

Volume I

PLUS



**WESTIN**  
College of Business Management

Presents

# Table

A Business Magazine

Attire for  
Occasion  
⇒ p.6

Planet or Plastic ?  
⇒ p.16

Smart Career  
With Ethics  
⇒ p.20

Equal Pay Equal  
Work  
⇒ p.24

Electrifying  
Vijayawada  
⇒ p.30





# CONTENTS

## 6 ATTIRE FOR OCCASION

What you wear can inform passer-by of your type of employment, as well as your ambitions, emotions and spending habits.

## 20 SMART CAREER WITH ETHICS

Approached a Dynamic Personality. In his life he really wanted to do business. He failed and lost money, went into the share market and lost money.

## 8 BOUNCING RENTAL TRANSPORT

Bounce is a Bangalore based start-up currently operates over 20,000 electric and gasoline dock less scooters and bikes in over 30 cities across India

## 26 GARDEN OF EDEN

Flanked by thick greenery on the either side, the road winds up the hills of misty Munnar and then slowly move into the sandalwood covered Marayoor

## 10 ART OF OBSERVATION

To me, photography is an art of observation. It's about finding something interesting in an ordinary place

## 28 INNOVATION IN EDUCATION

There is a saying that "20th century students are being thought by 19th century people with 18th century framed syllabus according to the class

## 12 DUBAI EXPO 2020

WORLD EXPOS are one of the oldest and largest international events on the planet, taking place every five years and lasting six months

## 36 TRAINING& PLACE-MENT PROCEDURE

Connecting Minds, Creating the Future!

*Everyone's Dream can come true if you just stick to it and work hard*

# PREFACE

You have the privilege of Reading the first issue of the TABLE, Westin's literary Magazine. Its contents represent all that is best about this unique Digital concept. Like our college this volume is a diverse and wonderful collection of ideas, characters, voices and backgrounds. The differences' in the authors experience are reflected in our pages.



TABLE is a place that invites anyone from anywhere to "Start here, go anywhere." For some of our students, it is truly a start, a choice they make at the beginning of their adult lives. For others it is a chance to start over. No matter where they have been or what their experience, at TABLE each student is welcomed, respected, and encouraged to "express the innovations."

The works in these publications were selected with that igniting in mind. Not all of them will appeal to every reader, but all of them together tell the story of our college, our culture, our creativity and innovations.

A handwritten signature in black ink, appearing to read 'John Benarji.V'.

John Benarji.V  
Admin & Academic  
Executive



# EDITORIAL

Welcome to the first volume of the zestful digital magazine "TABLE" of westin college of business management. We are really proud & exuberant to acclaim that we are ready with all hopes & faith to bring out the first issue.

Table is going to surely unfold the unravelled world of the most precious moments of the college & enormous facts around the business world. It also shades light on the booming innovation in Vijayawada city.

The refection of the student's creativity & achievements is the epitome of the magazine. Students have put forth their ideas and deep research into the essence of the magazine.



A stylized, handwritten signature in white ink on a green background. The signature appears to read 'Shaik Wasim Akram'.

SHAIK WASIM AKRAM  
Faculty of Management  
Studies



# Contributors

V.John Benarji

Shaik Wasim Akram

M.D Basheeruddin

Asha Suresh

J.Ambica

CH.Hima Bindu

K.Shanmukha Lakshmi

Swapnil Sankpal

Rahul Yadav

K.Gopi chandu

K.Hari Keerthi

Nafisa Fathima

K.Sree kanth

K.Surendra

S.Avinash

P.Namaswi

Bindu Tiwari

R.J Vyshnavi

P. Srihaas

S.Mobeena

J.Gopi chandu



# ATTIRE FOR OCCASION



“What you wear can inform passerby of your type of employment, as well as your ambitions, emotions and spending habits.

## BUSINESS ATTIRE

Business attire is the clothing you wear in professional settings. You might decide how to dress depending on the type of office you work in, for interview or for a meeting. There are varying levels of business attire, ranging from “casual” to “business formal”. Based on the setting, you can decide which kind of business attire is appropriate.



## BUSINESS CASUAL

For women can wear pencil skirts, blouses, button-down shirts, trousers, khakis, blazers & sweaters, they can accessorize with simple jewelry & belts. Shoes can include flats, loafers, mules, boots or heels.

## GENDER NEUTRAL PROFESSIONAL DRESS

You can dress gender neutral elements up or down depending on the situation for which you're dressing like jeans, t-shirts, skirts, etc. Women outfit choices are based on their personal emotions while Men tend to choose outfits according to how other people view them

## PSYCHOLOGY OF DRESS

Americans rely on clothing as an economic and social Indicator because there aren't official marks of rank such as a caste system or aristocracy. When you don't have a specific system, people come up with their own, "It is what helps you figure out where you fit in. Especially now, with the economy, with people losing status, maintain a sense of who are becoming even more important. Our clothes help place us where we think we want to be".

## FASHION CHOICES THAT MAKE YOU LOOK TACKY

When it comes to choosing a fashion style there is no right or wrong. You can opinion for looking classy or punk, trendy or casual. The only no-no is looking cheap, and that has nothing to do with the price of your outfit. Many times it's little things that stand in the way of you becoming a fashionista.

