

The Westford Communiqué

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WESTFORD STUDENT AWARDS 2023

On the evening of November 7, 2023, Westford University College hosted a splendid event, the Undergrad Student Excellence Awards, to recognize the outstanding accomplishments of its diligent student council members. The ceremony commenced with welcoming remarks from Mr. Hanil Das, CEO and Co-Founder of Westford University College, who shared insightful wisdom. The eagerly awaited awards began with faculty members presenting honours to various clubs and their representatives. The ceremony acknowledged the efforts of ten clubs, ranging from Entrepreneurship to Sports. Additionally, accolades were bestowed upon students exhibiting exceptional leadership and management qualities. The Outstanding Team Players Award celebrated collaborative efforts, recognizing over fifteen students. The Admirable Philanthropist Award honoured individuals for their philanthropic contributions. The grand finale highlighted the Student Council Leaders of the Year, with Rosalyn Flory and Sahil Dewani receiving the prestigious accolades. The evening concluded with a vibrant atmosphere, a delectable dinner buffet, and DJ entertainment providing musical entertainment, ensuring an unforgettable celebration of excellence at Westford University College.



STUDENT AWARD 2023



Rosalyn Flory
BSc (Hons) Business with
Finance, LJMU

Winning the Student
Leader of the Year Award
at the Student Excellence
Award 2023 was truly
unexpected. My initial

intention was to celebrate the remarkable year we've had, enjoy the company of my fellow students, indulge in good food, and simply have fun. Today's celebration of the Student Council acknowledges the collective hard work and effort we've dedicated, making the unexpected recognition even more rewarding.



Sahil Dewani
BSc (Hons) Business with Finance,
LJMU

Initially, it was
hard to believe that
I had been
honoured with the

Student Council Leader of the Year award; it took some time for that news to sink in. I am grateful that Westford University made us feel recognized and acknowledged for all the dedication we put into our roles. The event was a tremendous success, and everyone had a great time.

WESTFORD'S TREE PLANTATION DRIVE IN COLLABORATION WITH 'ONE TREE PLANTED' 2023

Tree planting is one of the most effective strategies for combating climate change. It contributes to sustainable development, enhances ecosystems' and communities' well-being, and addresses multiple environmental issues. Carbon neutrality and environmental sustainability are often achieved through tree planting in global efforts to combat climate change.

Plantation occurred at a very opportune time to commemorate the COP 28 event in the UAE. The COP 28 will provide a forum for countries to discuss how to mitigate and adapt to climate change, and individual and joint efforts are essential for resolving a global problem that transcends national borders. A sustainable and resilient future for the planet depends on stronger international commitment and decisive action to combat climate change.

Last year Westford planted 249 trees globally in collaboration with One Tree Planted NGO. In addition, trees were planted in the UAE; a joint initiative between Emirates Environmental Group (EEG) and Westford. We are committed to contributing positively to climate change mitigation efforts and educating our students about the problem.

In honour of students enrolled in our postgraduate online course portfolios, 300 trees were planted on November 15th this year in 8 countries across 3 continents.

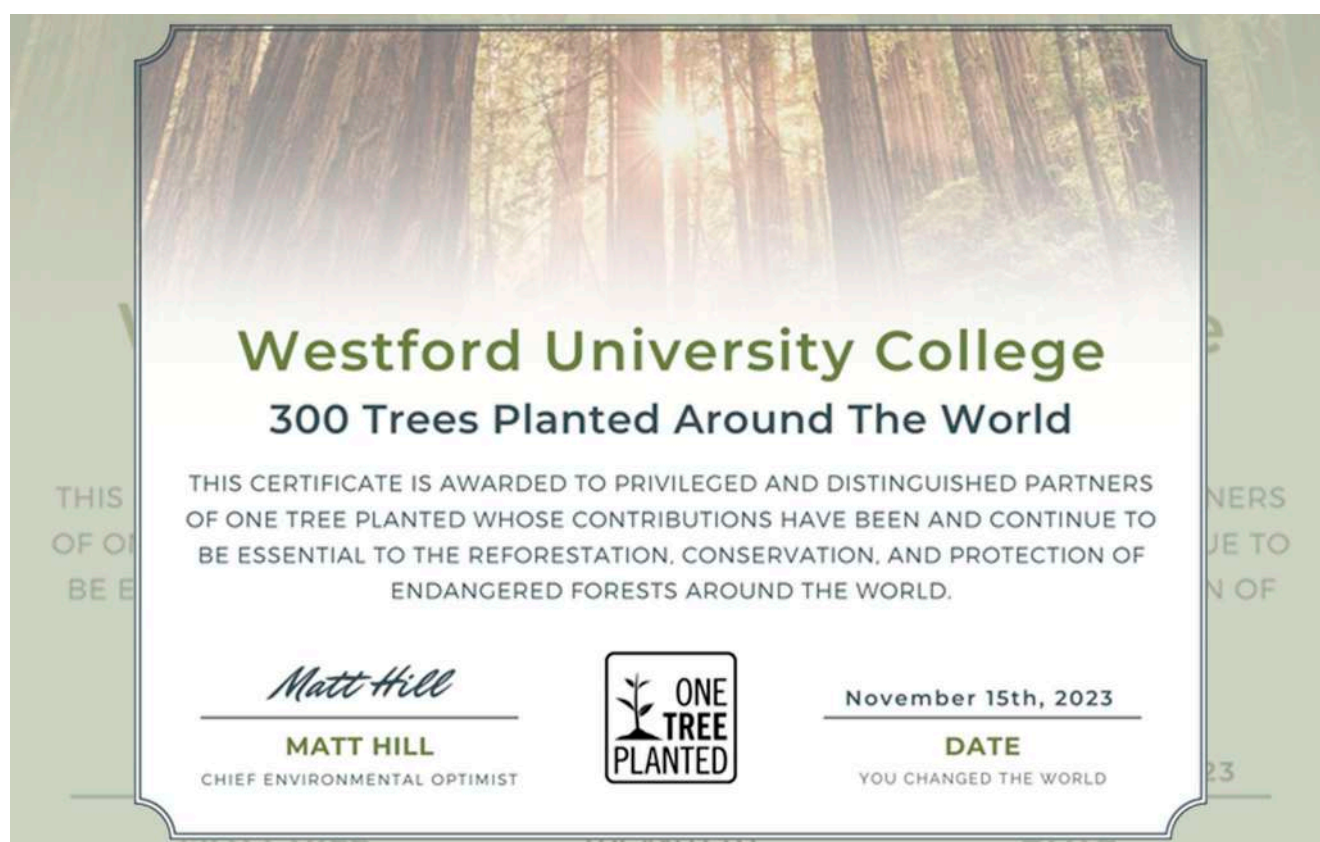


Hanil Das

Co-Founder & CEO of Westford University College

The commitment Westford has to environmental preservation goes far beyond mere words, as demonstrated by our partnership with 'One Tree Planted.' Through this collaboration, trees are being planted in various countries around the world on behalf of Westford's online students, who are an integral part of our dynamic learning community. In addition to reflecting the ethos of Generation Restoration, this commitment also underscores Westford's role as a COP28 University Climate Partner. Our contribution to the global effort to restore ecosystems speaks volumes about our values, and we are

proud to involve our student community in this effort.



Nhlanhla Maseko

MBA with Business Analytics – Abertay University

It fills me with immense pride to be part of a community that not only prioritizes academic excellence but also places a strong emphasis on environmental stewardship and sustainability. The thoughtful gesture of planting a tree on my behalf aligns seamlessly with my personal commitment to contributing to a greener and healthier future. I want to express my heartfelt thanks to the entire Westford University College community for this meaningful honor.

ABU DHABI MEDIA CONGRESS 2023

A Resounding Success Paving the Way for a Transformative Future



On November 16, the Abu Dhabi National Exhibition Center hosted the Global Media Congress 2023, serving as a hub of innovation and collaboration for the media industry. The event, attended by the BA (Hons) in Media, Culture, & Communication students from Westford University College, facilitated interactions with global thought leaders and emphasized the convergence of academia with industry practices.

