

## Welcome to the Inaugural Issue of Spotlight

I am delighted to welcome you to this inaugural issue of the Spotlight; the official newsletter of Oshwal College. In each issue, we will endeavour to feature a selection of news items, informative articles, sports highlights, past and upcoming events and a host of other relevant and entertaining items. I hope that you will find the information contained in this issue both interesting and informative.

On behalf of the editorial committee, I wish to recognize and heartily thank all those who have made it happen and especially those who have contributed articles to this issue. Surely, this is a good start and I am optimistic the editions to follow will just get better.

This newsletter belongs to you readers. It exists to inform, enlighten, educate and inspire you, and through it you will do the same to others. Therefore, the editorial committee cordially welcomes your suggestions, comments, contributions and feedback for future editions. Let us know what you think of this inaugural edition and the kind of topics you would like to be covered in our future editions. I wish you happy reading.



**Daniel Kinyanjui**  
Editor

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## KEEP UP WITH WHAT IS HAPPENING

There is so much going on at Oshwal College. One way of keeping up-to-date with all that is taking place is to check out the Oshwal College Facebook and twitter pages. These provide up-to-date information on developments and news as well as special announcements and information on various events that are forthcoming. This is a brilliant way for us to keep you up-to-date with everything as it happens, as well as availing exciting opportunities to communicate with the college.

### Editorial Committee

Mr. Daniel Kinyanjui - Editor  
Ms. Grace Kago - Assistant Editor  
Ms. Mary Owii - Executive Editor  
Ms. Nilpa Shah - Student Editor  
Mrs. Jayashree Prathap - Member  
Mr. Boniface Kamau - Member  
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# “Inaugural Welcome Message”



Dr. Amit Mittal, Principal,  
Oshwal College

On behalf of the editorial committee and the Oshwal College fraternity, it is with great pleasure that I welcome you to the inaugural edition of our newsletter – **Spotlight**. I wish to begin by acknowledging with humility and gratitude the work of the editorial committee and all the contributors who have made this inaugural edition a reality.

The journey of a thousand miles begins with a single step, so was the case with **Spotlight**. The idea to have a newsletter had been around for quite some time, but the key to success is execution. Once you go through this inaugural issue, I'm sure you will realize and appreciate that this newsletter is a product of very effective team-work of individuals working in different departments. Working together, the editorial team immensely benefitted from each other's insights, expertise and experience in coming up with this publication.

I especially take much delight in the encouragement of the Oshwal College Management Committee (OCMC), entire teaching and administrative staff, and the students. Their hard work, dedication and unfailing support have made Oshwal College one of the top institutions of higher learning in Kenya and indeed in the entire Africa. This is evidenced by the consistency, over the years, in producing world class pass rates in all the programmes offered at the college. Consequently, the College has now been upgraded to an **ACCA Platinum status** tuition provider making it one out of six platinum status institutions in Africa and second in Kenya. This is a great milestone and the College is set to maintain this status by adding even more value to its academic programmes and co-curricular initiatives.

I trust that this spirit of cooperation and commitment to institution-building, complemented by our innovative culture and dedication to fostering a conducive working and study environment, will make sure that the college achieves even higher levels of achievement.

Our ambition is for **Spotlight** to become the leading publication for keeping you all

informed about what is going on within the College and its environs. The newsletter will also give you countless opportunities to participate and contribute. I therefore encourage you to take advantage of this publication initiative by contributing informative and educative articles, news, events, pictures and activity reports, articulating your views, and suggesting improvements for our future issues. Have a pleasant reading!



The Oshwal College Staff



# Oshwal College Attains Platinum Status in ACCA



Oshwal College has been accredited as a 'Platinum Status' Tuition Provider by the Association of Chartered Certified Accountants (ACCA). Platinum is the highest and the most prestigious attainable status under the global accounting body's Approved Learning Partner - Student Tuition programme. **There are 60 Platinum Status tuition providers in the world and only 6 in Africa.** Oshwal College now becomes the second Platinum Status tuition provider in Kenya after Strathmore University.