Something are meant to be expensive and don't have a cheaper version. Most often this applies to fabric. The rule of thumb is if you can't afford a quality item it's better to not buy it at all. A global study of 12000 people has revealed that women choose the clothes they wear depending on how they make them feel.



Article by  
CH.Hima Bindu &  
K.Shanmukha Lakshmi  
BBA I Year 2019 - 2022  
Model: R.J Vyshnavi

Sources : Books, News Articles, Website



# BOUNCING RENTAL TRANSPORT

Bounce is a Bangalore based start-up currently operates over 20,000 electric and gasoline dock less scooters and bikes in over 30 cities across India. Bounce CEO and co-founder Vivekananda HR said, “The main vision of Bounce is to democratise mobility and thus make a significant socio-economic impact. Bounce clocks an average of about 1,20,000 rides each day and allows users to leave the bikes at any of its nearby docking stations or any one of its partnered mom-and-pop stores after a trip.

## STRATEGY

The bike-rental start-up, formerly known as Metro Bikes, allows customers to rent a bike anywhere in the city at any point in time using its patented key-less technology. The system is based on GPS tracking. Drivers can rent the bike anywhere in the city with no set pick up or drop point. Currently, Bounce provides its dock less bike rental service in cities like Bengaluru, Hyderabad and now also in Vijayawada. According to Bounce’s initial concepts, the start-up had deployed its own operations and team in each city. The strategy, however, was difficult in terms of scaling up within their current investment. Bounce has changed its strategy in recent quarters. It has now tied up with hundreds of mom-and-pop stores

in each city, who run their own operations providing docked scooters on rent.

## FUTURE EXPANSION

Bounce will expand its operations to more cities in India. The company will also invest in building sustainable solutions and will introduce electric vehicles in future.





Pick and drop our Keyless scooters anywhere in the city. All you need is an OTP!

## OPINION

“The innovations around the keyless mechanism of using a scooter coupled with other Internet of Things (IoT) modifications, make Bounce very unique. With its dock less fleet of scooters, Bounce is a short-distance mobility solution that is affordable and efficient. Also, a Bounce bike takes over six bikes off the roads, helping reduce congestion and pollution from cities.”



Article by  
Swapnil Sankpal  
BBA Final year  
2017 - 2020

Sources : Books, News Articles, Website  
[bounceshare.com](http://bounceshare.com) , [Techcrunch.com](http://Techcrunch.com)





# ART OF OBSERVATION



“To me, photography is an art of observation. It’s about finding something interesting in an ordinary place... I’ve found it has little to do with the things you see and everything to do with the way you edit them.”

When i was Sixteen, I have observed the trend of photography pages in social media. The pages which I have seen are focused on outdoor shoots. So at that time

my thoughts were like to go out for shoots with friends and have fun & why can’t I start my own page and start earning by clicking pictures. When I discussed this with my friends and cousins they said it seems to be silly if I start my carrier as a photographer. I have taken their word serious and started to know about basics of operating the camera and editing software.

Later I have started as a photographer at the age of seventeen. My thoughts have changed after exploring my views & making new friends in social media who have photography as common interest we formed a group and share our views and encourage everyone to capture a good content and motivate to be creative. Then I have realised instead of making money exploring ourself is better and helps to learn various perspectives of various photographers . Nowadays it has spread widely through social media and is carried out throughout different platforms and equipment, switching to the use of Smart phone. Good pictures can now be taken with a Smart phone which is a key tool for making photography more accessible to everyone.

## REASONS WHY PHOTOGRAPHY BECAME A HOBBY TO ME



The reason behind cultivating the habit of photography as a hobby is to capture memorable moments of life and anyone can start it at any age or any time. It helps me to explore the beauty of nature. It helps me to think creative. I like Travel and adventures which bring me joy if I capture the exact perception which is on my mind. that motivates me to capture more interesting content.

This is my first wild life picture that I have captured in Kondapalli Killa mountain. I love to travel and explore the beauty of nature.

Wildlife photography is a genre of photography which deals with documenting various forms of wildlife in their natural habitat

Monkeys imitate the actions of human being. For example if we try to take a stone and attack monkey it will imitate the same action. So Photographing some species may require stalking skills or the habit of a hiding for concealment. Some types of wildlife requires special equipment, such as macro lenses for insects, long focal length lenses for birds and underwater cameras for marine life. For a wild life photographer every moment is an adventure even, I'm interested to lead my life adventure and take risk in order to become brave and courageous.

Article by  
Rahul Yadav  
BBA II Year  
2018 - 2021





# DUBAI EXPO 2020



WORLD EXPOS are one of the oldest and largest international events on the planet, taking place every five years and lasting six months. It is a festival for all, where everyone can experience, explore, innovate, and have fun by sharing ideas and working together.

As a World Expo, it may be a maximum of six months in length and adhere to a wide universal theme that applies to all humanity. The main site of Expo Dubai 2020 will be a 438-hectare area (1083 acres) located between the cities of Dubai and Abu Dhabi, near Dubai's southern border with Abu Dhabi.