The congress featured specialized sessions led by international experts, covering diverse topics such as digital communication, artificial intelligence, and media innovation. With a multilingual program, it addressed key themes like Sustainability, Innovation, Sports Media, and the Future of Media, offering insights into industry challenges & opportunities.

INDUSTRY VISIT

The exhibition component showcased cutting-edge developments from international and local brands, providing attendees with a firsthand look at advancements in media technology. The success of the 2023 congress has paved the way for the Global Media Congress 2024, scheduled for November 26-28, 2024, promising another gathering of minds to navigate the evolving media landscape.

Recognized as a cornerstone for shaping the future of media, the congress continues to be a beacon for stakeholders. The anticipation surrounding the 2024 edition highlights the community's eagerness for the transformative journey that lies ahead.



WESTFORD VOLLEYBALL TEAM SHINES AS RUNNERS-UP AT THE RIT INVITATIONAL VOLLEYBALL LEAGUE

In a captivating showcase of skill, tenacity, and sportsmanship, the Westford Volleyball Team soared to new heights by securing the Runners-Up position at the prestigious RIT Invitational Volleyball League. The team's stellar performance not only cemented their status as formidable contenders but also underscored the indomitable spirit that defines Westford's athletic prowess. The echoes of cheers and the resounding applause filled the air as our volleyball squad demonstrated an exceptional display of teamwork and individual brilliance throughout the RIT Invitational Volleyball League.



With each spike, block, and dive, the team carved a remarkable path to the finals, leaving an indelible mark on the tournament.

As the grand finale unfolded, students of Westford found themselves pitted against a formidable opponent, creating an atmosphere of heightened excitement and anticipation. The energy on the court was palpable as both teams fought fiercely for the coveted championship title. From powerful serves to precise digs, each athlete contributed to the team's success. Coordinated attacks and solid defense strategies demonstrated not only the players' individual prowess but also their ability to seamlessly collaborate as a unit. As the final whistle blew, marking the end of an exhilarating tournament, Westford University's volleyball team stood tall as the Runners-Up at the RIT Invitational Volleyball League. The celebration that ensued was a testament to the collective effort, dedication, and passion that fueled this remarkable journey.

The Westford University Volleyball Team's triumphant performance at the RIT Invitational Volleyball League is a source of pride for the entire university.



Hassan Mohammed Ishaque
BSc (Hon) Business Management, CCCU

The RIT Invitational Volleyball League was a transformative experience for the

Westford University Volleyball Team. Despite facing fierce competition, the team showcased determination and skill, securing the Runners-Up position. Beyond testing athletic prowess, the league became a journey of camaraderie, resilience, and sportsmanship. Emerging not just as competitors but a united force, the team left an indelible mark on the court, marking a chapter of growth, friendship, and the unwavering pursuit of excellence for Westford University volleyball players.



Fahad Shahzad
BSc (Hons) International Business Management-LJMU

In the competitive setting of the RIT Invitational Volleyball League, Westford University's Volleyball Team

transcended mere victories and defeats, engaging in a journey of skill, strategy, and self-discovery. Securing the Runners-Up position, the team not only demonstrated athletic prowess but also forged enduring bonds of teamwork and resilience. The league, more than a competition, became an odyssey of growth, defining the team as a powerhouse in collegiate volleyball. This experience serves as inspiration for future challenges and triumphs, echoing the spirit and determination cultivated on the exhilarating courts of the RIT Invitational Volleyball League.

WESTFORD MADE GREAT STRIDES IN UNITY AT THE DUBAI RUN 2023



In a wonderful demonstration of community solidarity, Westford University College's students and staff recently took part in the eagerly anticipated Dubai Run 2023. Set against the breathtaking backdrop of Dubai's iconic landmarks, this event brought together individuals from diverse backgrounds, all sharing a common enthusiasm for fitness, well-being, and camaraderie.

The Dubai Run, an annual global gathering, symbolizes inclusivity and vitality. This year, Westford University College made a significant impact as participants, contributing their enthusiasm and positive energy to the heart of the city. The 5 km and 10 km routes showcased Dubai's architectural marvels, with runners passing through landmarks like the Burj Khalifa, Museum Of the Future, and the Dubai Mall. This collective experience not only demonstrated physical fitness but also highlighted the strength of the community bonds.



DUBAI RUN 2023



Reflecting on the Dubai Run 2023, the participation stands as evidence of the strength derived from unity, perseverance, and shared objectives. The memories forged during this event are expected to deepen the connections among staff and students, inspiring future initiatives promoting health, well-being, and a sense of togetherness.

In summary, Westford University College has made a lasting impression on the Dubai Run 2023, showcasing a vibrant spirit against the dynamic backdrop of one of the world's most iconic cities.



A VISIT TO THE SUSTAINABLE FASHION EXPO 2023

Crafting garments that are not only visually appealing but also environmentally and socially responsible defines fashion with a conscience, commonly known as sustainable fashion. Recently, Westford University College organized an educational excursion for fashion students to the EXPO on November 4th at the University of Wollongong Innovation Center, focusing on promoting awareness of sustainable fashion.



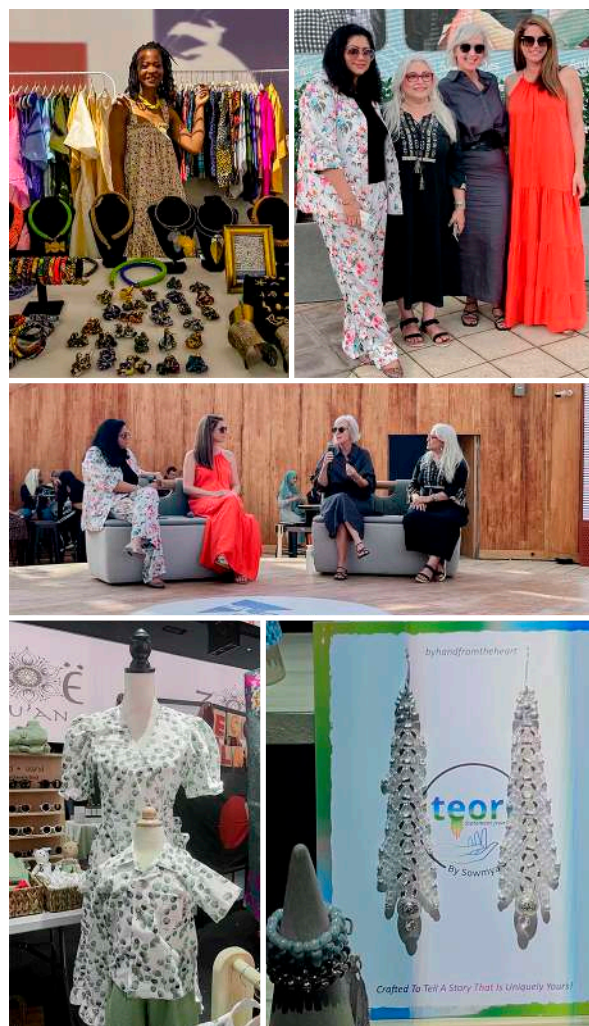
Sabira Ebrahim
BA (Hons) Fashion
Design and
Communications
- LJMU

During this event, emerging designers had the chance to explore a variety of premier slow and sustainable brands, participating in a panel discussion with fashion experts. The showcased brands, spanning fashion, accessories, home decor, and a commitment to slow living, emphasized ethical practices for both the environment and workers. These brands prioritized quality over quantity, infusing sustainable craftsmanship and creativity into their unique designs.