To be awarded a Platinum Status, a tuition provider must adhere to world class teaching standards, and be able to produce pass rates that surpass the global pass rates in more than two consecutive sittings. Oshwal College has produced platinum pass rates in three consecutive sittings. What this means to students is, when they take tuition for ACCA from Oshwal College, they stand a much higher chance of passing the exams. Numbers don't lie, and being platinum means Oshwal College beats the world pass rates.



Oshwal College Representatives Receiving the ACCA Platinum Award.

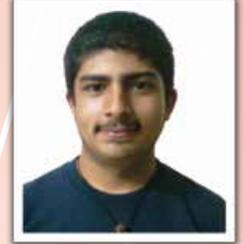
## Oshwal College Exam Toppers



Gurpreet Singh



Rosalid Ann Mwaura



Aakash Mehta

We would like to congratulate two students for their outstanding performance in ACCA examinations. The two came top in Kenya in their respective papers in June 2012 ACCA exams. Such a level of performance is attained through hard work and dedication to studies and goes to show the quality of teaching and learning that Oshwal College offers to students.

Gurpreet Singh scored the highest marks in Financial Management (F9) and also missed the highest score country-wide in Financial Reporting Paper (F7) by a single mark. Rosalid Ann Mwaura came first in the Advanced Performance Management Paper (P5).

We would also like to congratulate Mr Aakash Mehta for achieving the Top Paper Award in the June 2012 ABE exams.

The ABE Graduate Diploma Level 6 student, achieved the global award for Strategic Marketing Management module.

### Appointment to the Chartered Certified Accountants Students' Society of Kenya- CCASSK

The fraternity of Oshwal College wishes to congratulate Jasveen Channa (ACCA Part II) for her election as the CCASSK's Organising Secretary for the 2012/2013 in the CCASSK's Annual General Meeting held on 29th September 2012 at Sankara Hotel, Nairobi. Congratulations, Jasveen! We're So Proud of You!

Best wishes also go to Nilpa Shah (ACCA Part III) the outgoing CCASSK Treasurer. She served well and we wish her success in all her future roles



JASVEEN CHANNA



NILPA SHAH

# THE STARS OF OSHWAL COLLEGE JUNE 2012 EXAMINATIONS



ACCA

## ACCA TOP KENYA SCORERS JUNE 2012 EXAMINATION

Gurpeet Singh  
Rosalid Ann Mwaura

Financial Management (F9)  
Advanced Performance Management (P5)

## ACCA TOPPERS JUNE 2012 EXAMS IN COLLEGE

F1 Accountant in Business  
F2 - Management Accounting  
F3 - Financial Accounting  
F4 - Corporate and Business Law  
F5 - Performance Management  
F6 - Taxation  
F7 - Financial Reporting  
F8 - Audit and Assurance  
F9 - Financial Management  
P1 - Professional Accountant  
P2 - Corporate Reporting  
P3 - Business Analysis  
P4 - Advanced Financial Management  
P5 - Advanced Performance Management

Elsy Kariuki & Charmaine Kimani  
Rathod Ankita Jethalal  
Elsy Kariuki  
Janki Patel  
Zara Chatur  
Christine Mutheki Nyawira  
Gurpeet Singh  
Binita Gadhia  
Gurpeet Singh  
Sheetal Jobanputra  
Divyesh Patel  
Chitvan Jani  
Karan Gupta  
Dhurupa/Rosalid Ann Mwaura



## TOP PAPER AWARDS WORLD WIDE

Mehta Aakash Bharat

Strategic Marketing Management

## ABE TOPPERS JUNE 2012 EXAMS IN COLLEGE DIPLOMA LEVEL 4

Kapila Abhishek  
Ali Osman Farhiyo  
Mohamed Tamima Sharif  
Kapila Abhishek

Introduction to Quantitative Methods  
Introduction to Accounting  
Introduction to Business Communication  
Introduction to Business