THE MASTER PLAN, designed by the American firm HOK, is organized around a central plaza, entitled Al Wasl, enclosed by three large Thematic districts. Each one is dedicated to one of the sub-themes of Expo 2020 – Opportunity, Mobility and Sustainability. Dubai has also been emphasizing on investments in various sectors such as economic growth, real estate, environmental avenues and public affairs.



## THE INITIATIVE

Dubai Happiness Agenda, has 16 programmes under four themes that sums up 82 projects to be set in the city with an aim to make the city the happiest by 2020. The Dubai Expo 2020 also would see a rise in the GDP as predicted by the International Monetary Fund.

## ATTRACTIONS

Whether you're a carefree wanderer or following a strict schedule, here's

IS THIS THE BEST VIEW AT EXPO- You've seen Expo 2020 from the ground, it's time to get a bird's eye view from the top of the rotating observation tower. Don't forget to gaze into the distance when the camera comes out for a brooding "lost in thought" Instagram shot.



**IS THIS THE BEST VIEW AT EXPO-** You've seen Expo 2020 from the ground, it's time to get a bird's eye view from the top of the rotating observation tower. Don't forget to gaze into the distance when the camera comes out for a brooding "lost in thought" Instagram shot.

**MASCOTS** – The Expo 2020 Dubai Mascots Get to know Rashid and Latifa as they embark on an exciting new journey led by Salama the Ghaf tree, while discovering Expo 2020 Dubai and meeting new friends.

**WATCH A SCREENING ON THE CEILING** You'll find ground breaking architecture at every turn, from the world's biggest 360-degree projection surface on Al Wasl Plaza's steel dome to the all-natural materials that make the Opportunity Pavilion, including 2,500 tonnes of stone and 111 km of rope.



**200 PLUS WAYS TO TREAT YOUR TASTE BUDS** – Taste dishes from every corner of the world at more than 200 food and beverage outlets. Street food, haute cuisine, family-friendly meals, sustainable dining and unique culinary journeys are just a handful of the options.

**OFFICIAL AIRLINE PARTNER** – Fly Emirates from over 150 destinations We're ready to bring the world to Dubai for the World's Greatest Show from 6 continents and over 150 destinations, as Expo 2020's Official Airline Partner.



**ARTS AND CULTURE** – Find yourself in a realm of contemporary creativity and discover installations, artistic creations, workshops and performances by some of the best talents from around the world.

**DUBAI EXHIBITION CENTRE** – Planning an event? Look no further – Its Expo 2020 Dubai Directly accessible from the Dubai Metro Route 2020 link, the Dubai

Exhibition Centre combines a 17,000sqm conference complex, featuring multipurpose halls, an auditorium and other event spaces, with 28,000sqm of exhibition halls.

Expo 2020 has large-scale venues to suit every outdoor celebration, including Al Forsan Park (2,500 people), Al Wasl Plaza (more than 8,000 people) and Jubilee Park (15,000 people)

**EVENTS** with so much to see and do at Expo 2020, you'll be planning your next trip before you've finished your first

1. Live performances 2. Global celebrations 3. Health and happiness
4. Business ideas 5. Arts and culture



# INDIA PAVILION

A six month extravaganza showcasing a new India

THEME – Future is in India

Building on India's culture, heritage and technologies, including its space programme, the Pavilion will reflect 'new India' and show the strengths of its human resources and youth's aspirations.



## PAVILION HIGHLIGHTS

Discover a new, dynamic India built on diversity and full of opportunities for all

Explore art installations displaying India's space story Enjoy food festivals, literary shows, music and dance reflecting India's cultural diversity

## WHAT TO EXPECT?

Talent, Trade, Tradition, Tourism and Technology The India Pavilion will be a place that will define the country's potential to become a global power through its 'Five Ts' – Talent, Trade, Tradition, Tourism and Technology.

## THE FACE OF INDIA

The Pavilion will show the face of an India rising on the three pillars of opportunity, sustainability and mobility – a nation ready to lead the world's future. Thematic branding and holographic displays Highlighting the country's growth story from Harappan civilisation to modern India.

## MADE IN INDIA

Reflecting contemporary India through its economic sectors, excellence in research and innovation across its various states, start-ups, youth power and the country's contribution on the world stage.

## COUNTRY QUICK FACTS

Heart – Varanasi

The spiritual capital of India, considered to be one of the oldest cities in the world

Himalayas This mountain range is home to nine of the world's 10 highest peaks

Status – Railways

The number of daily travellers on Indian railways equals the population of Australia

Did you know?

India is credited as the birthplace of a number of objects, concepts, inventions and discoveries, including the games of snakes and ladders and chess (originally called Chaturanga), buttons, shampooing, the number pi, diamond mining, the 'zero', algebra, trigonometry, and the discovery of water on the moon.

## PAVILIONS

Hundreds of pavilions will feature interactive exhibits, live entertainment, memorable meeting spaces, quirky hangouts and plenty more

### BAHRAIN PAVILION

Focusing on density as an enabler of opportunities

### ROMANIA PAVILION

Immerse yourself in the purest waters of Romania and reinvent your nature



### AUSTRIA PAVILION

Sustainability

### BELARUS PAVILION

Mobility

### THEMATIC PAVILIONS

Explore new worlds, from ocean depths to future societies. Play your part in the future of humanity, witness the real impact of your actions and create change through collaboration.