Encounters with entrepreneurs like Sowmya of Teori, Rose Ann Rasmussen of Bjerg & Hav, and Fauza and Lillian of Fauza Designs revealed inspiring stories of commitment to craftsmanship and sustainability. Sowmya's delicate handmade jewelry, Rose Ann's transformation of Bjerg & Hav into a sustainable powerhouse, and Fauza Designs' emphasis on individuality and eco-friendliness showcased the diverse approaches within the sustainable fashion realm.

Furthering the conversation on sustainable practices, a fashion talk hosted by Prachi Bisnoi featured eco-fashion activists Sonali Raman, Silke Styles, and Anthea Ayache. Topics included eco-friendly garments, the environmental impact of consumerism, and pollution caused by dyeing. Suggestions were made, such as shopping one's own wardrobe, investing in timeless pieces, using natural dyes, and adopting digital magazines to reduce paper usage.

This event not only provided valuable insights for fashion students but also fostered awareness of sustainable practices and encouraged networking with experienced designers. The entrepreneurs and activists showcased their dedication to both craftsmanship and sustainability, contributing to a more conscious and beautiful world through their creative endeavors.



COP28 PANEL DISCUSSION

CLIMATE EDUCATION FOR THE NEXT GENERATION

On November 11, 2023, Westford hosted a pivotal panel discussion, "Climate Education for the Next Generation," aligning with the imminent COP28 conference in the UAE. Emphasizing the vital role of climate education, the discussion focused on interdisciplinary learning, critical thinking, and adapting curricula for green jobs to equip youth for a sustainable future.

The panel, coinciding with COP28, underscored the significance of Global Citizenship and Ethical Considerations in fostering environmentally conscious individuals. The interactive session stressed the urgency of climate change awareness and the need to empower the next generation with knowledge. Westford's contribution to the broader conversation on pressing climate issues reflects a commitment to shaping a sustainable and proactive global community.

PANELISTS >> ♦



Rose Heather Armour

Head of Education in Partnerships, COP28 UAE (seconded)

Head of Education at COP28, formerly Head of AUS Sustainability at the American University of Sharjah. Rose led sustainability efforts on campus, integrating sustainability into the classroom. With diverse international experience, including roles with the Peace Corps, Rose holds a Master of Community and Regional Planning and a Bachelor of Arts in Natural Resource Management.



Dr. Zeenath Reza Khan

Founding President, ENAI WG Centre for Academic Integrity in the UAE, Assistant Professor, University of Wollongong in Dubai

Founding President of the ENAI WG Centre for Academic Integrity in the UAE and Assistant Professor at the University of Wollongong in Dubai. With over 80 publications, she focuses on academic integrity, ethics in IT, teaching and learning, and STEM for girls. Dr. Khan has received awards, including the Turnitin Global Innovation Award.



Omar Rashid

Managing Director at Nano Vida Tech

Managing Director of Nano Vida Tech, with over 15 years of experience in management consulting and renewable energy technology. Omar guides governments and private sector conglomerates in the Middle East on organizational resilience. Fluent in English, Spanish, and Arabic, he holds multiple certifications in business, finance, marketing, leadership, and more.



Dr. Ehsan Jorat

Senior Lecturer in Geotechnical Engineering at Abertay University

Senior Lecturer at Abertay University with 16+ years of expertise in geotechnical engineering. Specializing in laboratory and in-situ testing, soft soil stabilization, and geotechnical modeling, Dr. Jorat leads the Civil and Environmental Engineering program.

The engaging panel discussion actively involved participants, as panelists exchanged dialogue and responded to inquiries. This interactive format created a space for a variety of perspectives, fostering a lively exchange of ideas and enhancing the depth of the conversation.

Emphasizing the vital role of education in tackling climate challenges, the panel discussion took place in anticipation of the COP28 conference. Such initiatives play a significant role in raising awareness and instilling a sense of responsibility among young people. By providing the next generation with the necessary knowledge and skills, we are laying the groundwork for a future that is both sustainable and resilient.



UAE FLAG HOISTING CEREMONY AT WESTFORD

A SYMBOL OF UNITY AND NATIONAL PRIDE

The 3rd of November marked a momentous occasion at Westford as the UAE flag hosting ceremony took center stage. The event was not just a routine ritual; it was a symbol of unity, pride, and a shared commitment to the nation. Students, faculty, and the dean, came together to raise the UAE flag, transforming it into an unforgettable experience for all involved.

The ceremony was more than just a formality—it was a celebration of the collective identity and the values that bind the Westford community. For the students present, including myself, the occasion was a blend of great excitement and profound integrity. The act of raising the flag became a personal and collective declaration of allegiance to the nation, fostering a sense of belonging and pride. Each flutter of the flag in the breeze echoed the unity and diversity that defines the UAE, resonating with the hearts and minds of everyone present.



Mahdi Toi Mohammad

BSc (Hons) Business
with International Business
Management – LJMU



The ceremony also served as a reminder of the responsibilities that come with being a part of such a diverse and vibrant community. It instilled a sense of duty to contribute positively to society and uphold the principles that make the UAE a beacon of progress in the region.

STEPPING INTO EXCELLENCE

The Westford Gavel Badging Ceremony 2024

The Gavels Club event unfolded as a grand celebration of achievements and unity. The thrilling award ceremony buzzed with excitement, kicked off by heartfelt introductions from our Gaveliers' mentors. Each moment resonated with a collective sense of accomplishment, creating an unforgettable experience. Acceptance speeches, including mine, became expressions of gratitude and forward-looking optimism.

The role of Treasurer in the Gavels Club brings immense joy and responsibility. This event marked not only the beginning of a new chapter in my journey but also signalled the start of a promising era for the entire club. In my acceptance speech, I emphasized a commitment to uphold values of precision, discipline, and transparency in managing the club's finances, acknowledging the inherent challenges of this prestigious role. The event radiated positivity, and the familial support present underscored the strength of our community.



Iman Bint Faiz
Treasurer (2023-24)
Gems International
School Al Khail



As Treasurer, I'm eager to initiate changes that will contribute to the club's expansion. Through strategic financial management, collaboration with sponsors, and forging partnerships with other clubs, my goal is to elevate the Gavels Club to unprecedented heights.

This article extends gratitude to all who have supported this journey. Collaborating closely with the team, I am resolute in making this year a resounding success for the Gavels Club. Let's collectively invest in our shared goals and embark on a transformative journey.

COP28 POSTER COMPETITION

My teammate, Ameera Adil, and I are excited to announce our victory in the COP28 Poster Making Competition, where we secured the first-place position. This success reflects the exceptional collaboration of our creativity, skills, and unwavering dedication. Together, we meticulously designed a captivating poster that not only grabbed attention but also narrated a powerful story, highlighting the diverse challenges faced by continents around the world. Our commitment to this cause was evident in the thorough research we conducted.

What distinguished our presentation was its immersive quality. We seamlessly incorporated compelling storylines, symbols, and thought-provoking elements, creating an experience that went beyond the visual. The poster wasn't just a static representation; it offered a dynamic journey through the complexities of global issues, encouraging the audience to engage and reflect.



Jatin Israni

BSc (Hons) Business with International
Business Management, LJMU



This victory goes beyond acknowledging our skills; it is a celebration of our shared vision for a better future. Our goal was not just to spotlight problems but to amplify the voices of those facing adversity worldwide. Winning this competition marks a significant milestone in our joint efforts to make a positive impact on a global scale.

Upon reflection, we are grateful for the opportunity to contribute meaningfully to the global conversation on critical issues. It emphasizes the profound impact that human creativity can have in instigating positive change. As we look ahead, we are inspired by the potential of collaborative endeavours to shape a better, more informed world. The first-place win is not just a victory; it symbolizes our dedication to utilizing creativity and commitment for the greater good. We eagerly anticipate continuing our journey of making meaningful contributions, fueled by our shared passion for positive global transformation.



