

The Westford Communiqué

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STUDENT COUNCIL INAUGURATION CELEBRATING THE RISE OF NEW LEADERS



04 WESTFORD GOLF CUP
COMPETITION



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CHALLENGE 2024



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STUDENT COUNCIL INAUGURATION

A testament to our resolve to create a community of young leaders

The Student Council Inauguration stands as a testament to the vibrancy of our academic community, where students come together to elect representatives who will champion their interests and aspirations. Reflecting on this milestone event, I am deeply honored to have been elected as the president, alongside a cohort of dedicated peers who have been entrusted with the task of leading our university into a new era of growth and progress. The anticipation leading up to the inauguration was palpable, as students engaged in spirited discussions about the candidates and their respective platforms. From campaign rallies to social media outreach, the campus was abuzz with energy and excitement, underscoring the significance of student engagement in the democratic process. On the day of the inauguration, students filled the auditorium, eager to exercise their right to vote and shape the future of our university. The voting process was a testament to the principles of democracy and civic responsibility, as students carefully considered their choices and cast their ballots with a sense of purpose and conviction.



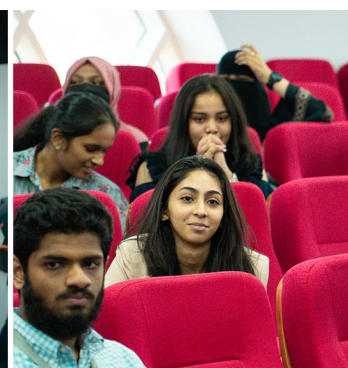
STUDENT COUNCIL INAUGURATION

As the results were announced, the atmosphere crackled with anticipation and excitement, punctuated by cheers and applause for the newly elected student council members for their posts. It was a moment of triumph for each individual who had stepped forward to serve, a validation of their commitment to making a difference in the lives of their peers. For me personally, being elected as the president was a humbling and exhilarating experience. It was a moment of validation, affirming the trust and confidence that my classmates had placed in me to represent their interests and aspirations. As I stood before my peers, I felt a profound sense of responsibility and determination to uphold the values of integrity, inclusivity, and excellence that define our school community.



Muhammed Khubaib
BA (Hons) in Sports
Business - LJMU

The journey to presidency was marked by moments of introspection and growth, as I connected with students from diverse backgrounds. Campaigning was not just about garnering votes; it was an opportunity to engage in meaningful dialogue, to build bridges of understanding, and to forge connections that transcend the boundaries of our individual experiences. Beyond the excitement of victory, the inauguration symbolizes a new chapter in the life of our university, a chapter characterized by collaboration, innovation, and a relentless pursuit of excellence. It is a call to action for all members of the student council, a reminder that our mandate extends beyond the confines of our individual roles to encompass the collective well-being of the university community. As we embark on this journey together, I am inspired by the passion and dedication of my fellow student council members. Together, we have the opportunity to shape the future of our university, to foster a culture of inclusivity and belonging, and to leave a lasting legacy that will endure for generations to come.



Nandu Sreelal
BA (Hons) in Sports Business - LJMU

Being part of the recent student council elections at Westford University College was an exhilarating experience. The competition was fierce, especially in the vice president category, but I am truly grateful to have emerged victorious. It was inspiring to witness such dedication and passion from all the candidates. The event itself was filled with excitement and anticipation, as students rallied behind their chosen representatives. Winning the vice president position fills me with a sense of responsibility and eagerness to contribute positively to our college community. I am committed to representing the

interests of my fellow students and working tirelessly to make meaningful improvements. I am grateful for this opportunity and excited about the journey ahead.

WESTFORD SHARJAH CUP TIES OFF IN GRAND STYLE



The 14th Westford Sharjah Cup – Golf Championship, a significant event hosted by the Sharjah Golf and Shooting Club, took place on Sunday, January 21. It was a memorable day for all attendees who enthusiastically vied for the impressive prizes sponsored by Westford University College.

The occasion unfolded as a thrilling day-long spectacle, encompassing a 2-part standard championship with 36 holes starting at 7:30 am and an additional 18 holes in a shotgun format at 1:00 pm. With a participation of over 30 enthusiastic contestants, the event became a showcase of their golfing skills. The competition witnessed intense and exhilarating moments, ranging from impressive drives to precise putts, creating excitement from the beginning to the end.