Venture across time and space, come face-to-face with history's giants of exploration and discover the future of human progress. Similarly many exciting PAVILIONS are waiting for totters around the world



## DISCOVER EXPO 2020 DUBAI

Where creating a better world is in your hands

Your journey awaits

Expo 2020 Dubai will host the world for 173 days, each one brimming with new experiences. It'll be a time to create, collaborate and innovate. And it's going to be fun. We're talking an eye-catching, mind-bending, taste bud-tickling, grin-inducing, good-weird, did-that-really-just-happen fun. Come along, or spend a lifetime telling less interesting stories.



Article by

Shaik Wasim Akram

Faculty of Management Studies

Sources : Books, News Articles, Website, Expo2020dubai



# PLANET OR PLASTIC ?



Huge area of washed up plastic bottles at a water reservoir.

From the moment we wake up in the morning, till the night we go to bed its plastic everywhere. But is plastic good to our home planet earth? The answer is NO! Normally, plastic items can take up to 1,000 years to decompose in landfills. Even plastic bags we use in our day today life takes 10 to 1,000 years to decompose, and plastic bottles can take 450 years or more.

The bottle you have thrown one day might take time to decompose longer than your life! The plastic spoons you throw, the plastic cups, plastic wrappers etc... they got nothing positive to do with humans, animals, trees and to the earth. One might think that we can easily get rid of plastic by simply burning it. But we couldn't do that either because when we try to burn plastic it releases dangerous gases like carbon monoxide and other gases which are extremely dangerous to all the species on planet earth.

Fortunately, we humans got rational minds and got abilities to know what is good for us and what is not! But what about other animals? They don't know what to eat and what not to eat and they simply eating the plastic bags we throw on the streets and losing their lives. If our planet can't digest this plastic then how come the living beings on this planet can?



Oceans, beaches, empty landfills, tourist areas, forest areas, streets etc where ever we go today we can see the plastic thrown everywhere. Neither we can burn it nor we can decompose it quickly but one thing we can do is recycling. Yes, we can recycle the plastic and we can reuse it. We can even lay roads from recycled plastic.

Until we stop manufacturing use & throw plastic items and starts recycling the available plastic waste, no one is coming to save us. Remember every single piece of plastic ever created on earth still exists!

This is the time one should take the pledge to stop this planet becoming plastic!



**SAY NO TO  
PLASTIC  
SAY YES TO  
HEALTHY  
ENVIRONMENT  
SAVE EARTH,  
WE DON'T HAVE  
OPTION B**

Article by

K.Gopi chandu

BBA III Year 2017 - 2020

Sources : Books, News Articles, Website









OUR STUDENTS INDUSTRIAL VISIT  
AUTOMOBILE , ELECTRONICS  
& RETAIL SECTORS



# SMART CAREER WITH ETHICS

## An interview with M V V Satyanarayana

There are many success stories in the world to add on Mr. M V V Satyanarayana whom we came across and would like to reveal his entrepreneurship skills on behalf of Westin and also to the world of entrepreneurs.

Approached a Dynamic personality who wants to be as a businessman. He failed and lost money, in different business segments. His statistics were zero, but he never lost hope. One fine day he got a proposal from Starsports for channel partnership, made them impressed, work hard for 8 years and made the channel number one in India. He gave us opportunity to interact to go in deep of his successful career and get some valuable codes towards success



### COULD YOU TELL US ABOUT YOUR EDUCATIONAL BACKGROUND?

I did my entire schooling in Vijayawada in a school called St. Johns. Sports was a priority in my school; we had three football grounds. I did my intermediate in Siddhartha college and I was the table tennis captain both years. Then, I studied B. Com at Loyola College where I had to fight with other guys to become the captain in my final year. After completing my final year, I moved to Chennai to complete my ICWA and I tried my best to complete it but did not get a good aggregate score. However, I never lost hope because I have high self-confidence. I attempted to civil service but I had not prepared for it well. Then my father was after me to do something so that I get married and was worried about my career. I then joined NIIT- National Institute of Information Technology, to complete my PG, which was the first of its kind in those days to import quality computer education and was well known in India way back in 1986 when no one knew the ABCD of computers.

### HOW DID YOUR CAREER START?

Because I hailed from a business family, I really wanted to do business. So, I tried a couple of things but I failed and lost money. I was into the share market and lost money. I worked on a big order of computers, failed and lost money. So, my statistics

were zero, but I never lost hope because in business sometimes the graph goes north and sometimes it goes south. Eventually, I started my Apple Computer business way back in 1990 because in those days there were no Apple guys here. I started buying from distributors in Delhi for a few years because dealers wouldn't sell to me and saw me as competition. I was then approached by Star Sports from US and Singapore in 1998 because they were looking for channel partners. They were impressed with my set up and they asked me if I could start the following day and I told them "I can start now!". I was number one in India for 8 years and I was also approached by TNT, Cartoon Network, ZEE and Sony. I then retired in 2006 after continuously exceeding the targets.