Westford Media Students Dive into Industry Insights at Marks & Spencer

On the 20th of November 2023, second-year students pursuing a Bachelor of Arts (Hons) in Media, Culture, and Communication at Westford University College participated in an educational industry visit to the Marks and Spencer (M&S) located at Al Zahia City Center in Sharjah. This excursion, organized as part of the Research Methods module, offered students a practical experience to delve into the dynamics of media and communication within a corporate environment.

Media and communication students at Westford University College engaged in a comprehensive interview with Mr. Mahmoud Elshafey, the Commercial Department Manager at Marks & Spencer UAE. This marked their first venture into a research role, integral to their understanding of organizational dynamics.





The discussion focused on M&S's media and communication strategy, exploring its successful transition from the UK to the UAE market. Students probed Mr. Elshafey on the company's historic success journey, emphasizing strategies contributing to its competitive edge.

Insights were gained into M&S's customer-centric approach, prioritizing product quality, and the integration of concepts like coffee shops. The visit underscored the significant role of media in connecting with customers, showcasing how M&S employs various channels to communicate its unique offerings.

This practical exposure bridged theoretical learning with real-world application, illustrating the critical role of media in shaping customer experience. The industry visit to Marks and Spencer exemplifies Westford University College's dedication to providing a holistic education and preparing students for the challenges and opportunities in the media industry.

WESTFORDIANS UNITE FOR GAZA 'TARRAHUM' DRIVE



In the face of recent events unfolding in Palestine, where communities are grappling with the impact of conflict, the Westford Student Council took a proactive step towards making a difference. In collaboration with the Red Crescent Society, the student council initiated a two-day organization drive, 'Tarrahum for Gaza,' aimed at providing much-needed assistance to those affected by the crisis. The response from the student body was overwhelming, demonstrating the power of unity and compassion in the face of adversity.

The response from the Westford student body exceeded all expectations, reflecting the empathy and generosity of the community. Every student actively participated in the donation drive, contributing items such as clothes, food, and other essentials. The collective effort resulted in the collection of around 100 boxes of aid in just two days.

The initiative not only showcased the altruistic spirit of the Westford community but also served as a testament to the power of collective action. Students and faculty alike came together to support a cause that transcended borders, highlighting the global impact of local initiatives.

A heartfelt thank you goes out to all the students and faculty members who played a crucial role in making the 'Tarrahum for Gaza' drive a monumental success. The collaboration between the Westford Student Council and the Red Crescent Society exemplifies the impact that can be achieved through partnership and collective efforts.



THE INAUGURAL FRESHERS' BOWLING COMPETITION HITS THE LANES IN DUBAI



On November 2, 2023, Westford University College (WUC) hosted its Freshers' Student Bowling Competition at the Dubai International Bowling Centre. Beginning at 9:30 am, the event attracted students from various academic programs, fostering a day of spirited camaraderie and friendly competition.

Freshmen from diverse disciplines, including Media, Culture, Communication, Psychology, Computer Science, Finance, International Business Management, Sports, and Marketing Management, participated in the exciting contest. The venue resonated with cheers as students showcased their bowling skills, creating an atmosphere of friendly rivalry and unity.



BOWLING COMPETITION

Beyond the competition, the event served as a crucial platform for new students to build connections and integrate into the vibrant Westford community. It provided an informal setting for students to interact with faculty, administrators, and the management team, promoting a sense of community from the beginning of their academic journey.

The day not only allowed newcomers to enjoy the game but also facilitated the formation of new friendships and provided insights into various aspects of Westford University College. With the sounds of rolling balls and striking pins, the event emphasized the university's commitment to delivering a comprehensive educational experience that extends beyond the traditional classroom setting.



The WUC Student Bowling Competition reflects the university's dedication to cultivating a lively student community, emphasizing both academic excellence and a robust social environment. With the echoes of strikes and spares, the event captured the spirit of unity and camaraderie that defines the Westford University College experience, setting a positive tone for the students' academic journey.

TRIUMPH AT NYU ABU DHABI'S SLUSH'D

A Celebration of Innovation & Success

Westford Business Management students achieved notable success at the NYUAD Slush'D: A Journey into Entrepreneurial Excellence" hosted by Violet Ventures on November 4th. Going beyond the typical event structure, Slush'D emerged as a vibrant hub of inspiration, innovation, and collaboration, offering priceless insights into the rapidly growing startup ecosystem in the region.



“ This experience went beyond a casual outing; it presented a focused opportunity to enhance their academic pursuits and acquire hands-on exposure to the entrepreneurial landscape.”

The event featured an impressive lineup, with 35 distinguished companies, over 50 CEOs, more than 9 top-tier venture capitalists, and above 10 student startups, providing a holistic perspective on various aspects of business management. The agenda unfolded with tailored benefits for these eager learners:

Riveting Stage Talks: Westford students had the opportunity to immerse themselves in more than 10 compelling stage discussions featuring 25 speakers. This enabled them to absorb insights from industry experts, gaining valuable perspectives on the latest trends and success stories within the startup ecosystem.

Hands-On Workshops: Seven hands-on workshops offered Westford Business Management students a distinctive opportunity to put their theoretical knowledge into practice. Under the guidance of seasoned professionals, they refined their entrepreneurial skills in real-world situations.

Networking Extravaganza: The two-hour networking session convened over 50 CEOs, venture capitalists, and emerging startup founders. For Westford students, this presented a priceless chance to establish connections, seek mentorship, and explore potential internships or collaborative projects, thereby broadening their professional network.



Upon their return from this enriching experience, Westford Business Management students didn't just bring back memories; they gained a wealth of knowledge poised to mould their academic and professional paths. NYUAD Slush'D acted as a conduit between classroom theories and real-world scenarios, providing these students with practical insights and a heightened comprehension of the entrepreneurial landscape. The trip to NYUAD was not merely an event; it stood as a pivotal milestone in the educational journey of Westford's aspiring business leaders.



We Connect is an initiative by Westford University College, aiming to bring together inspirational business leaders to exchange real-life experiences and ideas on performance in contemporary firms and business trends. Thanks to this exceptional chance, we can expand our horizons and close the gap between academia and industry. Developing relationships with CEOs and C-Suite Business Leaders and taking note of their accomplishments and experiences scour primary objective. A wide range of subjects are covered in the talks, such as encouraging learning, offering motivation, and advancing good leadership. We prioritize having deep and thought-provoking discussions that propel us toward development and innovation.

On 8th November, in an insightful session with Mr. Robert Mikhael, our students delved into the intricate realms of personal resiliency and the indispensable keys to diversifying one's career. Mr. Mikhael, a seasoned professional and expert in the field, shared invaluable insights that resonated deeply with our eager learners.

Mr. Mikhael concluded the session by sharing real-life examples and case studies that illustrated the intersection of personal resiliency and career diversification. These stories provided practical insights into how individuals can overcome challenges and leverage diverse career paths for personal and professional fulfillment.



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The session with Mr. Robert Mikhael was a transformative experience for students, equipping them with the tools to fortify their resilience and embrace the exciting challenges of career diversification. The knowledge gained will undoubtedly serve as a catalyst for our personal and professional growth in the years to come.

Nandu Sreelal
BA (Hons) in Sports Business – LJMU



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NAVIGATING THE TIDES OF INFORMATION

With

ALBERTO ACERBI

**Assistant Professor at
Università di Trento, Italy**



On the 2nd of November, the guest lecture by Alberto Acerbi, a distinguished researcher in cultural evolution, captivated the audience with insights at the crossroads of psychology, anthropology, and sociology. His realistic and quantitative approach, coupled with a keen interest in contemporary cultural phenomena, painted a vivid picture of the evolving digital landscape.

Alberto Acerbi, an Assistant Professor at the University of Trento, showcased his expertise in the intricate rave between culture and technology. The lecture, marked by his engaging presentation style, not only informed but ignited contemplation on the implications of cultural evolution in the digital age. What set Mr. Acerbi's presentation apart was his adeptness in navigating the complexities of misinformation. The well-structured lecture seamlessly guided the audience through the nuances of the subject, aided by real-world examples and case studies. This practical approach lent a tangible dimension to the consequences of misinformation, making it not just an abstract concept but a tangible threat with real-world implications.

