, lasting half an hour, was dedicated to a highly anticipated Q&A session. During this time, participants had the opportunity to ask relevant and probing questions, all of which were addressed in an engaging and informative manner.

SINGAPORE



This year 2023, marked the 58th years of Singapore National Day which drew more than 27,000 strong audience from the Padang, the same place that Singapore held the first National Day in 1965. The crowd return since the pandemic period in 2019 which filled with full-scale physical marching contingents, comprising 1,700 participants from the military, civil defence, youth uniformed groups and various social and economic groups. It is also our eighth Singapore-elected President, Madam Halimah Yacob's last parade as her six-year term will be ending in September 2023.



**Vincent Matthew Choo
Peng Chong**

Doctorate of Business
Administration, UCAM



The nation resounds with exuberance as the iconic Marina Bay skyline is adorned with a kaleidoscope of colours, mirroring the diversity and unity of its people. Parades showcase the rich cultural tapestry, with performances reflecting Singapore's heritage and modern dynamism. Citizens proudly sport national colours, and a sense of camaraderie fills the air. The heart of the celebrations lies in embracing Singapore's spirit of innovation. Interactive exhibitions spotlight cutting-edge technologies, illustrating the nation's commitment to progress. From immersive virtual reality displays to sustainable urban solutions, the activities underscore Singapore's drive to shape a brighter future.

Through spirited festivities, Singapore National Day 2023 encapsulates the nation's remarkable journey, reaffirming its commitment to fostering a harmonious society while pushing the boundaries of innovation.



INDIA



Syed Hussainy

MBA - Cardiff Metropolitan University, UK

The Journey of Post Independence for India started with the momentous speech titled "Tryst with Destiny," delivered by Pandit Jawaharlal Nehru in 1947 on the eve of India's liberation. In this address, he famously proclaimed, "At the stroke of the midnight hour, when the world sleeps, India will awake to life and freedom." However, not all shared Pandit Nehru's optimism about an Independent India. Critics expressed scepticism, as evident from statements such as, "INDIA is no more than a geographical term. It lacks the unity of a single nation, much like the equator," and "It's implausible to forge a nation from a continent of diverse nations." Yet, fate had its plans, as a liberated India went on to illustrate the essence of a remarkable nation.

India stands as a testament to unity and its accomplishment as a secular nation is a noteworthy illustration. Since gaining independence, India has undergone a remarkable evolution, transcending its initial status as one of the world's most impoverished nations to emerging as the fifth-largest global economy within a span of 77 years.

During the time of its independence, India's per capita income stood at USD 2.89, grappling with extensive poverty and deprivation. The nation faced formidable social, economic, and political obstacles. However, through rapid industrialization and the implementation of three impactful revolutions, namely the Green Revolution in 1960 (resulting in increased food grain production), the White Revolution in 1970 (the world's largest dairy development program), and the Blue Revolution in 1985 (fostering aquaculture growth and fisheries), India has made significant strides. Today, the country's per capita income has risen from less than USD 3 to USD 2,300. In the past seven decades, India has transitioned from an economy heavily reliant on imports to a nation where an increasing number of global corporations are choosing to manufacture their products.



Upon gaining independence in 1947, a staggering 4 out of 5 individuals in India could not read, resulting in a literacy rate hovering between 12% to 13%. However, the nation, which was once plagued by widespread illiteracy, underwent a swift transformation. Remarkably, in just 16 years post-independence, India not only significantly improved literacy rates but also achieved the milestone of launching its inaugural rocket in 1963. Presently, India stands as a global hub of talent, and a force in space exploration, and its exceptional scientists propelled the nation to the remarkable feat of becoming the first to successfully land a lunar craft on the southern pole of the moon.



Westford University, my academic institution, mirrors the triumph of literacy and a forward-looking educational framework. Within the confines of Westford, I am fortunate to engage in studies alongside not only fellow Indians but also peers hailing from numerous countries. The rich cultural variety stemming from this diverse international student body lends an unparalleled and unforgettable dimension to the learning journey.

As the 77th year of independence dawns, I extend my heartfelt salute to this remarkable nation, embracing my identity as both a proud Indian and a proud member of the Westford community!



PAKISTAN

On Pakistan's 76th Independence Day, observed on August 14, 2023, I reflected on the nation's history, recognizing the journey of highs and lows. This occasion held special significance for me as it coincided with my decision to resume an MBA program at Westford University College after a decade-long hiatus. This personal step aligned with the educational ideals of Pakistan's founder, Quaid-e-Azam Muhammad Ali Jinnah, who emphasized education's pivotal role in progress.