## WHAT CORPORATE SOCIAL RESPONSIBILITY ACTIVITIES HAVE YOU PARTICIPATED IN?

After that, I had time on my side, so I wanted to pay back to the society. Happiness is not something you can buy like over the counter medicine. You cannot be happy until you give back to the society and that starts with your parents. They have given you life, education, money and discipline. Then we took upon ourselves a rare disease case called muscular dystrophy, which cannot be cured by medicines. It is a painful case where the patients' muscles become weak. We started giving the patients power chairs and tried to highlight the disease. We formed an association, Rare Diseases Association of Amravati, which we are hoping will catch the attention of the government. Secondly, we focused on entrepreneurship because the youth now are being discouraged to start businesses. You have a good idea? Great! There will be a mentor, a funder, a trainer for you in seconds. There are so many start-ups right now and you should never be discouraged.

- It all starts with a small idea
- Make sure you are financially disciplined
- It is never too late to start your career
- Be humble
- Always persevere

Interview by:

-P.Namaswi



From left K.Surendra,S.Avinash,K.Sree kanth,  
P.Namaswi BBA II Year 2018 - 2021



# TRENDS IN CONSUMER BEHAVIOUR

Brands are built on the significant principle of 'facilitating the life of consumers'; the more you facilitate consumers, they will become a regular customer and gradually becomes a sales team with word of mouth publicity.

But it is not an overnight game, it takes months and sometimes years to reach there. Any company unable to facilitate the consumers can never transform itself from a Company to

Brand league. And the most important part is, you will have to be 'consistent' in the above-mentioned principle, to stand out in the competitive market. Brands work on the 'Consistent Customer Experience'. Having a good experience is not enough in this era if it is not 'consistent' to match the expectations you already set in your previous sale.

70 percent Indian consumers will take the decision to purchase products from mobile phones, imagine the 70 per cent of the Indian population with purchasing power in their palm, is your Company/Brand ready to serve this huge market? The Indian consumer today expects and demands levels of convenience, speed, and simplicity which was not possible a couple of years ago. Nowadays, consumers accessing the information at the touch of a button, brands are seeing a significant change in the path to purchase. Google had also recommended for developing sites with Mobile Centric, not just mobile responsive, 60 per cent traffic on sites is coming from mobile devices. Google Analytics and Google AdWords also shown the data that maximum clicks are converting into Leads via Mobile Device with the ratio of 60-40 per cent, in some cases it goes 80-20 per cent as compared to Desktop/ Tablet Traffic.

Any extra click of the button, screen or any other inconvenience can lead to abandoning the desired and well-intended purchase by the customer. For businesses to thrive in the future, we need to



understand its impact and learn how to deal with it. If your business is on Digital platform and its User Interface (UI) is not mobile-centric, then you will be on the edge of losing your customers. An average user of a smartphone is surfing the internet for 1–3 hours in a day, other than calls and text. The habit of switching the desktop on, and then Google anything you are searching for, is already shifted to mobile and hence it affects the purchasing at the ease of manner. From booking a Doctor's appointment to a Hotel room and Flights for travel, people have access to the palm. With this major shift happening now, which shall affect the Revenue of other marketing channels like Radio, Newspaper and Television, Outdoor publicity Vs Mobile Digital Ads.



Consumer demands clear picture of pricing at the first stage of awareness before going for booking and having a hidden cost, in the end, may push the consumer to exit from the page. As per a combined report by Facebook+KPMG+Nielsen, (Klynveld Peat Marwick goerdeler) named (ZERO FRICTION FUTURE) 1 out of 4 person with age group of 18–24 yrs drops the last stage of the online purchase due to lack of trust, that is 25 per cent of the total revenue of all the efforts.

## AWARENESS OF THE PRODUCT/BRAND

- Considering the product, on the basis of information available at ease.
- Clearing the Intent by seeking reviews or reference from friends and others sources.
- Purchase of Goods/Services.
- After Sale Service (post-purchase relationship with the customer).

All above four points together will create the Brand Image and companies will be able to survive and transform into Brand. People do not just buy products but a Brand Name, they get associated themselves with particular brands over the time. Emotional Branding helps Brands to get associated and get close to consumers' heart. The Market and Consumer Behaviour is changing at a speed never before, be ready for the future, the future is now.



Article by  
J.Ambica  
Faculty of Management  
Studies

Source : Books, News Articles, Website



# EQUAL PAY *for* EQUAL WORK



"There are two powers in the world, one is the sword and the other is the pen. There is a third power stronger than both, that of women."

- Malala Yousafzai.

Feminism in India is a set of movements aimed at defining, establishing and defending. Equal political, economic and social rights and equal opportunities for women in India. It is the pursuit of women's rights within the society of India like their feminist counterpart all over the world, feminists in India seek gender equality the right to work for equal wages, the right to equal access to health and education and equal political rights. Indian feminists also have fought against culture specific issues within India's society such as inheritance laws.