## HIGHER DIPLOMA LEVEL 5(I)

Mutiga Benson Ndumia  
Varsani Dipak Dhanji  
Patel Chirag  
Mutiga Benson Ndumia

Financial Accounting  
Economics  
Quantitative methods  
Organisational Behaviour

## HIGHER DIPLOMA LEVEL 5( II)

Achola Cindy Lou Sharif  
Patel Vrutti Ashokumar  
Kadernani Rehana S. Mohamed  
Hirani Sonam Ravji

The Business environment  
Human Resource Management  
Principles of Business Law  
Managerial Accounting

## GRADUATE DIPLOMA LEVEL 6

El-kathiri Hanan  
Mehta Aakash Bharat  
Charvi Hamansu  
Mehta Aakash Bharat  
Pujara Grishma Hasmukh  
Mehta Aakash Bharat  
Lal Bhaven Sanjiv  
Mehta Aakash Bharat

International Business (Case study)  
International Business (Case study)  
Corporate Strategy  
Corporate Strategy  
Management Organisation  
Strategic Marketing Management  
Corporate Finance  
Strategic Human Resource Management

# PKF's Visit



Centre of Academic Excellence  
Since 1992

On 4th October 2012, PKF-Accountants and business advisers- conducted a recruitment drive at Oshwal College for the ACCA students. PKF had sent a delegation of six people including Ms. Kavita -HR manager and Ms. Joyce- their consultant. In their presentation, it became evident that PKF is a Platinum rated employer; this means that PKF gives extensive support to their employees to study ACCA as well as other professional courses such as CFA.

As a result of the recruitment drive, the following 7 ACCA students were selected to work for PKF:

- Zuber Manji
- Aarti Gandhi
- Bhavneeta Ladwa
- Diana Biwot
- Devi Shah
- Zara Chatur
- Jasveen Channa



Oshwal College Staff and PKF delegation during PKF recruitment drive at Oshwal College



ACCA Students follow presentation by PKF staff

# OCSA ACTIVITIES 2012

Every Semester, the Oshwal College Students Association (OCSA) in conjunction with the College management and the sports and cultural club organizes a series of events and activities aimed at enriching the quality of students' lives during their stay at the College. This semester, they have successfully organized innumerable fun-filled social events, tournaments, competitions, trips among others.

## JANMASHTAMI



Students and Staff Members during Janmashtami Festival



Students form a Human Pyramid during Janmashtami Festival



Students relaxing after Janmashtami Festival

## MINUTE TO WIN IT



Student participates in one of the "minute to win it" fun games

## BONDING/TEAM BUILDING SESSION



Old and new students play tug of war during team building event



Old and New students interact during bonding/team building session at the college garden

# OCSA ACTIVITIES 2012

## PAINTBALLING



Oshwal College students visiting Rolf's Place, Kitengela



Students ready to begin paintball shooting at Rolf's Place in Kitengela



Students watch the teams outdo each other in paintball shooting

## STREET SOCCER



## SAMOSA FESTIVAL CRICKET TOURNAMENT



Oshwal College cricket team pose for a group photo during the Samosa Festival Cricket tournament



## Clubs Launch

On 9th July 2012 Oshwal college launched the College clubs in a colourful ceremony attended by the college management, clubs patrons, academic staff, administrative staff, OCSA officials and students. The aim of the clubs launch ceremony was to familiarize new students with various college clubs and enlist them into these clubs. The ceremony kicked off with the Principal's welcome speech which emphasized the importance of the clubs and also encouraged the students and college staff members to take personal initiative in making these clubs strong by taking part in their activities and also suggesting new clubs which they feel are important. He promised that the college would support the activities and events of these clubs and create conditions for them to grow.