As the sun dipped below the horizon, we honoured our well-deserving champions. Shoab Khan emerged as the ultimate victor in a fiercely contested competition. Navigating through Thirty-Six holes on the pristine golf course, he secured a two-round total of seventy-four points, clinching the coveted Trophy and a stylish Titleist Backpack. This triumph marked Shoab's most significant victory to date, and he expressed his joy and gratitude to both fellow competitors and Westford for orchestrating such an exceptional event. Muhammed Shameer secured the runner-up position with a two-round total of seventy-one points, while Samiuddin Siddique also finished with seventy-one points, securing the third-place honours.

GOLF CHAMPIONSHIP



Apart from the top three winners, Sami Butt, secured victory in the Gross division of the championship. He clinched the Gross Championship title with a total of sixty-six points, narrowly edging out Amiya Ranjan on countback, who secured the Gross Runner-up position. Namir Al Naimi secured the Gross Third place with a total of fifty-seven points.

The event, characterized by a great and highly competitive spirit, witnessed participants embracing the challenge of the course. They extended their appreciation to the sponsors, Westford University College, for their invaluable support throughout the event.

The 14th Westford Sharjah Golf Cup 2024 proved to be an unforgettable experience marked by passion, determination, and a strong sense of community among Westfordians. Congratulations to all the winners, and we eagerly anticipate your presence on the green next year!

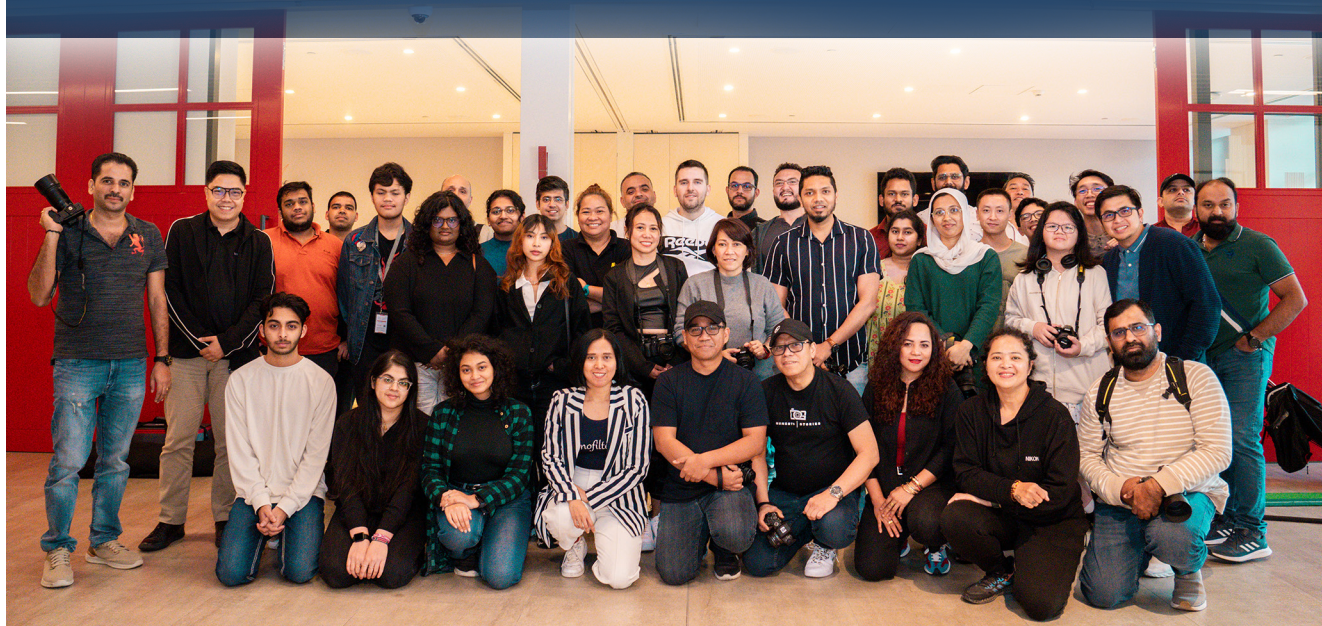


CAPTURING CINEMATIC PORTRAITS

A learning experience for Media Students

On January 13, 2024, Media students eagerly participated in Nikon School's Videography workshop focused on Capturing Cinematic Portraits, hosted at Rove City Center. Led by the esteemed speaker, Ms. Suzette Peachie, the event delved into the intricate techniques essential for capturing cinematic framing and portraiture shots.

