

The Westford Communiqué



Dear Readers,

About a couple of decades ago, any organisation that was considered 'good enough' or prided itself on the philosophy 'here for good' was considered to be 'great'. However times have rapidly evolved and in this hyper-competitive and disruption-driven global educational landscape, Westford University College has not only thrived, survived and excelled but remained grounded, deeply focussed and possessed a formidable forward-looking vision of outmaneuvering and outlasting established educational institutions to emerge within the Top 10 Best Ranked Institutions in the UAE.

We are absolutely delighted to inform all our patrons, students, alumni members, community leaders, and investors that Westford University College' zest to consistently offer cost-effective, agile, scalable, value-based experiences through a combination of an uncompromising quality based educational program across its undergraduate, post-graduate and now doctorate programs from globally accredited institutions across digital platforms and blended teaching methodologies have been recognized, felicitated & awarded numerous prestigious accolades and recognitions.

We owe our achievements to the indomitable "people-power" & a die-hard spirit to "serve-with- an- excellence mindset", that epitomizes "student-centric culture", residing heavily within the heart, sleeves, and emotive quotient of institution across its talented & knowledgeable faculty members, committed course administrators and its solution-oriented career counsellors team that deserved us in bagging the "Great Place to Work" award for the year 2020-2021.

This year Westford participated only to be pitted against some of the highly acclaimed successful corporations - multinational institutions, which meant that achieving a benchmark higher than the rest of the industry players while receiving the 'Great Place to Work Award' was a matter of great honour, respect, accomplishment and pride for each of us!!.

As always, we continue to remain committed to our 'strong principles and values' while designing, structuring, supporting & offering "Future Ready Programs" while we take this opportunity to extend a warm welcome to all students, patrons for visiting our "state- of - the - art" Al Taawun and Al Zahia Campus.

Stay Safe & Happy Learning!

Hanil Haridas
Co-Founder & Executive Director
Westford Education Group

INSIDE PAGES

IT'S OFFICIAL: WESTFORD UNIVERSITY COLLEGE IS A CERTIFIED GREAT PLACE TO WORK!	03
FEATURED IN GULF NEWS - BEST INSTITUTIONS FOR HIGHER EDUCATION IN THE UAE	05
ALUMNI DIASPORA	06
MY MBA STORY	06
HOW TO CREATE A PROFITABLE IDENTITY?	07
NEW EMPLOYEE EXPERIENCE	07
WESTFORD YOUTH BUSINESS LEADERSHIP PROGRAM	08
WEQUIZ	09
IS SUSTAINABLE FASHION THE NEW NORMAL?	09
BABM STUDENT VOICE	10
WESTFORD SIBLING STORY	11
EMPLOYEE TESTIMONIAL	11
PROFESSIONAL DIPLOMA IN CAREER DEVELOPMENT AND BUSINESS ETIQUETTE	12
BOOK REVIEW - LITTLE WOMEN	14

IT'S OFFICIAL: WESTFORD UNIVERSITY COLLEGE IS A CERTIFIED GREAT PLACE TO WORK! ABOUT GREAT PLACE TO WORK



Great Place to Work (GPW) is the global authority on building, sustaining and recognizing high-trust, high-performing workplace cultures. The GWP Trust Model is built on 30 years of research and data collected through the Trust Index Survey, which is taken annually by millions of employees worldwide. GWP serves businesses, non-profit organizations and government agencies in 51 countries. In the Middle East, it produces the annual Best Workplaces lists in each of GCC Countries.

A great workplace is not just espresso, lush benefits, lunches, grand parties, or nice offices, but rather a culture spurred by a clear sense of purpose, supportive career development and approachable management, these credentials is what makes Westford a Great Place to Work. A strong culture helps us hire faster, bring more A-players onboard and retain the team that has driven Westford's past successes as a company. It's also the driving factor of successful collaboration and enables us to consistently exceed our student's expectations. That's why we are thrilled to announce that we've been officially recognized as a Great Place to Work-Certified organization in the UAE.