The climax of the event was brief presentations by all the patrons of the clubs and the **chair** of OCSA to highlight the objectives of the clubs so that students would make an informed choice when joining the clubs. The students were then enlisted into the clubs of their choice and urged to check on the college website and noticeboards to learn more about the clubs. The event ended with an open session for questions, comments and closing remarks by the **master of ceremony**.

## CHARITY VISIT



Oshwal College team visiting Mama Ngina Children's Home



# OCSA ACTIVITIES 2012

## Mombasa Gymkhana - MSA



## Greensteads- Nakuru



Oshwal College Cricket team in a friendly match at Greensteads International School, Nakuru



## KQ Pride Centre Industrial Visit

Dean of students and Oshwal College students boards a plane at JKIA at an industrial trip



KQ staff explains a point to Oshwal College students



## Oloolua Nature Trail



Oshwal College students at Oloolua nature trail



## Holi Festival



Oshwal College students during Holi Festival at the college gardens



Students before the start of Holi Festival

## Mt Longonot



Students and Staff visiting Mt Longonot National park



## Edexcel - Train The Trainer



Participants of the Edexcel Training of Trainers 2012



Edexcel representatives (Paul and Martin) with Oshwal College team

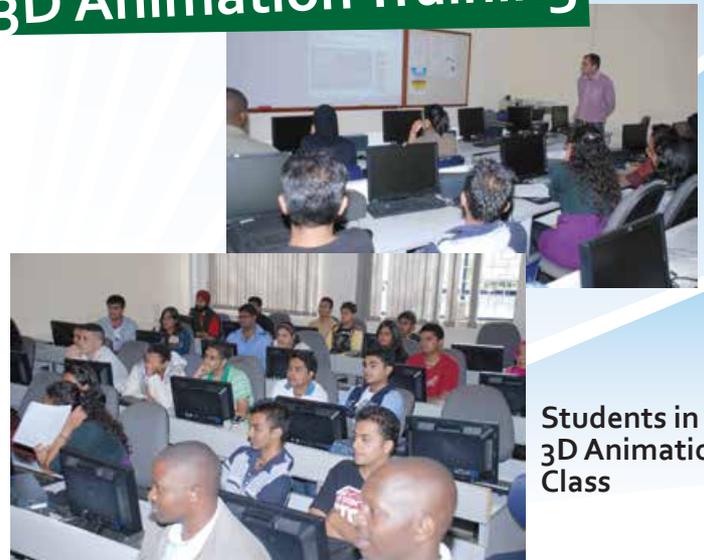
## Greenwich Visits



Dr. Mary Kiernarn of University of Greenwich with Oshwal College BSc.(Hons)Computing Students



## 3D Animation Training



Students in a 3D Animation Class

# STUDENTS' PERSPECTIVE!!!

## Weird lessons

We've all been there. There are only two minutes left to get to an exam, and the keys can't be found anywhere. Your college career flashes before your eyes as you frantically search your mess of a room, and crisis mode sets in. Panic! Sirens in the head!

Welcome to being a student!

But isn't there more to being a student? Like how we acquire these fascinating skills over our short college careers? Skills that make us a nightmare for the rest of the world, but perfect for the college bubble? Ever thought how these are what we move around with for the rest of our lives- even out of college?

No I'm not talking about how easy it is forgetting every ounce of material 2 seconds after the exams. Nor am I going on about how professionally we manage to text/surf the web whilst appearing to be eagerly absorbing a lecture.

What I do mean to say, is how we somehow tend to miraculously gain these extremely 'unteachable' skills- you know the survivor kind?

I mean to say where do they train you on waking up at 9:20am for a 9:30am class? If that doesn't save you 1 year down the line for the board meeting you totally forgot- what will?

And how about studying the night before the exam? It didn't sound like fun then, but it sure put you at ease when the Big boss at work just suddenly changed your deadline to tomorrow.