Throughout the session, attendees found themselves immersed in an informative journey, gaining insights into the nuances of cinematic composition. Hands-on experience was paramount, with students gaining practical familiarity with Nikon's cutting-edge mirrorless cameras. As part of the workshop's practical segment, some students even took center stage, serving as models for their peers.



INDUSTRY VISIT

The workshop wasn't just about theory; it provided a platform for students to apply learned techniques firsthand. From mastering various framing techniques to experimenting with camera angles and movements, participants honed their skills under Ms. Peachie's guidance.

Moreover, the event served as a networking hub, fostering connections between students and seasoned industry professionals. Through Nikon's extensive network and collaboration with other professionals in photography, cinematography, and media production, attendees gained invaluable insights and potential opportunities for future collaborations.

Looking ahead, Nikon aims to expand its workshop offerings, not only at external venues but also through partnerships with esteemed institutions like Westford University. By extending these opportunities to students, faculty, and staff, Nikon endeavors to nurture a vibrant community passionate about visual storytelling and innovation.



BUSINESS BRILLIANCE

Triumphs in The Curtin Business Cup Challenge 2024



In a compelling showcase of talent and innovation, our students once again demonstrated their excellence at the prestigious Business Cup Challenge (BCC) 2024. Setting new benchmarks, all four teams representing Westford University College not only secured a place in the Top 10 but achieved an unprecedented feat with two teams claiming the first and second positions, respectively.

The first place-winning team, composed of Sahil Dewani, Reyha Rao, Rosalyn Flory, Sumaita Chowdhury, and Saad Shahid, exhibited exceptional adroitness in their understanding of nanotechnology's business applications. Following closely, the second-place team, consisting of Ayaat Sheikh, Kavisha Perara, Gurpreet Kaur, Ariba Abdul, Muhammed Khubaib, Saif Jasim, and Nandu Sreelal, showcased remarkable skills and dedication.

The triumph of Westford University College's teams in the Business Cup Challenge 2024 extended beyond the accolades of medals and certificates. The victorious teams, having secured the first and second positions, were accorded special recognition for their outstanding achievements.

In a heartfelt gesture, Mr. Hanil Haridas, the CEO of Westford University College, went above and beyond by presenting the winning teams with not only certificates of Appreciation but also meaningful tokens of recognition. This additional acknowledgment served to highlight the exceptional efforts and dedication demonstrated by the students as they navigated the challenges of the competition and showcased their skills.

Additionally, the leadership team from Curtin University took notice of the remarkable talent exhibited by the Westford teams and personally extended their congratulations and appreciation. This gesture transcended mere formality, emphasizing the significant impact and impression left by the winning teams. Such recognition not only enhances the prestige of the triumph but also positions the winning teams as promising talents in the realm of business. It reaffirms Westford University College's commitment to nurturing not only academic excellence but also cultivating a supportive environment that propels students towards success and recognition on a broader platform.

As Westford continues to advance in academic excellence and student achievement, these victories further solidify its standing as a leading institution in the UAE. Congratulations to the winning teams and the entire Westford University College community for this outstanding accomplishment in the Business Cup Challenge 2024!



It's a moment of great pride to see our institution leading the way in innovation. Many thanks to Curtin University for organizing this stimulating event, and heartfelt appreciation to Mr. Hanil, CEO of Westford, for the meaningful token of appreciation. This experience has ignited our passion for nanotechnology, and we look forward to further exploration and innovation in this exciting field.

Nandu Sreelal

BA (Hons) in Sports Business - LJMU



INTERSEC 2024: PIONEERING THE FUTURE OF CYBERSECURITY AND SAFETY

Westford University College and Unipreneur Inc. have joined forces in a groundbreaking collaboration, earning the privilege of showcasing their cutting-edge innovations at Intersec 2024, the premier event for national security, cyber security, safety, and policing in the region. Under the patronage of H.H. Sheikh Mansoor Bin Mohammad Bin Rashid Al Maktoum, the 25th-anniversary edition introduces the Intersec Innovation Arena (IIA), powered by Unipreneur Inc.