**Sarmid Muhammad
Salim**

MBA with Business
Analytics – Abertay
University, UK



Jinnah's legacy revolves around his profound understanding of the value of education. He viewed education not merely as rote learning, but as a means to enhance critical thinking and foster innovation. He firmly believed that an educated populace was indispensable for a nation's advancement and prosperity. He contended that the trajectory of a nation hinged on the quality of education it provided to its citizens. In his speeches and writings, Jinnah stressed education's role in cultivating responsible citizens. He envisaged that educated individuals would actively engage in policymaking and contribute to societal betterment. Education, in his perspective, empowered people with the knowledge necessary to participate effectively in a democracy.

Jinnah also perceived education as a mechanism for societal inclusivity. He believed that education could uplift the less privileged, offering them improved life opportunities and social mobility. Furthermore, he saw education as a unifying force, transcending social backgrounds and fostering understanding among diverse groups. Central to Jinnah's vision was the concept of modernization. He believed that education could propel the nation toward progress by shedding outdated

norms. His aspiration was for Pakistan to be a dynamic and forward-looking nation, with education as the driving force behind this transformation.

He viewed education as more than a mere regulatory framework; he regarded it as a national duty. He saw investing in education as an investment in Pakistan's future, equipping individuals with skills required for various vocations. In essence, Jinnah's strong conviction was that education was the cornerstone of Pakistan's greatness. He envisioned education as the catalyst for advancement, fostering not only knowledge but also critical thinking, empathy, and national progress. As Pakistan forges ahead, Jinnah's teachings serve as a reminder that education underpins a prosperous nation. It signifies that within the span of 76 years, education has the potential to significantly impact the nation's trajectory, guiding it toward a brighter and improved future.

WESTFORD UNWIND

Fragrance: The Essence of Life

Fragrance, often referred to as the essence of life, possesses a remarkable power to influence our emotions, memories, and overall well-being. This article delves into the significance of fragrance and how it enriches our lives.

The sense of smell, a deeply evocative experience, can transport us to various times and places. Fragrance, in essence, is a vital aspect of human existence, impacting our emotions and memories profoundly.

Throughout history, fragrances have held a sacred status, featuring prominently in religious ceremonies and rituals. In modern times, fragrance plays a central role in daily life, from personal grooming to creating pleasant environments.

Westford Unwind
Our Workplace Hangout

SPEAKERS

Dr. Firoz Khan
Senior Faculty

Anushka Srivastava
Senior Admissions Officer

AUGUST 11 2023 01 PM zoom

Personal fragrance extends beyond smelling pleasant; it serves as a form of self-expression. perfumes and colognes enhance personality, boost confidence, and can even attract others. Each fragrance possesses a unique character that reflects one's mood, style, and individuality. A floral scent might evoke femininity and grace, while a woody aroma can instill confidence and grounding. Furthermore, fragrances can influence emotions significantly. Aromatherapy, using essential oils, promotes well-being and relaxation. Lavender, known for its calming properties, can alleviate stress and improve sleep quality, while citrus scents like bergamot and lemon can elevate mood and enhance focus.

Fragrance has a transformative power to shape our surroundings, turning a space into a welcoming haven. The aroma of fresh flowers, scented candles, or a simple air freshener can instantly create an inviting and comforting atmosphere. Certain scents, like vanilla or warm spices, evoke feelings of coziness and nostalgia, making a space feel homely.

The link between fragrance and memory is profound. Our olfactory system, responsible for our sense of smell, is closely connected to our memories. A specific fragrance can trigger memories of people, places, or moments in time. The scent of freshly baked cookies might transport us to our grandmother's kitchen, while the smell of the ocean can evoke cherished vacation memories. This connection between fragrance and memory can have a significant impact on our well-being, reducing stress and fostering happiness.

In conclusion, fragrance is not merely a luxury; it is an integral part of our daily lives. Whether it's through personal fragrances reflecting our personality, the comforting scents in our environment, or the memories awakened by particular aromas, fragrance enhances our well-being and enriches our experiences. The next time you encounter a captivating fragrance, take a moment to appreciate the essence of life it brings, as it transports you to different times, evokes cherished memories, and adds a fragrant dimension to your everyday existence.