The 2020 Great Place to Work results shows that Westford employees feel they work for a company that offers a valuable service to society by providing people with opportunities, as well as coaching and guidance throughout their career. Employees appreciate the inclusive management style and feel empowered in decisions that affect their jobs and work environment. Supported by the management and collaborative teams, characterized by a feeling of family and a positive nurturing environment, employees at Westford have a sense of ownership. They are also inspired by the company's active engagement in the local communities aimed at fostering inclusion and diversity in the workplace.

We are proud of our entire employee base that work so hard to bring our values to life every day. Thank you to all of our dedicated employees for the passion you bring to Westford!

What makes Westford a Great Place to work - Let's hear it from the employees themselves.

	Credentials	Industry Standard	Westford's Score
Credibility	Communications	85	97
	Competence	85	96
	Integrity	85	97
Support	Support	85	97
	Collaboration	82	93
	Caring	85	94
Fairness	Equity	78	93
	Impartiality	75	92
	Justice	86	96
Pride	Personal	88	100
	Team	88	99
	Corporate Image	88	99
Camaraderie	Intimacy	88	98
	Hospitality	87	98
	Community	84	100



The spirit of dynamic leadership and a lethal winning attitude of aspiring to achieve something 'larger than life' has led to Westford University College winning the 'Great Places to Work' honors & recognition! As an institution that has always believed in offering equal opportunities to 'dreamers, doers and achievers' in its 'qualified workforce' possessing not just the best skills, but unique and rare abilities apart from genuine talents and a great potential to excel, this recognition embodies -Respect, Opportunity & Admiration.

- Dr. Raman Subramanian, Faculty

"Three years ago, I decided to take on a new trajectory in life which involved leaving my country of birth and doing something thrilling. From day one, I could sense that this was a learning institution with a difference. A place where student support was and remains on the top of our list and where birthdays are always celebrated. I have spent some of the best years of my life here, learning from everyone and getting involved in all our fun activities. Looking back, there are no regrets in joining Westford, I am living my passion and having fun."



-Mr. Paul Gulston, Faculty



"A great workplace is not just about lavish monetary benefits, it goes far beyond. It's all about the level of trust workers experience, the degree of pride workers demonstrate in the work culture, and the extent to which they enjoy working with their colleagues. I have truly experienced a vibrant culture at our workplace, as it incorporates superior aspirational values, great career path structure, and employee engagement activities into its organizational fabric. These attributes make Westford a great place to work."

- Mr. Mohammed Ashmel, Faculty

"I am proud to be a part of the Westford family. Although I have joined the company very recently, I think that the 'Great Place to Work' title is apt and well-deserved. Our director, Mr. Hanil has been a pillar of support for all of us and I feel lucky to work with such amazing people who are helpful, approachable and considerate. My heartiest congratulations to Westford for this prestigious accolade, a delightful addition to its already shining arsenal. I know that there will be many more to come."



- Ms. Ayushi Tondon, Admissions Officer



"Westford is a great place to work because the management provides a strong culture of mutual support, promotes trust, rewards our efforts, and ensures that we know that our work is meaningful. At Westford, we are all treated equally regardless of gender, age and nationality. Working with Westford allows me to have personal and meaningful work that connects to my values, purpose, and work-life balance. Open communication is a constant at Westford, and conversations between the management and the staff take place frequently. It is a great best place to work because we have Leaders that inspire and motivate us to improve and develop."

- Ms. Marjorie Briones, Admissions officer

FEATURED IN GULF NEWS - BEST INSTITUTIONS FOR HIGHER EDUCATION IN THE UAE UNIVERSITIES ACHIEVING EXCELLENCE

GULF NEWS 

Westford University College (WUC) is a pioneer in fostering continuous growth of fulfilling education for young graduates and executive professionals. WUC plans to stay ahead in the competition by adhering to the new platforms and strategies explored during these months of complete online education such as webinars, industry-oriented guest sessions for every module.

Westford offers the most impactful MBA and graduate programs in the region. Westford believes in providing a 'Wow' experience to all its students. Having ten years of experience in the education industry, gives Westford an edge over other younger e-universities. Westford has collaborated with international universities and awarding bodies to bring in the most valuable combination of certificates for career enhancement and employability.

The forthcoming academic year at Westford aims to offer contemporary and industry relevant programs to the young graduates, pursuing their education with Foundation Diploma in Business. Westford offers bachelors, masters, professional programs and corporate training accredited with top-ranked universities in the UK, US, Spain, and Italy.