Westford University College made a remarkable impact at Intersec 2024, displaying exceptional talent and innovation. With a prestigious exhibition booth provided through their collaboration with Unipreneur Inc., the institution highlighted its contributions to the future of cybersecurity and safety.



In the Cyber Talks category, a team from Westford University, consisting of Mohammad Jazib Khan, Muhammed Faiz Ahmed, Shafaat Ahmed Sharief, Maha Mahboob, and Zubia Nawaz, secured the top position. Their presentations showcased a deep understanding of cybersecurity, national security, and artificial intelligence, earning them recognition for their commitment to staying at the forefront of evolving technologies.

The Cyber Debate saw Westford students excel in analytical prowess and persuasive argumentation, particularly in discussions about the impact of artificial intelligence on cybersecurity. Their victory solidified their position as thought leaders in the field.

INDUSTRY VISIT

The success in the Cyber Quiz category reflected the students' mastery of workshop content, highlighting their dedication to continuous learning and the acquisition of in-depth cybersecurity insights.

These achievements at Intersec 2024 not only attest to the exceptional calibre of Westford University College's students but also emphasize the institution's holistic educational approach. Beyond individual accomplishments, the victories underscore the collaborative spirit, critical thinking, and unwavering dedication to excellence within the academic community at Westford.



In addition to student achievements, Dr. Khyati Marwah led an insightful panel discussion, bringing valuable insights and perspectives on the evolving landscape of cybersecurity to the event. Westford University's triumph at Intersec 2024 is a significant milestone, showcasing its commitment to shaping the future of cybersecurity and safety. The wins in Cyber Talks, Cyber Debate, and the Cyber Quiz elevate the institution's standing and solidify its reputation as a powerhouse in nurturing talent and fostering expertise in cybersecurity and artificial intelligence. The collective effort invested by students, faculty, and mentors is acknowledged as integral to the success celebrated at Intersec 2024.

TOASTMASTERS GATHERING ON THE THEME OF MUSIC

Our recent meeting focused on one of the most relatable themes which was “Themes of Music”, hosted by a very talented Toastmaster of the Day (TMOD). During the meeting members shared their individual musical journeys that merged a variety of inspirations and produced an amazing atmosphere, bringing together an engaging mixture of harmony and connection.

The authentic connection that characterized every conversation was what made this meeting unique. Whether the conversation included pop culture or classical music, each person's story flowed together to create a journey that brought our different origins together. It was quite encouraging to see how people could connect and find common ground by using music as a universal language.

The TMOD shared a personal tale that highlighted the transformational impact of a cherished artist. This topic demonstrated how a single musician's ability might completely alter perception of millions. The idea that music can create links and motivate change was highlighted by the group's strong acceptance of these concepts.



TOASTMASTERS MEETING

It transformed from a regular meeting into a celebration for our mutual love for music and the narratives that shape who we are. Like the TMOD, I felt a deep feeling of satisfaction from creating a space where everyone's opinions were valued and acknowledged. This experience brought all of us together as it was an emotional journey for all the attendees and helped us resonate with each other. It was an honour for me to be the TMOD of this meeting since I was able to take my fellow toastmasters on a musical adventure with me and understand the value of music in our lives.

Attending the meeting on “Themes of Music” conducted by TM Jatin Israni, was a creative resonance amongst the plethora of musicians and their fans. We were able to learn and discuss how a story can be beautifully illustrated into tones that our melodious to our ears and become a recurring anecdote that we reminisce about. The TMOD was able to take us on the musical adventure to showcase the different perspectives musical artists have around the world and how they reach a common point in connecting with their audience. Everyone chimed in about experiences they have associated with their favourite songs and how the themes of music showcase our own realities. Always an enjoyable evening with our fellow toastmasters!



Ameera Adil

BSc (Hons) Business with
Digital Marketing - LJMU



Westford Students Shine at AUE Debate & Public Speaking Tournament 2024



Beginning the year with boundless enthusiasm, Westfordians participated in the esteemed AUE Debate and Public Speaking Tournament 2024. Organized by the AUE Debate Club, this annual event adheres to the American Parliamentary Style of Debating and draws participants from universities and colleges across various GCC and Arab countries. Spanning four days, the tournament features both English and Arabic debates, as well as original oratory competitions.