## SUCCESSFUL WOMEN STORIES

Vandana Luthra – founder of VLCC

Suchi Mukherjee – founder and CEO of limeroad

Richa kar - Co-founder of zivame

Vani kola – founder and managing director of kalaari capital

Falguni Nayar – founder and CEO of nykaa

Kalpana soroj, of kani industries I'd probably the first female corporate entrepreneur in post Independence India at the age of 16 years Arundhati Bhattacharya, SBI's first female chairman

## LEARNINGS

Don't get emotionally black mailed by parents

Be comfortable with your body and chocked

Accept people's dislike, Carve out time for yourself

Every day is a new opportunity

Challenges make like interesting Experience is our teacher

You need the fighter gene to succeed

Time management

Well-developed self-care skills

Displaying honesty, integrity and perseverance



## CHALLENGES

**AGE :** Age really is just a number successful people don't let their age define who they are and what they are capable

**WHAT OTHER PEOPLE THINK :** When your sense of pleasure and satisfaction are derived from comparing yourself to others, you are no longer the master of your own destiny

**“NO MATTER WHAT OTHER PEOPLE THINK OF YOU AT ANY PARTICULAR MOMENT. ONE THING IS CERTAIN- YOU’RE NEVER AS GOOD OR BAD AS THEY SAY YOU ARE.**

**TOXIC PEOPLE :** Successful people believe in a simple motion: you are the avenger of the fire People you spend the most time with

**FEAR :** Fear is nothing more than a lingering emotion that's fuelled by your imagination

**NEGATIVITY :** Life won't always go the way you want it to, but when it comes down to it, you Have the same 24 hours in the day as everyone else does. Successful people Make their time count. Instead of complaining about how things could have been or should have been.

**THE PAST OR THE FUTURE :** Like fear, the past and the future are products of mind. No amount of guilt can change the past, & no amount of anxiety can change the future.

“A women in a society is a necessity. When a girl has a place in society, she has that golden opportunity to be all she can be.... To be the woman she was destined to be.”

- Aude Carla, France



Article by

K.Hari Keerthi & Nafisa Fathima

BBA I Year 2019 - 2022

Sources : Books, News Articles, Website



# GARDEN OF EDEN

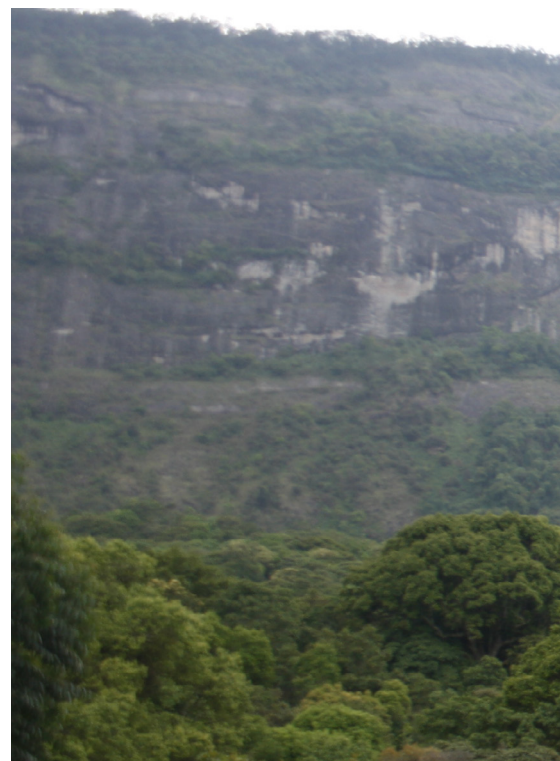


Flanked by thick greenery on the either side, the road winds up the hills of misty Munnar and then slowly move into the sandalwood covered Marayoor, finally will step into the forests of KANTHALLOOR where the path is strewn with deep pits and boulders. The local folks call it as a “PARADISE ON EARTH”, the kind of place where milk and honey flows. Kanthalloor is in Kerala’s Idukki district

which is considered as KERALA’S KASHMIR by the local traders. Recently by tourists it was even called as the SHIMLA OF KERALA. It is any fruit lover’s paradise. Its rich ample of apple, plum, oranges, strawberry, gooseberry, blackberry, egg fruits, passion fruit and more is proof enough of its paradise tag. It has a very cool season. As you drive up to the hill town of Munnar, the air turns cool and the waterfalls along the way are really breathtaking. With the Western Ghats fortressing the place and covering it with a canopy of green, it is a joyful ride of 180 km from Kochi to Kanthalloor. Kanthalloor is a hidden gem nestling in the midst of the forested evergreen Anamudi Shola ranges.

It is virtually a rain shadow village with a salubrious climate and picturesque landscapes. The place begins to cast its spell once the drive takes you from the mushroom green of Pallivasal’s vast tea estates to the sandalwood forests of Marayoor. Marayoor is the place famous for its blend of sandalwood scent and the sweetness of jaggery. The round balls of pure jaggery are made from the sugarcane fields of Kanthalloor. Crossing the Kovilkadavu Bridge across the river which flows from the forests of Chinnar makes the right entrance into Kanthalloor.

Far from the madding crowd, the traditional village reminds about one of the past culture which is now in the form of DOLMENS. These megalithic Muniyara dolmens in the deep forests are ‘Burial Chambers’ which have been subjected to much research by the anthropologists.





“Kulachivayal” colony is the place where Kanthalloor’s native tribes live. This is the only world they know. Over 50 families live here in one bedroom one kitchen houses and almost all of them are related by blood. The deity who presides over the “Mudimala” temple is the one who heads the tribe. As per the tradition in order to see the deity one need to purify yourself for 15 days and observe some rituals before you step into the temple. The native architecture of houses are amazing. The houses are made of mud walls and dry grass roof.