Moreover, the session underscored the importance of individual responsibility in combating misinformation. Acerbi's call for critical thinking and provision of practical strategies for effective fact-checking resonated strongly. By empowering individuals to navigate the information landscape with discernment, the lecture offered a beacon of enlightenment in an era inundated with digital content.



In essence, Alberto Acerbi's guest lecture was a masterful exploration of cultural evolution, seamlessly weaving together academia and practical insights. The session left the audience not only well-informed but also equipped with the tools to navigate the evolving landscape of information in our digital age.

I commend Mr. Alberto Acerbi's session on "Misinformation leading to misunderstanding" for its insightful exploration of the challenges posed by misinformation. His expertise and engaging presentation style made the lecture thought-provoking, with well-structured content. The use of real-world examples highlighted the consequences of misinformation, emphasizing individual responsibility. I thank Mr. Acerbi for his valuable insights and the administration for organizing enriching sessions. The gained skills will positively impact my information consumption and communication within our team. I eagerly anticipate more learning opportunities.



Megha Jobi

BSc (Hons) Business
with International Business
Management, LJMU





In the ever-evolving landscape of Human Resources, a beacon of expertise illuminated the path for the Business Analytics students at Westford University on November 16, 2023. Florencio "Rhency" Padilla, a seasoned HR Leader and the driving force behind Perky People Limited, took center stage at the Al Zahia Campus to discuss "The Value of Sustainable Human Resource and People Experience."

The lecture was not merely a discourse on trends, but a journey guided by a visionary leader. Rhency's insights into the integration of Artificial Intelligence in recruitment processes, the emergence of employee well-being programs, and the challenges faced by HR professionals resonated deeply with the students. Rhency's wealth of knowledge, coupled with his passion for cultivating a positive employee experience, created a dynamic dialogue that transcended the traditional boundaries of a lecture.

As these Business Analytics students reflect on Rhency's teachings, they carry with them not only a profound understanding of the latest HR trends but also the wisdom to navigate challenges with resilience and creativity. The Westford University community expresses gratitude to Rhency for sharing his insights, paving the way for a new generation of HR professionals ready to transform the workplace into a hub of innovation and employee-centric practices.





UNRAVELLING THE MYSTERIES OF PERSONAL FINANCE

With

MONIKA HALAN

Adjunct Professor at National Institute of Securities Markets (NISM),
Chairperson Advisory Committee for Investor Protection and Education Fund at SEBI

Investing has always been a mystifying concept, a labyrinth of financial decisions that often leaves many bewildered. The Guest Lecture session on November 6th by the esteemed Monika Halan proved to be a beacon of clarity in this complex world of personal finance.

Monika Halan, a distinguished personal finance writer, speaker, and author, embarked on a mission to demystify the intricacies of investing during the "Let's Talk Money" session. Drawing from her extensive 30-year career spanning media, public policy, and financial education, Monika provided students with a comprehensive understanding of navigating financial landscapes.

The session not only debunked common misconceptions but also delved into the intriguing realm of cryptocurrency, captivating the audience with insights that transcended geographical boundaries. Monika's unique approach, backed by practical examples from her global experiences and personal journey, empowered and motivated students to unravel the complexities of personal finance.



One of the highlights of the session was the interactive Q&A segment, where students seized the opportunity to pose questions directly to Monika.

This engagement allowed for a dynamic exchange of ideas, with Monika offering invaluable insights to dispel doubts and guide students towards making informed financial decisions.

Monika Halan's role as the Chairperson of Sebi's Advisory Committee for Investor Protection and Education Fund, coupled with her membership in the Hybrid Securities Advisory Committee, highlighted her commitment to safeguarding investor interests and shaping financial regulations in India. Her extensive public policy experience, reflected in her contributions to pivotal government committees, showcased a commitment to enhancing consumer protection in the financial realm.

As a member of the Editor's Guild and the founder of Dhan Chakra Financial Education, Monika Halan has left an indelible mark on the landscape of personal finance. Her bestselling books, including "Let's Talk Money," translated into multiple languages, stand as a testament to her dedication to educating and empowering individuals in their financial journeys.



Muhammad Saad

BSc (Hons) Business with International Business Management. – LJMU

The "Let's Talk Money" session with Ms. Monika Halan was enlightening for this business student, offering clarity on investing and dispelling common misconceptions. Ms. Halan's insights on cryptocurrency added valuable depth. Practical examples from global scenarios and her experiences empowered us to navigate personal finance. The interactive Q&A addressed individual queries, emphasizing the importance of financial literacy for our professional journeys. The session's lessons hold great significance, promising to benefit both personal and professional aspects of my life.

REACHING NEW HEIGHTS

With

VIVIAN JAMES RIGNEY

**President & CEO
Inside Us LLC**



O In a captivating guest lecture at Westford University College, Vivian James Rigney, President and CEO of Inside Us LLC, shared profound insights drawn from his Everest climbing experience. As a distinguished executive coach and seasoned mountaineer, Mr. Rigney seamlessly intertwined the challenges of conquering physical peaks with the psychological mountains we face in our daily lives.

Mr. Rigney's lecture wasn't just about scaling Everest; it was a journey into the depths of the human psyche, unveiling lessons that transcend the summit and resonate with every student's personal and professional aspirations.

Overcome the Ego Trap:

Mr. Rigney emphasized the importance of stepping out of our heads and overcoming the ego trap. Drawing parallels between the mountain's grandeur and the humbling force of self-awareness, he urged students to navigate their personal and professional journeys with humility, recognizing that true growth begins when the ego takes a back seat.

Triage Control:

As an executive coach, he highlighted the critical skill of triaging what one can and cannot control. Life, much like an Everest expedition, is fraught with uncertainties. By focusing energy on aspects within our control, students were encouraged to navigate challenges with a pragmatic mindset, fostering resilience in the face of adversity.

Harness Intuition:

In the thin air of Everest, intuition becomes a guide. He urged students to tap into their intuition, trusting the inner compass that often gets drowned in the noise of daily life. Intuition, he argued, is a powerful tool for decision-making and navigating complex situations with clarity.

Create Shared Purpose:

Leadership, He asserted, is about creating a shared purpose and genuine followership. Drawing from his experience coaching top executives globally, he stressed the importance of aligning teams with a common goal, fostering a culture where everyone feels an integral part of the journey.

Power of Vulnerability and Authenticity:

In a world often obsessed with perfection, Mr. Rigney celebrated vulnerability and authenticity as catalysts for personal and professional growth. By sharing stories of Everest's unforgiving terrain, he underscored that true strength lies in embracing one's vulnerabilities and presenting an authentic self to the world.



Vivian James Rigney's lecture wasn't just a recounting of conquering peaks; it was a masterclass in conquering minds. As a global expert on mindset and behavior, his teachings will undoubtedly echo in the hearts and minds of the students, inspiring them to approach their personal and professional journeys with newfound wisdom and resilience.

In his book, "Naked at the Knife-Edge," Rigney has laid bare the vulnerabilities and triumphs of his Everest climb. The lecture, much like the book, served as a beacon for students navigating their own challenging terrains, reminding them that every peak, physical or metaphorical, is within reach with the right mindset.

WESTFORDIANS WIN AT THE EEG PUBLIC SPEAKING COMPETITION



The Emirates Environmental Group (EEG) Public Speaking Competition stands as a vibrant platform for environmental awareness, personal development, and global collaboration. With participation from over 50 university students, it becomes a diverse hub of ideas addressing pressing environmental concerns. The event, described as a confidence-building and enjoyable experience, fosters unity through the varied perspectives brought in by students from different universities. A runner-up team in the competition, from the Business Finance domain, emphasizes the transformative nature of the experience, citing the incorporation of props to highlight the innovative thinking encouraged by the competition. Another participant, a Business Management student engaged in the competition for three consecutive years, underscores its global impact as teams from nearly 80 universities address crucial environmental issues. The EEG Public Speaking Competition emerges as a harmonious convergence of voices, promoting confidence, innovative thought, and unity, empowering the upcoming generation of environmental advocates for a sustainable future.