With a lineup of over 12 debate teams and 10 oratory speakers, the competition served as a catalyst for honing essential debating, listening, and public speaking skills for all involved. Witnessing the remarkable calibre of fellow debaters and orators who share a passion for public speaking was truly exhilarating.

Participating in the AUE debate competition proved to be an enriching and unforgettable journey for me personally. Progressing through multiple rounds to reach the finals was a dream realized. Throughout the competition, I was immersed in compelling oratory speeches that sparked thought and facilitated significant personal and intellectual growth. Moreover, the tournament provided an invaluable platform for connecting with other exceptional public speakers and learning from their experiences. Representing Westford University College in the finale was an honor beyond words. I am immensely grateful to Westford for granting me this extraordinary opportunity!



Rosalyn Flory
BSc (Hons) Business
with Finance - LJMU



Sahil Dewani

BSc (Hons) Business with Finance - LJMU

Taking part in the AUE debate competition was an immensely rewarding and unforgettable experience. Engaging in debates with numerous universities and progressing to the semi-finals filled me with exhilaration. Throughout the competition, every debate we participated in was fiercely contested, offering ample opportunities for learning and personal growth. The three-day event showcased a diverse range of debate formats, from prepared to impromptu debates, further enriching the overall experience.

CRAFTING CONNECTIONS THROUGH VISUAL STORYTELLING AND GRAPHIC DESIGN

with

NIXON MARQUEZ
Art Director, The Giving Movement



We had the privilege of inviting Mr. Nixon Marquez, Art Director of The Giving Movement to share his extensive experience as a creative professional in design and visual communication. Students from the media, culture, and communications program were captivated by his discussion and impressed by the showcase of his portfolio, which unveiled a plethora of visually captivating designs from his past endeavors. The session provided a profound insight into the integral role of graphic design in the realms of advertising, marketing, and public relations within organizations.

Nixon's elucidation of his creative process, alongside the unveiling of his workflow, left the students enthralled. His ability to articulate the ideation behind compelling designs inspired attendees to think innovatively and venture beyond conventional boundaries in their own design pursuits. The session not only imparted knowledge but also instilled a sense of motivation, urging participants to explore their creative potential and embrace experimentation within the ever-evolving landscape of media, design, and digital platforms. As the session concluded, Nixon issued a challenge to the students, urging them to push their limits and fearlessly explore the possibilities within the realms of media and design, recognizing them as pivotal pathways to future success.



CELEBRATING NATIONAL UNITY

Cameroon, often affectionately referred to as "le continent," stands out as a nation of diversity and cultural richness situated in Central Africa. Annually, on May 20th, the country observes its National Day, commemorating the anniversary of its unification and the convergence of the French-speaking and English-speaking regions.

Despite the ongoing challenges faced, particularly concerning the quest for independence in the English-speaking region, Cameroonians from all walks of life unite each year in patriotic celebrations. These festivities, marked by vibrant parades, cultural showcases, and artistic performances, eloquently mirror the diverse mosaic of ethnicities, languages, and traditions that together compose the Cameroonian tapestry.

A prominent feature of the National Day celebrations is the lively military parade in Yaoundé, the capital city, drawing the attendance of government officials, dignitaries, and citizens alike. This day serves as a poignant reminder of the imperative of national unity, cultivating a deep sense of pride and solidarity among the citizens.

Beyond the joyous revelries, Cameroon's National Day becomes a moment to recommit to the cherished values of peace, stability, and progress. It is a testament to the strength inherent in diversity, emphasizing that unity forms the bedrock upon which a brighter and more promising future for the nation is constructed. In essence, the occasion underscores the resilience of Cameroonians in facing challenges and their unwavering belief in a unified and harmonious nation.



Pierre Tibokbe Vouna
Doctorate of Business
Administration - UCAM



MY JOURNEY AS A BUSINESS STUDENT AT WESTFORD HAS BEEN INCREDIBLY FULFILLING



Gurpreet Kaur Bharaj

BSc (Hons) Business with Digital Marketing - LJMU

Why did you choose to study at Westford University College?