But that's not where I am headed. It is about the things you learn along the way that build the person you will be later on. The one who

braved through the mistakes to come out refined. The one who slept through an 8am lecture only to be woken up by a ruthless examiner.

The college years are often a blur- but its the blur that we need to observe a little more. The lessons that actually will take you somewhere. It is the end results that count always- but looking at the bigger picture- its how you got there that really mattered!

It might have taken a few sleepless nights and pegs to keep the eyes wide open- but was it all worth it in the end? Would the run have been smoother with a daily touch? Yes guilty I am for the same- but its these mistakes that you learn from. The ones that should make every semester and bunch of exams easier. The ones that scream out to your boss "I am capable!"

And Capable you are! For had it not been for these college years- the earlier ones spent hopping around party to party- the later ones frantically building stable CV's- you wouldn't make it!

Its all a phase. But the thing about a phase is that there needs to be growth. And when you move from the classroom clown to the sharp employee of the month- you realise just what a journey the college years were!

Enjoy the college years- it is these stories that take you to your grave- but make a wise person from the lessons learnt. The lessons you will look back on and never regret. Goof around- and make something out of yourself!

**Nilpa Shah - ACCA Part 3**  
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# OSHWAL COLLEGE OPEN DAY.....

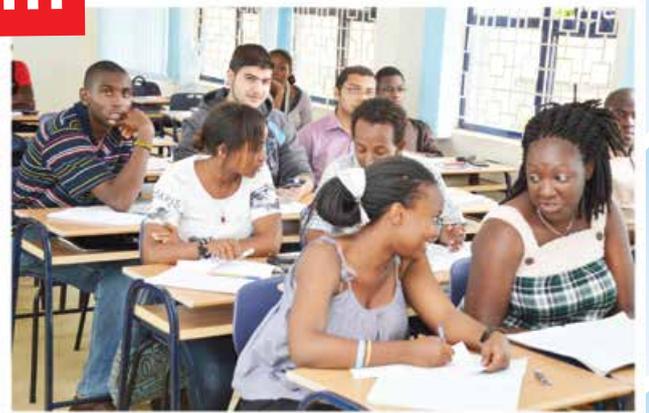
Friday, 21st September 2012 was an action-packed day for the College as it opened its doors to students from high schools across Nairobi to allow them to experience the college atmosphere and get firsthand information on the academic programmes offered, interact face to face with their future course instructors and enquire about the various forms of sporting, cultural and social activities in the college.



# ACCA REVISION DAY.....

On 24th November 2012, Oshwal College conducted ACCA revision classes for all ACCA papers. The aim of the revision classes is to refresh the whole syllabus, practice crucial questions prior to sitting for the ACCA examinations, and give students confidence by eliminating doubts on the complicated aspects of the syllabus.

The revision classes were attended by Oshwal College students and students from other institutions including KCA University, Strathmore University, Wisemen trainers, Cornerstone College and a host of privately sponsored students from all over Nairobi and its environs.



Attendants of ACCA revision day pays attention to their lecturer in class

# OSHWAL COLLEGE UNDERGRADUATE (OCUG) ALUMNI INAUGURAL DINNER

University of Greenwich is a reputed UK university known for its programmes at both undergraduate and postgraduate levels which are nationally and internationally recognized. The University is famous for its cutting-edge innovation and research. East Africa's premier institution, Oshwal College in collaboration with the University is offering two of its undergraduate programmes namely: Bachelor of Science in Computing and Bachelor of Science in Business Management. Several students engaged in different industries have graduated from the programmes since 2009.

The Oshwal College Management, a believer in outreach to students both in and out of campus felt the need to reunite these past students with an aim to introduce them to their current and future benefits, engage them in supporting Oshwal College's priorities and connect them with each other and to form a network. As per the College's Mission, the Alumni Association will establish and enhance a mutually beneficial and enduring relationship between Oshwal College and its vast alumni, current and future students.