Gurpreet Kaur
BSc (Hons) Business
with Digital Marketing, LJMU

EEG COMPETITION

**Ariba Abdul**

B.Sc (Hons) in Business Management – CCCU

In day four at the EEG Public Speaking Competition, our team secured second runners-up globally

among 20+ universities, addressing the critical issue of microplastics. Despite aiming for the top spot, we're grateful for the award, acknowledging the support and enjoyable collaboration with team members in contributing to environmental discourse.

**Sahil Dewani**

B.Sc (Hons) Business with Finance

The EEG Public Speaking Competition featured 22 teams scrutinizing environmental policies. Despite the challenging incorporation of props, such as ropes on stage, our three weeks of preparation paid off with a runners-up position and an impressive 6th overall. The unique approach added complexity but offered valuable insights into carbon emissions. Gratitude is expressed to Westford for this transformative opportunity.

WESTFORD TOASTMASTERS SECURES SECOND POSITION IN THE INTER CLUB DISTRICT LEVEL DEBATE CHAMPIONSHIP



The path of a Toastmaster can be characterized as a continuous journey of acquiring knowledge and personal development. I had been given the opportunity to present myself and my team at an established stage such as the district-level debate competition.

Let's go back to when I first heard the word "debate." I pictured a fancy argument with different opinions. At that time, I didn't want to be part of something like that because I was super scared of speaking in public. But when I took a chance and joined in, everything shifted. It turned out to be a big step towards building my own identity and boosting my confidence.

So, it all started with three of us – TM Ayaat, TM Sahil, and myself. We got trained by doing a practice debate with a senior club, sticking to our usual debating styles. This turned out to be eye-opening. We discovered how important it is to have clear terms, strong research, and convincing arguments. With this newfound focus, we began a transformative journey that led us to win first place at the division level. It was a proud moment for us.

But our journey didn't stop there. We moved on to the district level, a new frontier for Westford. Here, we were up against seasoned Toastmasters who had been perfecting their skills for years. It could have been intimidating, but we saw it as a chance to grow. We understood that with consistent dedication and a commitment to improving our debating skills, we could compete at the highest level. In a surprising turn of events, we found ourselves arguing "against" our topic at the district level, having argued "for" it at the division level. This twist only fuelled our determination and highlighted our adaptability as debaters.

Within our trio, we unearthed the strength of synergy. Identifying each other's strengths and talents empowered us to shine in our roles—be it opening, closing, or rebuttal. Our shared confidence emerged as our asset, providing a continual boost to each other's morale. This steadfast connection enabled us to deliver outstanding performances spontaneously.

Returning home with trophies in hand allowed me to reflect on my journey of self-discovery. It brought back memories of the incredible progress we achieved, not just as a team but also on a personal level. We discovered more about ourselves and our abilities than we could have ever imagined. Winning second place in the Toastmasters District Level Debate Competition was a testament to our dedication, growth, and the remarkable power of teamwork. I eagerly anticipate more opportunities and the ongoing development of our public speaking and debating skills. Congratulations to our team, and heartfelt thanks to our fellow Toastmasters for their steadfast support! Here is to new possibilities and even greater accomplishments ahead!

Ameera Adil

BSc (Hons) Business with Digital
Marketing, LJMU



A DAY AT MOTIVATE MEDIA GROUP

Navigating the Advertising Landscape of the UAE

Media, Culture, and Communication students recently had an enriching experience during their visit to Motivate Media Group, where they gained valuable insights into the Advertising Landscape of the UAE, presented by Campaign Middle East. The visit included a brief tour of the Motivate Media Group's office, providing students and faculty with an introduction to their diverse publishing brands and titles, including What's on Dubai, Emirates Woman, Motivate Val Morgan, The Vamp, Business Traveler, and other notable brands under their umbrella.



Following the tour, a session on Motivate Media Group was presented, featuring Mr. Justin Harper, the Editor-In-Chief of Campaign Middle East. He shared exciting details about the team's initiatives and their focus on advertising and marketing products, services, and brands in the region. The discussion extended to crucial topics such as trends in advertising, the company's 2024 plans, and more.

A highlight of the session was the presentation on Dubai Lynx, the counterpart of the Cannes Lions International Festival of Creativity in France. Students were informed about the festival's purpose and how they can actively participate in the upcoming Dubai Lynx 2024.

INDUSTRY VISIT

The visit to Motivate Media Group proved to be highly beneficial for students, providing them with valuable insights from industry experts and the tour itself. Looking ahead, Motivate Media Group is set to collaborate with Westford University College for internship opportunities and future events, enhancing the students' practical exposure and networking opportunities in the field.



INSPIRING VISIT TO HOUSE OF WISDOM

A Great Academic Expedition



On November 23, 2023, the second-year students pursuing their BA (Hons) in Media, Culture, and Communication at Westford University College began a significant academic expedition at the renowned House of Wisdom in Sharjah, UAE. This immersive learning venture, an essential part of their Research Methods class, was designed to furnish students with the expertise needed to navigate library resources, comprehend scholarly references, and interact with a range of publications. This encompassed the exploration of archives, books, and journal articles, serving as valuable primary and secondary sources in their academic pursuits.



The House of Wisdom in Sharjah stands out as a groundbreaking cultural centre, showcasing architectural brilliance with a dedicated mission to transform the learning landscape. Engineered to pivot towards people, interactions, and experiences, it offers a vibrant environment for a variety of learning experiences. Featuring expansive open spaces and a diverse range of programs and events, the House of Wisdom functions as a nexus where cultures, ideas, and interests converge. In this dynamic space, innovation, creativity, education, and entertainment intertwine in limitless ways.

The House of Wisdom is fundamentally dedicated to spearheading a fresh era of learning, emphasizing the seamless acquisition of information through daily interactions and the active creation of knowledge through engagement. Conceived under the visionary leadership of His Highness Sheikh Dr. Sultan bin Muhammad Al Qasimi, especially in celebration of Sharjah winning the UNESCO World Book Capital 2019 title, the House of Wisdom materialized through the architectural prowess of the esteemed firm Foster + Partners.

Encompassing over 12,000 square meters, the architectural masterpiece features a futuristic structure seamlessly integrated into the surrounding gardens and outdoor spaces. Guided by sustainable principles, the design prioritizes natural lighting and nature, ensuring functionality that adapts to the community's needs.



During the visit, Westford Media Students were enthralled by the state-of-the-art technology embedded within the House of Wisdom, particularly the breathtaking infrastructure of one of the most innovative libraries in the United Arab Emirates. The students acquired valuable insights into leveraging libraries for their research needs, grasping the importance of archives as references, and delving into the historical and literary dimensions of their media research journey. This visit not only enhanced their academic comprehension but also left them inspired by the House of Wisdom's unwavering dedication to knowledge, innovation, and cultural exchange, affirming its status as a guiding light in the educational landscape of Sharjah.

EXPLORING SUSTAINABLE INNOVATIONS AT WETEX 2023 AND DUBAI SOLAR SHOW

Our recent visit to WETEX 2023 and the Dubai Solar Show, organized by the Dubai Electricity and Water Authority (DEWA), proved to be an enlightening experience aligning with Dubai's vision for a sustainable future. Held annually under the directive of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, these exhibitions serve as crucial platforms for international organizations to showcase cutting-edge solutions and products. WETEX and Dubai Solar Show cover a spectrum of sectors: energy, water, sustainability, green technologies, renewable and clean energy, green mobility solutions, sustainable development, green buildings, water desalination technologies, and smart cities. The exhibitions facilitate global knowledge exchange through specialized seminars and panel discussions, providing unique opportunities to engage with international experts.