Westford programs are designed for ambitious and goal-oriented professionals aiming for career growth and having a competitive edge in the corporate world. Westford aims to implement a balanced approach to traditional teaching with contemporary tools and techniques. With ever-increasing competition, WUC's teaching philosophy lays emphasis on the personal and professional success of the individuals. The instructors represent a mixed model of academic and industry experts. The inclusion of guest lectures for every module is mandatory, thereby, adding to the diverse learning experience and bridging the gap between academia and industry.

The education programs at Westford is a unique blend of discovering and exploring. We engage our students in international immersion programs, student exchange programs, international volunteering trips, and much more. Students are also given the option to study the final year at the university in the UK and the convocation will be held in the UK and Spain as well. Our students may study locally in UAE but they have an incredible global experience!



ALUMNI DIASPORA

Albert Einstein said, once you stop learning, you start dying; I strongly believe in it and this is why I consider myself always as a learner. I constantly try to learn from everyone I meet, I do my best to keep myself ready for the next stage and step, and this is one of the reasons that I decided to do my MBA.

After a long time of researching and reviewing all the universities and the management schools in town and around the world, and after a lot of comparisons, I decided to go with Cardiff Metropolitan University.

I feel that British universities are extremely good at business and management courses; and I was right in choosing one. I was looking for a university that gave me flexible timing, had a good ranking and an affordable fee; Cardiff fulfilled all of the above requirements.

The modules taught added value to my existing knowledge and experience. Classes were delivered by knowledgeable and experienced professors provided great insights that made attending classes such a wonderful experience. I can confidently say that the MBA has been instrumental in enhancing my career.

It has provided a new perspective and a long-term vision.

The helpful team at Westford and Cardiff provided immense support during my study.

I am extremely happy and satisfied and I advise anyone who is still contemplating starting his/her MBA journey to begin as soon as possible, as the right time is always NOW.

Thank you Westford, thank you Cardiff, and to all the existing and prospective students...All the best!!!!



Amir Al. Shahoud
MBA Alumni
Cardiff Metropolitan University

MY MBA STORY

When I decided to go back to college after a gap year from my Bachelor's degree, I wanted a course that would open global opportunities for me. Studying at Westford University College has been a stepping stone to that dream. The whole process was not only simple and but affordable too. Good quality education with an affordable fee is very rare. Therefore, this is where Westford University College stands out in addition to never compromising on quality.

The classes are exciting and interactive with students from all over the world. The counselor has been thorough and professional in guiding me. The college offers both onsite and online learning which proves to be convenient in this time and age. Even when the transition happened from onsite to online classes due to Covid-19, the process was hassle-free. I would recommend Westford University College to all the students who are searching for high a quality and affordable MBA program.



Angela Nicolas
UCAM MBA
(International Business)



Atif Rahman
Director & Partner,
Danube Properties

WESTFORD WEBINAR SERIES HOW TO CREATE A PROFITABLE IDENTITY?



Westford brings in the best industry experts to deliver relevant content that can leverage your growth. In this unprecedented time, it's important to start conversations and share thoughts that can contribute to sustaining and surviving in different industries.

“How to create a profitable identity?” was addressed by Mr. Atif Rahman, Director and Partner of Danube Properties in the webinar series held on 18th July 2020.

Mr. Atif Rahman, was candid in his talk sharing his experiences, expertise and engaged with the audience through out the 90 mins session. Mr. Atif one of the top business leaders in the UAE, has created one of the most successful and dynamic real estate development companies in the Gulf which has changed the game in the real estate sector. He was adjudged the Best Real Estate CEO of the Year in 2017 and ranked 11th amongst the Top 100 Indian Business Leaders in the GCC by Forbes Middle East.

Atif Rahman comes with over 18 pioneering Years' of experience in successful Real Estate Development across Residential, Commercial and Hotel & Serviced Apartment sectors. Amongst many significant achievements, successful construction and delivery of 8 projects during the economic downturn of 2008 is worth noticing. His robust experience and expertise in land procurement, world class project design, successful sale & marketing campaigns and most importantly timely delivery with quality construction puts him on a unique platform helping him run the property development business 360 degree. He defines success in Real Estate through two key statements, “What You Deliver” and “When You Deliver”.