BRINGING STREETWEAR INTO THE WORLD OF LUXURY: THE OFF-WHITE JOURNEY OF VIRGIL ABLOH

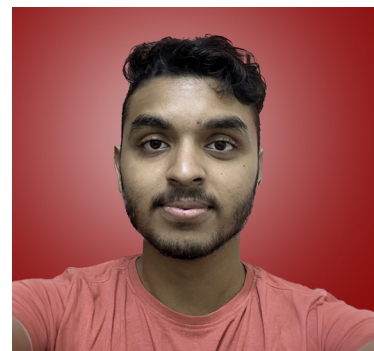
“Art is made in hindsight “ - Virgil Abloh

Street fashion has often been perceived as an autonomous industry, characterized by distinct clientele and unique aesthetics. However, in recent times, an emerging designer has ascended to prominence, effectively bridging the divide that separates the realms of fashion. Virgil Abloh, the visionary mind behind the renowned streetwear label Off-White, stands as a trailblazer for seamlessly amalgamating streetwear with the prestigious world of luxury fashion.



Beginning of OFF-WHITE

Virgil Abloh, equipped with architectural training and self-taught fashion prowess, established the brand in 2012. Designed to resonate with urban culture enthusiasts, Abloh aimed to fuse elements of high and low fashion within the brand's ethos. He envisioned this label to cater to both Generation Z and millennials, while simultaneously challenging the conventions of traditional luxury fashion.



Nijas Noushad

BA (Hons) in Fashion: Design
& Communication – IJMU

OFF-WHITE aesthetics

Virgil Abloh, equipped with architectural training and self-taught fashion prowess, established the brand in 2012. Designed to resonate with urban culture enthusiasts, Abloh aimed to fuse elements of high and low fashion within the brand's ethos. He envisioned this label to cater to both Generation Z and millennials, while simultaneously challenging the conventions of traditional luxury fashion.

Collaborations and Partnerships

A central pillar of OFF-WHITE's strategy revolves around its adeptness in forging collaborations with notable brands like Nike, Louis Vuitton, and Rimowa. This strategic approach has effectively elevated their brand visibility and expanded their audience reach. The partnerships established between OFF-WHITE and these renowned labels have yielded limited-edition releases that garnered significant attention from collectors, luxury enthusiasts, and streetwear aficionados alike.

Impact on the Fashion Industry

Virgil Abloh's achievements stand as an inspiration for emerging designers who challenge conventions and embrace innovation. Abloh's inclusive fashion ethos and determination to shatter barriers have contributed significantly to increased diversity and engagement within the industry.



STUDYING AT WESTFORD HAS BEEN A REWARDING EXPERIENCE

Why did you choose to study at Westford university college?

My decision to enrol at Westford was driven by the institution reputation for offering quality education. That combined with its convenient location made it a compelling choice for me to pursue further education

What activities in the classroom do you enjoy the most?

I am inclined towards participating in group discussions. I find these interactive sessions immensely engaging and beneficial as they facilitate the exchange of diverse viewpoints. Group discussions enable collaborative problem-solving and enhance communication skills. Being a part of such activities contributes to my personal growth and the opportunity to learn from other's perspectives, making them a favoured choice.



Farwa Ali
BSc (Hons) in Business
Management - CCCU

How is Westford different from the other universities?

Westford offers in-person classes tailored for the convenience of working professionals. This approach recognizes the specific needs of the working cohort, ensuring they can attend classes while managing their professional commitments. The provision of physical classes reflects Westford's commitment to delivering an accessible and flexible learning experience that caters to the schedules of busy professionals.

How would you describe the college atmosphere?

The university boasts an exceptionally favourable atmosphere, facilitating a conducive learning environment. The supportive ambience allows for the seamless completion of assignments with the guidance of dedicated faculty members. This collaborative approach ensures that students can navigate their assignments effectively and make the most of the available resources.

How has your learning experience been so far?

My journey through university has been truly fulfilling. The diverse academic and extracurricular opportunities have enriched my personal and professional growth. The university environment, marked by supportive peers and dedicated faculty, has contributed to a memorable and rewarding experience for which I am grateful.

WESTFORD'S MBA PROGRAM HAS ENHANCED MY CAREER IN HEALTHCARE

The collaborative Westford MBA program in partnership with UCAM Spain has been a transformative expedition, significantly amplifying my grasp of diverse business facets. Its adaptable class timetable and duration were particularly enticing, minimizing disruptions to my concurrent full-time employment. My pursuit of this MBA was driven by the desire to bolster my healthcare career and attain an encompassing comprehension of business intricacies.