I chose Westford University College as my educational institution due to its offering of a well-rounded curriculum coupled with a vibrant university student experience. The focus on practical learning, development of industry-relevant skills, and a global perspective resonates seamlessly with my academic and professional objectives. The institution's dedication to achieving excellence and providing real-world applicability distinguishes it, making it the perfect fit for my educational endeavors.

Which activities in the classroom do you enjoy the most?

I have a particular fondness for interactive discussions and group activities within the classroom setting. Participating in lively exchanges with classmates not only deepens my comprehension of the subject matter but also fosters collaborative learning, establishing a dynamic and enriching educational atmosphere.

How is Westford different from other universities?

Westford University is distinctive for its hands-on learning methodology, curriculum tailored to industry needs, and a global outlook. The focus on practical skill development, combined with a diverse student population, distinguishes Westford from other academic institutions, delivering a distinctive and enriching educational journey.

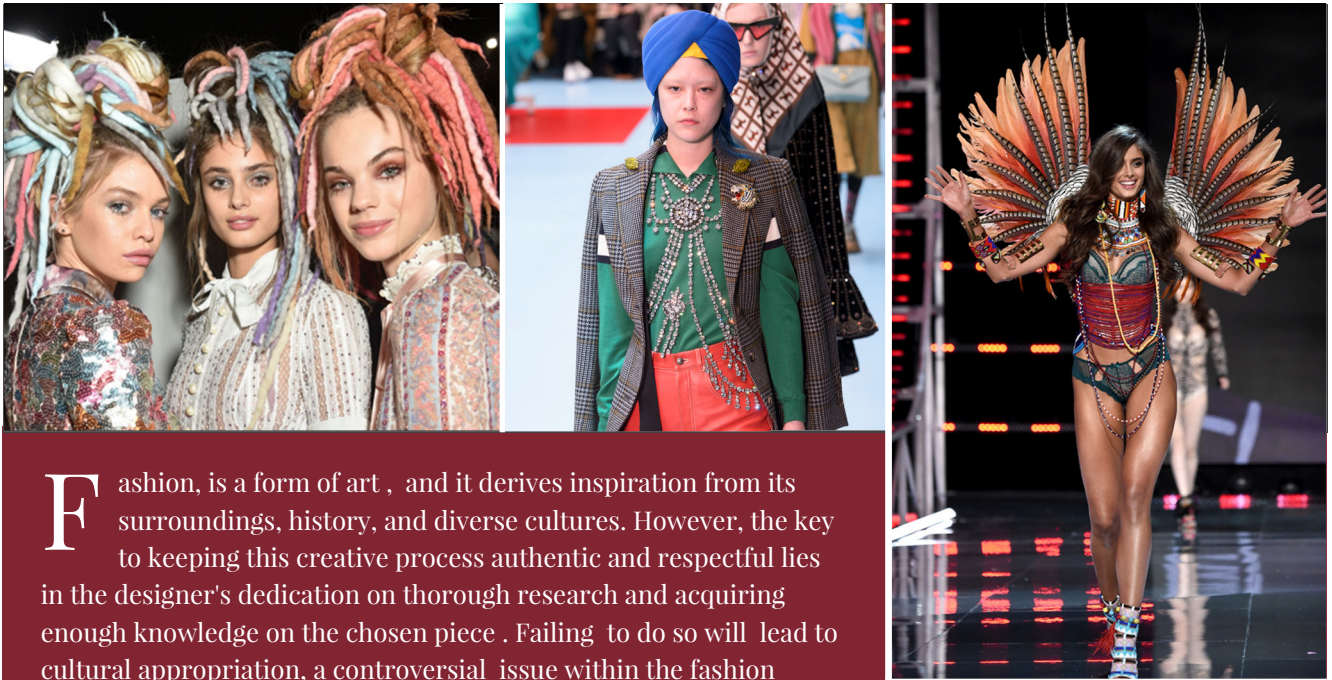
How would you describe the college atmosphere?

Westford University College boasts a dynamic and inclusive atmosphere, marked by palpable academic enthusiasm. The diverse student body contributes to an environment that encourages collaboration and the sharing of ideas. The overall ambiance is positive and supportive, facilitating both academic learning and personal development.

How has your learning experience been so far?