Under his leadership, Danube Properties has launched 14 real estate projects with 6,194 units, with a combined value of Dh4.3 billion. It has so far delivered 2,155 units with a combined sales value of Dh2.1 billion – nearly half of the entire portfolio value with plans of delivering Dh1.1 billion in 2020, under his close watch. Danube Properties is also ranked as one of the 5 top developers in the UAE.

Mr. Atif shares, the main essence to achieve and fulfill one's goal is to create a ‘Winning Mindset’. He further adds that, success can be achieved by nurturing and navigating your willpower, commitment and determination until you achieve what you set out to achieve.

NEW EMPLOYEE EXPERIENCE



Jelvin John
Admissions Officer

I joined officially on the 1st of August, 2020 and my experience so far has been very pleasant and all the colleagues I have interacted with have shown immense support. I am fond of the work environment at Westford, and it has been great so far interacting with other team members and understanding the vision of the leadership to take the organization's objectives to new horizons. I hope to see more fruitful and productive days and highly recommend candidates who want to explore business dynamics to join Westford as it is a great place to learn and grow!

WESTFORD YOUTH BUSINESS LEADERSHIP PROGRAM

The pilot project introduced by Westford to the young leaders worldwide: 'Westford Youth Business Leadership Program - YBLP came to a successful end on 10th August, 2020.

Over 250 students across the globe registered for the program, and 115 students were selected to participate in the prestigious youth business leadership program. WYBLP was creatively designed to have 12 sessions over a period of 5 weeks. The amount of learnings students received over these 5 weeks was visible in their feedback and reviews just in the mid-way of the courses. Here's what they had to share

Alexandra Datchanamourty from France, says, "It was a real eye opener for me. The WBYLP organised by Westford University College, has already entrusted me with so many secrets to become a great leader. This is a highly interactive program that made me see learning could be truly inspiring and fun. Westford also offered me the opportunity to meet some of the best corporate speakers to provide me the best resources to master the art of management. I may also add that Westford does a truly remarkable job at offering student's unique occasions and opportunities to reach their professional goals. Moreover, I now can understand the importance of key elements in the entrepreneurship field such as personal branding, digital toolkits, ethos and much more. Therefore, this program helped me to gain confidence on my own leadership skills by improving them. It also made me raise my motivation and determination to reach my ultimate ambitions while opening up my future career in entrepreneurship. Hence, I suggest anyone who wants to skyrocket their leadership skills and their future career to participate in this exciting and incredible webinar!"

Krina Mehta from UAE, writes, "My experience with WBLP has been amazing. I never thought I would be interested and motivated to attend any such program. During the induction day the faculties left such a wonderful impression. Talking about the program, firstly, it has made me disciplined, secondly all the speakers that came were so inspiring and they were all youngsters that made us teenagers feel so motivated and inspired to do something at this age. Plus, we also have fun and exciting quizzes every week. Frankly, it has altered the way how I perceive things now, all because of the learnings I received in YBLP. I would really like to thank Westford for such an amazing opportunity and making those three days of a week productive, positive and fun. Plus, I've have made new friends through this program".

YOUTH BUSINESS LEADERSHIP PROGRAM

Farheen Badubhai from GEMS Our Own English High School, UAE shared her experience. "It's a really informative and engaging leadership program. The speakers and the teachers are really helpful and kind. This program has helped me understand myself more than before. It has taught me how to develop my speaking skills and my enhanced my personality. The speakers have all helped us so much in understanding ourselves and have created an impact on us. I'm never going to forget this program as it has helped me understand and improve myself."

Another student Meghana Dudani, from UAE writes, "Where great research, great experiences combine with knowledgeable and compassionate staff to bring an overall fantastic experience is when you know that you have reached Westford University College! I am so grateful for being a part of the Youth Business leadership program (YBLP) very well organized by the university for students all around the world and the wonderful speakers who have taken so much effort and shared their experience to motivate us to achieve big! Moreover, the various clubs at Westford really allows us to pursue hobbies along with our dream career. Westford is definitely the most up and coming University. I am so glad I chose Westford University College."