Our students' participation in WETEX 2023 and the Dubai Solar Show proved immensely beneficial, offering them a firsthand glimpse into the forefront of sustainable technologies and innovations. Students had the chance to network with professionals, government decision-makers, and industry leaders. Such interactions are valuable for building connections that may lead to internships, mentorships, or future employment opportunities. Networking also exposes students to diverse career paths within the water, energy, and environmental sectors. Through their participation, students gained insights into the role of technology and innovation in achieving sustainable development goals. This awareness instils a sense of responsibility and empowers them to envision how their future careers can contribute to environmental conservation and the creation of a sustainable future.



WETEX and Dubai Solar Show provide a cost-effective and targeted medium to meet senior-level decision-makers, offering unrivalled access to key environmental professionals, and water and energy experts. The exhibitions also serve as a gateway to explore current and future solar projects, market trends, and regulations set out by government authorities, making them an essential platform for those looking to contribute to Dubai's future solar projects and programs. Our visit to WETEX 2023 and the Dubai Solar Show was a valuable experience that not only showcased the latest innovations but also provided a unique opportunity to contribute to the sustainable future of Dubai and the region.



Akhil Baburaj

MBA International
Business - CCCU

Wetex Expo 2023 proved a captivating exploration of sustainability and technology. The

bustling exhibition united industry leaders, enthusiasts, and startups dedicated to a sustainable future. Featuring discussions on climate change and practical workshops, Wetex offered a comprehensive educational platform. Exiting the expo, I felt invigorated, inspired by tangible innovations and a renewed commitment to contribute actively to a sustainable future



Manju Manmathan

MBA International
Business - CCCU

Wetex2023, the 25th edition of the Water, Energy, Technology, and Environment Exhibition, hosted by

DEWA, showcased innovative innovations in sustainability and renewable energy. The exhibition featured notable exhibitors like ACWA Power, Johnson Controls, and Xylem, emphasizing renewable energy, particularly solar power, and smart city solutions. Wetex2023, a pivotal event, highlighted Dubai's leadership in global sustainability.



CAREER AND EMPLOYABILITY SKILLS FOR CREATIVE AND DESIGN STUDENTS TALK

With

Dr. Rex Bacarra

Faculty, Rabdan Academy and Digital Faculty Consultant
McGraw Hill Education

First-year Fashion Design and Communication students had an online guest lecture led by Dr. Rex Bacarra from Rabdan Academy. The lecture, "Career and Employability Skills for Creative and Design Students," covered key topics for entering the fashion industry. Dr. Bacarra engaged students with ten True or False questions to assess their knowledge and connection to the field, creating an interactive and informative session.

After the interactive session, Dr. Rex Bacarra highlighted various careers and job opportunities in the Fashion Industry to motivate and inspire first-year students. He stressed the importance of identifying and developing specific skills crucial for their future success.

Another notable portion of his presentation focused on discussing the top 10 companies in the UAE where fashion students can pursue employment. Dr. Bacarra systematically listed each company, detailing the nature of their work and elucidating why these companies are esteemed as some of the best in the industry within the region.

Dr. Rex Bacarra, in the online session, addressed common interview queries tailored for fashion and creative students. Focusing on industry knowledge and awareness of global fashion trends, he broadened students' perspectives, emphasizing the importance of preparation beyond the classroom for success in interviews and the industry.

Dr. Rex Bacarra emphasized crucial skills for Fashion Design students and introduced the concept of personal branding in his presentation. These skills serve as a foundation for future employment, and he guided students on effectively establishing their brand, emphasizing their personality as a product. Dr. Rex's session is a motivating and informative experience, inspiring students to delve deeper into the intricacies of the fashion industry.



BLUE BEETLE ★ ★ ★ ★ ★

In a crowded landscape of superhero movies, Blue Beetle manages to stand out as a fast-paced, entertaining, and genuinely earnest film. Directed by "Angel Manuel," the movie clocks in at just over two hours, skillfully avoiding any moments of overstaying its welcome. While the storyline follows the expected trajectory of a superhero origin tale, it successfully sidesteps clichés, thanks to its smart pacing and the deeply sympathetic portrayal of Jaime Reyes and his connection with the conscious space scarab.



Isra Zeeshan
BSc(Hons) in Business
Management, CCCU

Jaime's journey begins with a humble job as a cleaner, driven by the noble goal of supporting his struggling family. However, things take a turn when he becomes entangled in Victoria's plot to harness the power of an ancient alien device known as "The Scarab" for the creation of a legion of cyborg cops. What sets Blue Beetle apart is Jaime's character—far from being a tragic figure, he finds support and companionship within his own family.

The movie introduces a refreshing dynamic by portraying Jaime's family as central to the plot. From his dark-humored younger sibling Milagro to his witty Uncle Rudy and his endearing parents, Jaime's family becomes an integral part of the narrative. This familial bond transforms Blue Beetle from a mere action-packed superhero film into a touching family drama, showcasing the strength of the Latino community and the profound connections within it.

What makes Blue Beetle's story particularly intriguing is the emphasis on Jaime's resilience and the fact that he is not alone in his struggles. Despite facing challenges, his family stands by him, providing both emotional and practical support. This depth adds layers to the film, making it more than just a typical superhero flick.

Blue Beetle succeeds not only as a DC fan's delight but also as a movie that transcends the genre. The genuine and heartfelt family drama, coupled with the representation of the Latino community, makes it a film that can be enjoyed by a broader audience. The creators and directors have managed to deliver a compelling movie that blends excitement and creativity, showcasing the talents of young individuals through dedication and enthusiasm. Highly recommended for a captivating movie night experience.



NAVIGATING MINDS AND ROADS

Exploring the Psychology of Cars and Driving

The 81st Toastmasters meeting, hosted by our skilled TMOD, Krish, proved to be an engaging exploration of a unique theme: "The Psychology of Cars and Driving." Krish's choice of theme not only showcased his creativity but also underscored Toastmasters' commitment to diverse and thought-provoking topics. The meeting began with an air of anticipation, as members and guests alike eagerly delved into uncharted territory.

Two of the talented members Saad and Daryl courageously took the stage to deliver their inaugural icebreaker speeches. Through the lens of their narratives, we gained a visual glimpse into the unique tapestries of their lives. The first-time speakers skillfully used humor to engage the audience, fostering an atmosphere of warmth and connection.



With two outstanding project speeches, Jatin took the stage with a thought-provoking exploration of "Finding Purpose in Everyday Actions and Overthinking." His poignant message, "control overthinking, not the other way around," resonated deeply with the audience, offering a profound reflection on mindfulness and intentionality.

On the lighter side, Ayaat brought a burst of humor with her project speech, challenging the very essence of culinary terminology in her talk titled "Veg Biryani is Not Biryani." Ayaat's witty take on this popular dish had the entire audience engaged, and her clever use of pop culture references and memes added an extra layer of hilarity.

A unique and engaging Table Topics session allowed the audience to share personal experiences. The questions were thoughtfully divided into three segments, catering to drivers, designated "princess passengers," and a delightful fusion for both parties that made it applicable for everyone in the audience to engage. Adding an entertaining element to the meeting, our TMOD organized a trivia game, themed around the fascinating world of cars.

The quiz not only tested our knowledge about cars but also fueled healthy competition among the participants, creating an atmosphere of camaraderie and excitement. A great effort was made by the evaluator's valuable feedback and TMOD to orchestrate a session that seamlessly blended education, evaluation, and enjoyment, where personal and professional development are woven into the fabric of every meeting. The entire session was overall a cathartic experience.