Four hours were not just enough for the Oshwal College undergraduate programme Alumni Inaugural Dinner held on 24th November 2012 at the Nairobi Gymkhana centre. The Dinner was attended by the alumni, the Principal, Deputy Principal, Academic Registrar and Heads of Departments. Apart from the introductions, the alumni shared their experiences, proposed comments and recommendations about the programmes and formed an alumni committee by voting. The following were elected:

<b>Eugene Victor Wandera</b>	<b>- Chairperson</b>
<b>Sanjay Mehta</b>	<b>- Vice Chairperson</b>
<b>Yogi Patel Hasmukhbhai</b>	<b>- Treasurer</b>
<b>Mary Owii</b>	<b>- Vice Treasurer</b>
<b>Dimple Naker</b>	<b>- Secretary</b>
<b>Nishant Mehta</b>	<b>-Organizing Secretary</b>



Oshwal College Staff members and Undergraduate Alumni at the inaugural dinner, Nairobi Gymkhana centre



BSc. Alumni with Dean of Students



The elected Undergraduate Alumni Committee officials



# ICT Dispatches

## E-WASTE MANAGEMENT

Two months ago, CCK (communications Commission of Kenya), declared war against counterfeit mobile phones. The killer tactic in the war is to switch off all counterfeit mobile phones on 31st September 2012. In Kenya currently there are about 22 million mobile phone users translating to about 12 million handsets in the market, with Kenyans changing a handset after approximately 22 months. A huge chunk of these handsets are the "china" phones, as popularly known. The government has also introduced the great analog to digital television migration which will pronounce CRT television sets null and void, yet in Kenya it is estimated there are about 3 million such sets especially in the rural area.

Computers and related systems are also electronic systems which have found way into almost all homesteads, mostly in the urban areas in Kenya. Their break down "beyond repair" means keeping them around for some time then pass on to garbage collectors after they gather enough dust.

What is "E-Waste"? E-waste is an ever-growing popular, yet informal name for a variety of electronic products that have met the end of their "useful life", such as computers, televisions, monitors, laptops, cell phones, VCRs, stereos, copiers, fax machines etc.

Whereas recycling is the key option to e-waste management, it seems not to be taking place in any meaningful measure. For example in U.S., only 38% of computers and 8% of mobile phones are recycled. The rest join ever growing amount of organic waste that has been partly blamed for climate change and global warming and health concerns.



However, all is not lost as some action groups in Kenya have started campaigns and efforts to manage e-waste especially through recycling. For example, recently, Safaricom Foundation donated a Sh4 million e-waste grinder to Computer for Schools Kenya (CFSK), which is in the business of safe e-waste disposal. After all is said and done, success of the e-waste management will depend on each citizen by doing what is within their capacity to re-use the electronic systems or pass them on safely to the entrepreneurs in recycling business.

**Boniface Kamau, Dean of Students**  
[dean@oshwalcollege.ac.ke](mailto:dean@oshwalcollege.ac.ke)

## Importance & Advantages of Cloud Computing in Higher Education

For students entering colleges and universities for the first time, earning a degree requires tools that didn't exist a decade ago—and cloud computing is one of the new tools students and their instructors are using. But cloud computing can do more than let users exchange data—they can also use it to collaborate and exchange ideas.

Cloud computing is Internet-based computing, whereby shared resources, software and information are provided to computers and other devices on-demand, like the electricity grid. The analogy of cloud computing is, 'If you need milk, would you buy a cow?' All the users or consumers need is to get the benefits of using the software or hardware of the computer like sending emails etc. Just to get this benefit (milk) why should a consumer buy a (cow) software /hardware?

Cloud computing isn't exactly new, although companies like Apple and Amazon are marketing their cloud services to the general public. Many colleges and universities have used the cloud as a component of their learning management systems, web-based platforms used by schools to post course content and store data.