Westford Youth Business Leadership Program was started with a vision of training the young minds to become leaders from a very nascent stage, unlike many other programs that concentrate just on adults, Westford decided to take one step forward and catch them young! GenZ truly broke all the stereotypes that came towards them and in fact proved that they are here to make a difference.

The success of this program could not have been possible without the support and guidance of WUC Director and Cofounder Mr. Hanil Das, it was his visionary mindset to launch such an ambitious project and make it a success, along with Faculty Members Mr. Zawahir Siddique and Ms. Astha Bhandari, Success Officer Ms. Sakeena Mohammad, Admin Officers Mr. Ryan Garcia, Ms. Keerthana K, Mr. Raya Yamazaki and Mr. Albin Jose.

"Talent wins games, but teamwork and intelligence win championships."

WEQUIZ

BE THE NEXT SHARPSHOOTER



Johnson Pinto
(Westfordian)



Anam Khan
(Non-Westfordian)

To keep our students engaged amidst lockdown, Westford University College initiated the WeQuiz; a quiz competition for Westfordians as well Non-Westfordians to test their knowledge in areas of business, politics, and entertainment. Every week a question was posted on our website www.mywestford.com/ and the winners were announced every Friday on all our social media channels. WeQuiz saw over 850+ participants over 6 weeks and the winners received gift vouchers 100 Dirhams each.

Mr. Johnson Pinto and Ms. Anam Khan were one of the weekly winners of WeQuiz.

Follow Westford University College on all the social media platforms to be part of more such competitions.

IS SUSTAINABLE FASHION THE NEW NORMAL?

Sustainable fashion is defined as clothing, shoes, and accessories being manufactured and marketed in the most sustainable manner possible.

Sustainable fashion has been a trending topic in the fashion industry for a very long time. Many fashion brands, in recent years, have adopted an eco-friendly approach to fashion which involves using recycled materials to produce and create apparel, footwear, and accessories by eliminating chemicals that are toxic in the production process.

Sustainability has been categorized and had been centered on the impact of human activity on the environment and social responsibility. There are chances that you've already heard of The San Francisco-based startup- Allbirds. The company introduced "the world's most comfortable shoes". Among a lot of other materials, they used recycled bottles for laces, recycled cardboard for packaging, and tree fibers for the shoe uppers.home"



Zainab Shabbar
HND Art &
Design (Fashion)

It's not only Allbirds that has changed their company to a more sustainable approach, on the newer front, but Adidas also revealed its first-ever high-performance shoes for running which is made out of Ocean Plastic. A part of their clothing collection has been made using damaged, defective and rejected clothes.

Sustainable fashion is the future! Brands are working hard on this considering the prices, and the available options are important considerations in clothing purchase.

Whether the industry is ready or not, the message has been made very clear, "It's time for brands to go green or go home"

BABM STUDENT VOICE

Why did you choose to study at Westford University College?

I was clear from the very beginning that I wanted to educate myself in Business Management as that was what my work-life demanded. My next challenge was to find the most suitable university and Westford was recommended to me by a close friend who was satisfied with their course. I am always skeptical when it comes to education as I knew it plays a key role in shaping my future. After attending various education expos and doing a lot of research, I finally decided to go with Westford as I noticed they had active participation in various events and most importantly, I was able to get my bachelors in just 2 ½ years with the added advantage of scheduling my classes as per my availability.

Which activities in the classroom do you enjoy the most?

Group activities are my favourite as it involves active learning. Each time, groups were decided by randomly shuffled names and this resulted in the improvement of mutual understanding among classmates, communication, and leadership skills. My most recent module was 'Innovation and Commercialization'. As innovation requires creativity and out-of-the-box mindset, we were made to crack puzzles and mysteries in the activity time to improve our lateral thinking capability.

How is Westford different from other universities?

I chose Westford as I was able to pursue a U.K bachelor's degree in Business in U.A.E itself and I had the option to complete my final year in the U.K. Their flexible timing allowed me to pursue education without compromising my work life. The admin staff especially Mr. Ryan Garcia is very supportive and is always available to address my concerns. Westford holds WeQuiz competitions to keep their social media student community-engaged and during the current testing times of Covid-19, they conducted many events such as WeConnect, WeTalk, and interviews with CEOs virtually.