My educational journey as a business student at Westford University has been incredibly fulfilling. The curriculum seamlessly integrates theoretical understanding with practical applications, offering valuable insights into real-world business situations. The faculty's industry knowledge and the focus on a global perspective have played a pivotal role in enhancing my grasp of business concepts. In summary, it has been a comprehensive and captivating experience that aligns perfectly with my career goals.

STYLISH OR INCONSIDERATE? CULTURAL APPROPRIATION THE FASHION INDUSTRY



Fashion, is a form of art , and it derives inspiration from its surroundings, history, and diverse cultures. However, the key to keeping this creative process authentic and respectful lies in the designer's dedication on thorough research and acquiring enough knowledge on the chosen piece . Failing to do so will lead to cultural appropriation, a controversial issue within the fashion industry.

Cultural appropriation is borrowing or imitating elements from different cultures without a deep understanding or respect for its significance. This can be in the use of symbols or traditional clothing with a deep cultural meaning, which can spark concerns on misrepresentation

Designers and artists bear the responsibility of cultivating a deep understanding of the pieces they work on. Unfortunately, instances of cultural appropriation still can be noticed , an example for such instance being the backlash faced by Marc Jacobs for his 2017 collection featuring dreadlock extensions on models who are mostly white . This situation highlighted the importance of fashion professionals being more aware and considerate of different cultures.

To solve this issue, designers must prioritize in-depth study and research to ensure their work reflects a careful and educated approach towards cultural representation. In the fields of arts and fashion, where inspiration frequently originates from diverse cultures and histories, the commitment to thorough research and understanding is essential.

Recent trends indicate a rising focus on cultural sensitivity and inclusivity in the fashion industry. Many advocate for collaboration, education, and acknowledging the inspiration behind designs rather than adopting cultural elements without context. Embracing diversity and steering clear of harmful stereotypes and cultural appropriation can lead the fashion industry toward becoming more inclusive and culturally conscious through education and understanding.



Revathy Mohandas

HND in Art &
Design (Fashion) – Pearson

WESTFORD IS A NOT JUST A PLACE FOR LEARNING BUT A PLATFORM FOR SHOWCASING ONE'S ABILITIES

Westford University has provided me with a transformative opportunity to elevate my academic pursuits to an MBA in HR & Organizational Psychology. The calibre of lectures delivered by the faculty was consistently professional, elucidating complex concepts with clarity, and demonstrating a genuine willingness to assist whenever needed. Despite boasting an extensive 18 years of professional experience, my commitment to continuous learning led me to pursue my MBA with pursuit of excellence.

As a UAE national employed in a Semi-Government airline company, the dynamic nature of my work further underscored the significance of my research and studies. I am genuinely appreciative of the platform that Westford University provided, enabling me to not only enhance my academic knowledge but also share my rich personal experiences with both faculty and fellow students.



Nadir Ahmed
MBA in HR & Organizational
Psychology, UCAM

One of the standout aspects of my academic journey was the university's unwavering commitment to timelines and the clarity maintained throughout the program, mitigating any potential delays. This disciplined approach not only reinforced my professional ethos but also resonated positively in my work environment.

A noteworthy enhancement resulting from the program was the refinement of my presentation skills. Learning to articulate ideas effectively within specified timeframes significantly contributed to my confidence in professional settings. The practical application of these skills has proven invaluable in my workplace, allowing me to communicate ideas with precision and impact.

I hold in high regard the ethos of Westford University as a place not just for learning but as a platform to confidently showcase one's abilities. It is a rare quality that sets this institution apart from others. Consequently, I am eager to extend invitations to friends and family to visit the university, emphasizing that it is not merely an educational institution but a space where one can truly demonstrate their capabilities with assurance.

Beyond its impact on my professional life, the program has also left an indelible mark on my personal development. It has permeated every facet of my life, transforming me into an open-minded individual with a can-do attitude and a willingness to contribute positively. I am profoundly grateful for the holistic growth and invaluable insights gained through my association with Westford University.

NEW WESTFORDIAN ON THE BLOCK



Raghavarshini Rajagopalan
Officer- Marketing

Mantra @ Work : My mantra at work is to stay optimistic and always give my 100% in all that I do

Quote you live by : Honesty is the best policy.

Creative Vent : Exploring new recipes, enjoying music, and deep cleaning the house are my go-to activities.

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