The application of theoretical concepts to real-world scenarios in various courses facilitated a profound understanding of contemporary global events. The adept and knowledgeable professors not only augmented the learning journey with their practical insights stemming from industry experience but also remained accessible for crucial guidance. Collaborative teamwork within the courses not only encouraged diverse learning angles but also honed invaluable skills in leadership, management, and communication. The mandate to manage time, tasks, and team members instilled vital aptitudes.

Though managing this master's program alongside a full-time job demanded dedication, the enduring gains far overshadowed the challenges. The Westford MBA extends beyond a mere credential; it nurtures indispensable leadership and networking proficiencies essential in today's business realm. These pivotal foundations remain consistently emphasized throughout the program, rendering it a fitting choice for individuals aspiring to evolve as leaders and garner a holistic understanding of business dynamics.



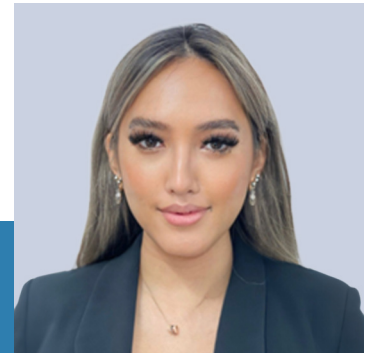
Minha Shabnam Zavahir

UCAM- MBA Class of 2022

BARBIE



The new Barbie movie surpassed expectations, bringing iconic childhood memories to life and captivating a diverse audience through exceptional promotion. Its universal appeal drew international viewers, dressed in pink ensembles akin to Barbie dolls. For an enchanting experience, immerse yourself in this beloved adaptation.



Amelia Raissa Salsabila
BSc (Hons) Business with
International Business
Management, LJMU



The film's standout feature is its profound messaging, tackling issues like patriarchy, toxic masculinity, femininity, insecurities, and harassment. It empowers the new generation by showcasing attainable dreams in a world where women define their lives. By placing Barbie in the real world, the movie symbolizes self-discovery and empowerment, irrespective of age. It offers insight into the challenges women face growing up.

The Barbie movie resonates with my journey of growth, mirroring its themes. It beautifully depicts the female experience and the inevitability of change. The film captures life's transformations, promoting gender equality and valuable insights. Maturing is akin to awakening to aging, as time's significance accelerates, and we mourn our past while embracing our evolving selves.

In essence, the Barbie movie is a transformative experience that blends nostalgia and thought-provoking themes, delivering a powerful message of self-empowerment and identity discovery.

NEW WESTFORDIAN ON THE BLOCK



Vandana J

Senior Officer- Admissions

Mantra @ Work: : 'Embrace Growth, Ignite Curiosity.' I believe in embracing challenges with an open mind and a determination to learn.

Quote you live by: Work hard in silence, let your success be your noise.

Creative Vent: Cooking has always been more than just a chore for me; it's a hobby that fills my days with creativity and joy.



Dr. Maher Alndiwee

Senior Faculty

Mantra @ Work: : Embrace challenges and learn from them.

Quote you live by: "Tell me and I forget, teach me and I may remember, involve me and I learn" by Benjamin Franklin.

Creative Vent: In my free time, I enjoy reading self-development books that inspire growth and learning. I also find creative expressions through cooking, experimenting with new recipes and flavors. Additionally, I actively participate in networking events to connect with others and expand my horizons.



Simran Vashishta

Senior Officer- Admissions

Mantra @ Work: : As a new joiner and someone who has just stepped into the job world, I try to make sure I observe everything in detail and be a good listener because I feel no matter

how much you learn from doing the task - you learn a lot more from people around you.

Quote you live by: You grow through what you go through.

Creative Vent: Avid yoga practitioner, all things spiritual and Dance.



Anne Jacob

Officer- Admissions

Mantra @ Work: : : Keep Trying and Look Ahead.

Quote you live by: Keep Smiling Always!

Creative Vent: Making customized gifts and cake toppers. I enjoy being a crafter.

EDITORIAL BOARD MEMBERS



> **Hanil Haridas**
Managing Editor



> **Sufia Munir**
Editor in Chief



> **Sakeena B M**
Content Editor



> **Sahar Salim**
Content Editor

CONTENT MANAGEMENT TEAM



> **Meera Ravindran**



> **Ryan Garcia**



> **Divya Nair**



> **Raya Yamazaki**



> **Nikita Bhoir**