Moiz Zuzar Golwala
BABM Student

How would you describe the college atmosphere?

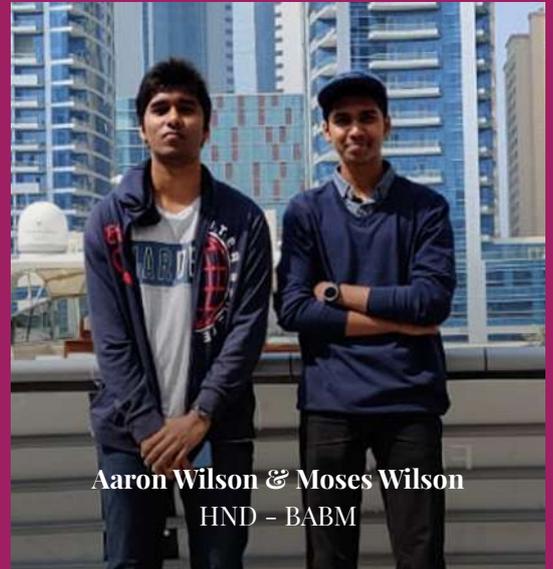
The atmosphere at Westford is engaging and has a positive vibe. I enjoy the environment of having multi-cultural classmates each with significant attributes. The existence of clubs like Toastmasters has helped me overcome my fear of meeting new people and boosted my interpersonal communication skills which proved to be very useful when dealing with my everyday business customers.

How has your learning experience been so far?

Out of six months completed at Westford, I was able to attend only my first module at Westford campus. Rest all the modules were delivered online due to Covid-19. Though online learning is not my preference, I can say I enjoyed these 5 modules. Each module had a guest faculty to share their experience and learning based on the subject of the module.

WESTFORD SIBLING STORY

Entering college life as a student can be really daunting and scary. You might be overwhelmed about how you are going to make new friends or create a friendly atmosphere for yourself. But I was blessed to study alongside my brother which in fact turned out to be the few best years of my life. The life we got at Westford university college was one of a kind. We always got the needed support from Westford and since I had my brother with me, I settled very well. As siblings, we really enjoy studying together because we can understand each other and also help each other when face difficult circumstances. When difficulties arise I am always strong knowing my brother had my back. Furthermore, understanding lessons taught at Westford was even easier because I could discuss and clear my doubts with my brother itself. Overall studying at Westford University College as siblings turned out to be extremely memorable and we as brothers would reminisce these days fondly. We are eagerly looking forward to our top-up which we know is going to be as amazing as well.



Aaron Wilson & Moses Wilson
HND – BABM

EMPLOYEE TESTIMONIAL

No layoffs, no salary cuts, grateful that our salaries were on time!! Thanks to the vision of the leaders of Westford University College (WUC) ‘COVID 19’ was never a challenge for us, in fact it proved our strength as a futuristic university – all our students had a smooth transition from on-campus to virtual learning and employees were adequately supported with WFH facilities.

Over the last 3 years of my tenure with WUC as Senior Admissions Officer, I have witnessed the growth of the university in leaps and bounds both internally and externally with a campus spread across Sharjah and soon to be in Dubai as well as the signing of partnerships with globally ranked universities to offer a wider range of courses across all category of students from foundation to doctorate programs. This clearly illustrates the strong leadership of the university which has proven not just the sustainability but also the growth of the organization irrespective of the crisis.



Asha Latha
Senior
Admissions Officer

As a university, Westford has provided utmost learning support to all students and has been quite liberal with the students and their finances during these difficult times which instills in me a strong sense of pride. The flat or horizontal organizational structure gives equality to all staff with no hierarchy and the open-door policy makes the management approachable at all times.