Kanthalloor season begins in November and ends in May. The farm houses and orchards grow a wide range of exotic fruits, vegetables and flowers. These farm houses are orchards can be visited by the tourists by

a small amount fee and also can purchase the fresh grown apples, oranges, plums, passion fruits, blackberries, carrots, cabbages, broccolis, tomatoes etc. There is lots of garlic cultivation in this area which are very famous for its flavour. It is also famous for its lemon grass oil which costs almost Rs 2000 per litre. This oil is an excellent cure for aches, pains and minor wounds.

There are watch towers in certain places that one can ascend to obtain stunning view of surroundings. Trekking or even driving in an off roader vehicle to observe the view from the mountain tops is an experience not to be missed. The fruit and vegetable stalls, roadside food shacks, fruit orchards, vegetable farms and flower gardens make up most of the village. There are few home stays with home style food which can be located by sign boards.

The evenings are a sight to behold when the place gets covered in a haze of red just before the sun dips, only to be covered by a shroud of mist by the nightfall.



Article by  
Asha Suresh  
Faculty of Management  
Studies

Source : Books,  
News Articles, Website





# INNOVATION IN EDUCATION

There is a saying that “20th century students are being thought by 19th century people with 18th century framed syllabus according to the class procedures of 17th century” and that’s exactly what’s going on in the educational system of our country. This kind of procedure needs be changed. And there are very few schools



and colleges which are taking the revolutionary steps to change, not only in their academics but also in the competitive world.

As most of the companies today are looking forward for the practical experience of a student with respect to the academics to hire them. Every student needs to be thought the actual process which takes places in every department of a company which helps them

to gain practicality which brings a great impact in their learning and its much interesting than reading a textbook of 200 pages. The textbook is only used to gain good scores in the exams. In present scenario everyone is just concerned about grades and the job which pay them good but there’s a key point missing in this system of teaching and learning, that is educating a student is to make them gain the knowledge about everything which includes academics and also the things which are happening in the world and make more innovative thing for their better survival and growth in the competitive world.

The future of the education system need to evolve in such a way that every student get hands-on-experience on the field they choose and they actually feel interested in. It’s not an 8hours of college that teaches the subjects but it should be a place where students can possess knowledge regarding all the things they need. The practicality needs to be increased, every teacher needs to help students in knowing their Strength’s and Weakness. The latest technology needs to be adopted by all educational institutes like smart classrooms etc. And also practical teaching needs to be implemented. The process of research should be

implemented which will give more knowledge than the once which are provided in the text books. The most important part is that a teacher plays a major role in the growth of a student.

The art of facing of challenges and accepting things and growing accordingly need to be developed in every student's life rather than escaping from the situation this makes the student to stand in good position in their career. Every aspect in the student's life leads to growth in their career but that depends upon the way they get educated. There is a survey which shows the skills of students who attended for an interview after the graduation, the survey states that 8 out of 10 students

lack of skills which are required to get a job. No matter of the student is a topper or the failure, the skills matter more. In some cases we can observe that the toppers of the universities itself fail to get a job in the best companies due to lack of skills so the skills need to be increased in every student. According to us Students need to be educated to make them understand the subject and the education is not just about the certificates which we possess but also the knowledge which we gain and this kind of teaching would help every student to pass with flying colours in his life.



Article by

Sree kanth Kanna

& Bindu Tiwari

BBA II Year 2018 - 2021

Sources : Books, News Articles, Website





# ELECTRIFYING VIJAYAWADA



Capital cities are name for troubles like traffic and now in our Vijayawada, it's causing too much traffic and pollution by usage of more vehicles.

And this 2020 era Vijayawada is electrifying by newly launched company like Naanyasri Electric Vehicles.

The Naanyasri Electric Vehicles is a Certified Company and one of the leading supplier and service provider of electric vehicles in India. They indulged in offering an excellent quality range of E-Rickshaws and E-Autos. The products are widely used for

public transportation. Naanyasri Electric Vehicles focus has always been excellence in quality of products and dedication in service to provide sustainable, innovative and cost effective solutions to the end customers. They work on a planned and strategic approach to give quality product to strengthen the consumer's expectations.

## HEALTHY TRANSPORTATION

Vibration is a major concern in many vehicles, as they have adverse effect on passengers' health. In electric auto vibration dampers are installed for minimizing the vibrations and thus taking care of passengers as well as the driver's health and blessing them with smooth journey

## SAFETY

No fuel, no explosion. Unlike other fuel operated vehicles, e-auto rickshaws work on electrical energy, hence there are no chances of explosion in these rickshaws and they are safe. Also, these rickshaws are light in weight and run slowly on roads, which minimizes the possibility of road accident

*Everyone in the world says Electric vehicles are the future of transport but our Vision is to make electric vehicles as our Present transport*



## SOCIAL RESPONSIBILITY

We live in India, and it is our responsibility to keep it pollution free. e-auto rickshaws are playing a pivotal role in preserving environment. It is a noise free and pollution free vehicle aptly suitable for India

### PROS :

- Not req of license
- No sound pollution
- Pollution free
- Economical
- Zero maintenance

### CONS :

- Not Suitable for long journey
- No charging stations
- Less Durability and Delicate

## OPINION

There is more scope for these kind of companies in whole india...But They need to work more on their speed and durability by using advanced tech. Even though they have enough demand there is no supply to meet it. They are good for environment and Nature.