Shaima Siddiqua

BSc (Hons) Business Management – CCCU





Jatin Israni

BSc (Hons) Business with International Business Management, LJMU

Joining Westford Toastmasters Club has been transformative, marked by a warm and inclusive community committed to personal growth. The initiation, highlighted by the inaugural project speech, symbolized our shared dedication to improvement. Diverse speeches at meetings provided a rich tapestry of perspectives. Post-speech evaluations offered constructive feedback, fostering a supportive learning environment. The club's emphasis on individual development created a nurturing atmosphere. Westford Toastmasters is a supportive family, encouraging members to step out of their comfort zones for a fulfilling journey toward effective communication and personal development.



Muhammed Khubaib

BA (Hons) Sports Business, LJMU

Our toastmasters meeting was a fantastic experience with a captivating theme around cars and psychology. The warm welcome to new members receiving Toastmaster badges, impressive icebreaker speeches, impactful project speeches, and insightful evaluations showcased the community's commitment to growth. The engaging table topics segment added a delightful touch, making the meeting amazing. It reflected a vibrant and supportive community dedicated to personal and collective growth. Eagerly anticipating the next meeting.

HISTORY: MY VOYAGES THROUGH THE STUDY OF TIME

In the delightful moments of a significant Friday weekend morning in 2011, my father surprised me with a gift for my 7th birthday. Opening the package revealed a BBC Documentary DVD: The Story of India by Michael Wood. As an expatriate child, this wasn't my first exposure to India, but the visual storytelling of South Asian civilizations and Michael Wood's narrative offered a fresh perspective, sparking my interest in history.

In the subsequent years, my curiosity led me through a diverse exploration of Indian and world history, from the Indus Valley Civilization to the French Revolution. This journey shaped my approach to history and historiography, viewing it as a puzzle of perspectives, influenced by the Rashomon effects of past events.

I believe history goes beyond conquests and kings; its essence lies in the stories of common people, their successes, and downfalls—essentially, their evolution. Our present civilization is an extension of our past, intricately woven into geopolitics, family dynamics, and individual identities.

The question arises: How does history impact our lives? History's significance doesn't lie in groundbreaking experiments or century-changing innovations but in the everyday aspects of life. It shapes our understanding of ancestry, patriotism, heritage, religion, political literacy, and family roles. History classes in schools, often perceived as tedious, need a transformation in curriculum and pedagogy to foster curiosity and interest. My goal is to make history accessible, shifting from a display of patriarchal power to a narrative that values inclusivity, diversity, resilience, and hope, even in challenging historical events.

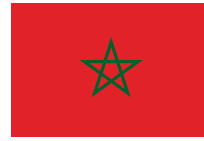
*Cause every night I lie in bed
The brightest colours fill my head
A million dreams are keeping me awake
I think of what the world could be
A vision of the one I see
A million dreams is all it's gonna take
Oh a million dreams for the world we're
gonna make.*

Sreyangshi Lodh

BA (Hons) Media, Culture
& Communication, LJMU



Morocco



Julia Jeoual

Doctorate in Business
Administration, UCAM

Morocco celebrates its 66th Independence Day on November 18, commemorating King Mohammed V's declaration of freedom from French control. The day signifies Moroccan nationalism, unity, and a commitment to safeguard territorial integrity. It honors past sacrifices, inspiring new generations for country development. Moroccans express genuine honor for the Royal family, especially King Mohammed V, acknowledging his role in promoting fairness. November 18th represents a commitment to justice and respect, fostering positive changes initiated by the king and aiming for a better future. On the public holiday, government institutions and banks are closed, but businesses operate. The day features grand receptions at the King's palace, street parades, and vibrant nation-wide festivals.



Lebanon



Lebanon, known for its cultural and religious diversity, commemorates its Independence Day on November 22, marking freedom from 23 years of French Mandate rule. The national flag's colors symbolize the blood of martyrs, peace, and endurance. Celebrations include displaying the flag, concerts, fireworks, and military parades. Lebanese citizens fondly remember childhood Independence Day celebrations with flag-themed accessories and traditional foods. Despite challenges, the spirit of strength and a "bon vivant" attitude prevails. The national anthem resonates in the weeks leading up to the festivities. The author expresses gratitude to Westford University College for the opportunity to share Lebanon's charm and invites everyone to experience its cuisine, weather, and warm hospitality. Proud to be Lebanese! Happy Independence Day!



Karine Chahda
MBA with Healthcare
Management, Abertay
University



WHY WESTFORD BECAME THE CANVAS FOR MY CAREER DREAMS

Why did you choose to study at Westford University College?

As a freshman college student, the start of my new journey was a mix of intimidation and thrill. Nervous about starting on my own, the warmth and enthusiasm that greeted me from the moment I walked through the doors made me proud to be a Westfordian. The university's commitment to going above and beyond to make one feel at home left a lasting impression, and the numerous opportunities for career development and skill enhancement solidified my decision to join Westford.

Which activities in the classroom do you enjoy the most?

I enjoyed the diverse range of opportunities outside the classroom, such as seminars, speaker sessions, regular events, and educational trips. As a sports enthusiast, I was pleasantly surprised by the variety of events in sports, dance, arts, and clubs, allowing students like me to grow in their fields of interest. While my focus extended beyond the classroom, I found fulfilment in these extracurricular activities.



Carolyn Maria Colquhoun

BA (Hons) Accounting & Finance,
University of Gloucestershire

How is Westford different from other universities?

Westford University stands out to me due to its unwavering commitment to fostering a welcoming and enthusiastic atmosphere for students like me. The university goes above and beyond to ensure we feel at home, providing abundant opportunities for my personal and professional development through events, seminars, and educational trips. The diverse range of extracurricular activities, including sports, dance, arts, and clubs, adds a unique and enriching dimension to my experience at Westford, setting it apart from other universities.

How would you describe the college atmosphere?

The atmosphere at Westford, in my experience, is characterized by a warm and welcoming ambience. The support from both the management and the student council, coupled with encouragement to overcome hesitation and explore beyond our comfort zones, creates an environment where students like me can confidently showcase our capabilities and enrich our lives at Westford.

How has your learning experience been so far?

My learning experience at Westford University has been positive and fulfilling. Opportunities for career development, skill enhancement, and personal growth have shaped my educational journey. The support from the management and student council, exemplifying great leadership skills, creativity, and innovation, has inspired me to overcome challenges and showcase my capabilities. I am grateful for the great experience at Westford and eagerly look forward to an amazing journey in the years ahead.

INTEGRATING SUPPLY CHAIN MANAGEMENT FOR ENHANCED BUSINESS PERFORMANCE

Pursuing my MBA in Supply Chain and Logistics with UCAM Universidad Católica San Antonio de Murcia in partnership with Westford College University provided not only immense knowledge but also the flexibility to balance work and academics. The program's emphasis on learning opportunities has played a pivotal role in shaping my career journey. Today, I confidently assert that the comprehensive curriculum and industry exposure have equipped me with the skills and insights necessary to excel in this dynamic field.

The hands-on projects, expert mentorship, and global perspective offered by the program were instrumental in propelling my career growth. This MBA has truly catalyzed my success in the supply chain industry. Its broad applicability to various industries allows everyone to extract relevant insights, fitting them into their organizations and implementing the learnings effectively. The program covers a spectrum of topics, from supply chain planning, design, logistics, and operations management to strategic management and leadership. Through it, I've gained a deeper understanding of supply chain optimization, logistics technologies like AI, and risk mitigation strategies.

The online format, featuring engaging live classes and discussions with fellow students worldwide, combines peer learning with professor lectures and self-paced materials. The invaluable flexibility to complete coursework and assignments on my own time has been a key factor in my success. Overall, this MBA program has not only broadened my expertise but also opened up new and exciting career opportunities in the dynamic field of supply chain management.



Akachi Ezinne Mbogu

Executive MBA in Logistics &

Supply Chain Leadership UCAM Spain, Class of 2023

NEW WESTFORDIAN ON THE BLOCK



Upasna Nambiar
Training Coordinator

Mantra @ Work : Grow. Grind. Glow.

Quote you live by : Success is not final, failure is not fatal:
It is the courage to continue that counts

Creative Vent : Dancing

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