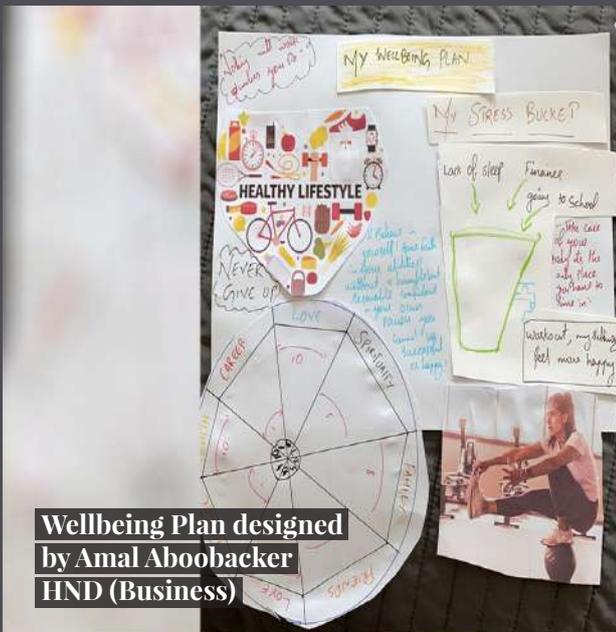
I believe that every day is a new learning experience for me, I have learned to unlearn as every person we come across is different– ‘Treat Everyone with Empathy’. Thanks to Westford for allowing me to be what I am and grow with the organization as a Westfordian!

Wellbeing Plan



As educational institutions across the globe remain closed, students with difficult home situations, financial constraints, and anxiety need support now more than ever. The abrupt change can trigger stress and fear in students.

As part of the professional diploma in career development and business etiquette, the students at Westford were guided to develop a wellbeing plan that addressed the key dimensions of their wellbeing. They were shown how to stay positive and happy by making small changes in their everyday lives. The students demonstrated great zeal and enthusiasm in developing a wellbeing plan for themselves. Although each one of the plans was well designed, 3 exceptionally well-designed plans stood out as clear winners (as below).



WELL BEING PLAN

Stress Box

- Deadlines
- Lack of sleep
- Work load
- Covid

STRESS RELIEVERS

- Reading
- Painting
- Music
- Watching my favorite shows

DO MORE OF WHAT MAKES YOU HAPPY

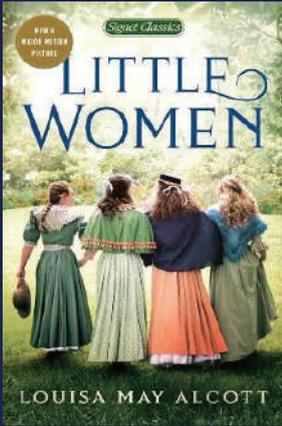
WELLNESS WHEEL

Things to accomplish

- Exercise
- Eat healthy
- Relax more
- Improve time management skills

Wellbeing Plan designed by Sumaita Chowdhury HND (Business)





BOOK REVIEW - LITTLE WOMEN BY LOUISA MAY ALCOTT



Ms. Ashima Keluskar
Faculty

Centered around fictional characters of the March Family, Little Women is one of the most loved American Classics and a MUST-HAVES in your bookshelf! This timeless classic written by Louisa May Alcott intensely tells a story of four March sisters growing up in Boston in the early 19th century during the Civil War. Originally published in 1868 Little Women is an enduring story of the March sisters struggling through poverty while growing into 'fit-for-society' ladies.

Swayed by material temptations and worldly pleasures Meg- the beautiful eldest sister seeks a perfect suitor. Jo, the rather tomboyish and warm-hearted girl is the one with inked fingers! An aspiring writer to whom words dance to the tune of depths and reality rather than the cliché dish-washing love-stricken lady-of-the-house. The shy and sweet Beth is a music lover and plays the piano that heals hearts and warms the cold Christmas bonfire family evenings and Amy- the slightly selfish but socially elegant painter eventually takes the center stage as the story unfolds.

Little Women is so much more than just a family saga. It is a rather strong and gender-defying illustration of the March sisters who dress in silk, dance the ball and grace with etiquettes for the society but underneath are most endearing personalities who fiercely take their life to a course of fate self-written!

The original reluctant Alcott never wanted to give a hand at writing for girls per se. However, her Little Women came to be one of the most loved compilations that was adapted to a film. Even the big screen couldn't miss the charm and power of this novel. Novels like just set an example of how mighty a pen can be. All it takes is a great storyline.

I have read this book over 5 times now. It is an all-star according to me. Go grab yourself a copy.

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