Article by  
P.Sri Haas  
BBA III Year  
2017 - 2020

Sources : Books, News Articles, Website  
[www.nsev.in](http://www.nsev.in)



# 100% ATTENDANCE



**M.JYOTHSNA**

BBA Final Year 2017- 2020



**CH.YEDUKONDALU**

BBA Second Year 2018 - 2021



**RAHUL YADAV**

BBA Second Year 2018 - 2021



**T.V LAKSHMI DUGRA**

BBA Second Year 2018 - 2021



**K.MADHAV**

BBA Second Year 2018 - 2021



**A.MANOOGNA**

BBA First Year 2019 - 2022

# GRATITUDE FROM STUDENT

Hi this is Mobeena I'm very glad to share my enlightening journey of bachelors at Westin College of Business Management. It's a place where I found an amalgamation of knowledge, fun, creativity, opportunities, exploration and many such life preaching activities. It gave me an opportunity to meet different eminent personalities and learn a numerous exciting things. My sincere gratitude to Westin for providing me a platform of practical learning & preparing me for the ever challenging corporate world



I am Gopi Chand .Now iam studying in Westin college with BBA I would like to thank the management of Westin for providing me this excellent opportunity to studying. I acquired many things from this institution. I learned how to behave with others and communicating. College taught me to grab the opportunities in the business field and shown the way to reach it in effective way. This institution also provided a for practical learning through internships. Not postposting work the bet amon what i have learned here. The institution also conducts the different types of competitions where we can explore our ideas to management.



**K.GOPI CHAND**

BBA Final Year 2017- 2020

**G.J SAI KRISNA**

BBA Final Year 2017- 2020

**S. MOBEENA**

BBA Final Year 2017- 2020

**LONIKA**

BBA Final Year 2017- 2020

**M.JYOTHSNA**

BBA Final Year 2017- 2020

**T.V LAKSHMI DUGRA**

BBA Second Year 2018 - 2021

**A.TRIVENI**

BBA Second Year 2018 - 2021

**L.GEETHA**

BBA Second Year 2018 - 2021

**V.BHARGAVA NAGASAI**

BBA Second Year 2018 - 2021



**B. SRINIVAS KALYAN**

BBA Second Year 2018 - 2021



**J. GOPI CHAND**

BBA Second Year 2018 - 2021



**K. SREEKANTH**

BBA Second Year 2018 - 2021



**K. HARI KEERTHI**

BBA First Year 2019 - 2022



**K. SWAPNIKA**

BBA First Year 2019 - 2022



**N. ANUSHA**

BBA First Year 2019 - 2022



**A. MANOGNA**

BBA First Year 2019 - 2022



**N. NAGA VANITHA**

BBA First Year 2019 - 2022



**CH. HIMA BINDU**

BBA First Year 2019 - 2022



# TRAINING & PLACEMENT PROCEDURE



**Mohammed  
Basheeruddin  
Training &  
Placement officer**

Connecting Minds, Creating the Future!

Westin Training and development is about transformation. Helping students to change their habits, tactics, and strategies for a good career.

A Mandatory Internship and Specialization certification support student transitional process enormously. Alongside our acclaimed workshops, Guest lectures, Business practical's, Seminars, Conferences, Projects, & Business events provide opportunities to our students to grow and thrive.

Our Association with Business Companies contributes for the student Development, in the month of December 2019 our 1st year Business Management students got exposure by visiting sectors like Automobile, Electronics and Retail as part of their Practical's.

Specialization Certification Programs: Our Second Year Business Management students specialized their skills in certification programs like Business Communications, Business Analytics, Digital Marketing and Organizational Leadership.

These Certifications were conducted in the Month of December 2019



**MS.GAYATHRI**

**CUSTOMER  
SERVICE OFFICER**

**HFFC (HOME  
FIRST FINANCE  
COMPANY PVT  
LTD.,)**



**MS.SWOMYA**

**CUSTOMER  
SERVICE  
OFFICER**

**APPO PVT LTD**



**MR. GUPTA**

**HR EXECUTIVE**

**HIRING AND  
STAFFING  
SOLUTIONS**



## **PLACEMENTS MONTH OF DECEMBER 2019**

**MOHAMMAD  
JAFFRULA**

**JAGUAR LAND  
ROVER CMR**

**PRODUCT  
SPECIALTY TRAINEE**



**MS.DHARANI**

**JAGUAR LAND  
ROVER CMR**





# Table

---

A Business Magazine



**WESTIN**  
College of Business Management

Vijayawada Campus: GVR Towers,  
Opp Vinayak Theatre, Bharathi Nagar,  
Vijayawada -520008 Ph.: 0866-2546765, 254855,  
Mobile: 9396755766 Email: info @ westin.ac.in

Hyderabad Campus: Reliance Chambers,  
Plot no.73, Bandlaguda, Near Langar House,  
Hyderabad -91 Ph.: 040-30284040, 30284041,  
Mobile: 9393955955, Email: infohyd @ westin.ac.in