Learning management systems allow instructors to post syllabus, assignments and course announce-

## ICT Dispatches

ments—they also sometimes feature message boards and chat rooms where instructors can lead online class discussions and communicate with students one-on-one.

For students working toward an online degree, learning management systems can serve as a home base where they receive information about their courses, instructors and classmates.

But cloud computing in higher education isn't always confined to university-run platforms. Many instructors are using cloud services like Dropbox and Google Docs to work on group projects, share research and keep copies of papers or other assignments.

The ability to access data from anywhere can be especially important when students graduate and begin building online portfolios and resumes.

### Job training On-the-cloud

Students who learn to use cloud computing in high school and college are also preparing themselves to use that technology in their careers. As the workplace relies more heavily on the Internet to complete tasks and communicate, cloud computing can be a secure way for businesses to become more efficient: offices can store client files and other information on a private cloud, which can save money and physical space.

Learning the benefits and the drawbacks of cloud computing can be an asset for workers; helping their companies transition from a paper-based system to an online platform is becoming a valuable skill.

But knowing how to use cloud computing is just part of the value: knowing how to collaborate in a cloud-based environment can be useful as well. By giving workers the ability to share information instantly, to communicate with each other at any time about data or files, and to meet online regardless of physical location, teams can work more efficiently and creatively.

One of the goals of a college education is to prepare students for careers, and with the speed at which technology advances, students who use it in their everyday lives will have an advantage over their job market competition.

Cloud computing is poised to change the way we store and exchange data, but it's also changing the way we teach, learn and work. With the Internet as an essential part of our lives, people who learn to use cloud computing are leading the way into a digital future.

- **Mike Kimutai- IT Lecturer**  
**mikimwo@yahoo.com**

## Social Application, "Track All" to help track Kenya's Elections

As Kenya gets set for her elections in March 2013, social apps such as 'Track All' have been introduced to aid the election process. Track All is a phone-based monitoring application that enables candidates and politicians to track items, reports and general public remarks about them on Facebook and Twitter ahead of the coming elections. The application is from a new media firm in Kenya, African Laughter.

The application also tracks public comments on general issues such as basic amenities, infrastructure and so on. Track All analyses these comments and informs the monitors about positive or negative posts relating to the subject monitored. According to Jenny Luesby, managing director of African Laughter Limited, "With this phone app, we've opened media monitoring directly to all who need it, made it effortless, and built software that analyses what's being said for its impact." Dennis Rwito, Head of Information Technology at African Laughter, and Isaac Osiemo, a Developer at the media firm, have revealed that the application took about 8 months to build.

The firm's Business Development Director, Alakie Asige said, "We believe these features of real-time updating and a phone-embedded system represent a first in reputation monitoring, pushing Track All ahead of anything else in the market and creating a tool that will enable campaigners to see instantly the feedback on any event or rally".

The firm plans to launch Track All with a 7-days free trial to any user who wants to download the software, but would subsequently charge a six-month license cost from \$7,723 to \$14,500 depending on the range of monitoring built into the application.

**Kingsley Iweka , Full time writer, CP Africa.**

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## FACULTY AND STAFF NEWS

### German Academic Exchange Service (DAAD) Workshop

The Principal, Dr Amit Mittal, was invited as a resource person from 25-27 July 2012 at Strathmore University, Nairobi to deliver training modules on 'Research Proposal Writing' workshop. The workshop was organized by The Kenya DAAD Scholars Association (KDSA) in collaboration with the German Academic Exchange Service (DAAD) and the National Council for Science and Technology (NCST).



*Dr Amit Mittal invited as a facilitator to German Academic Exchange Service (DAAD) Workshop*

## Faculty Research



Mr. James Wanyama, the head of Department of Business Management and Management and Human Resource Management Lecturer, recently published a research paper titled "Corporate Social Responsibility: a Perspective of Kenyan Firms" in the

International Journal of Research in Management, Economics & Commerce (IJRMEC). IJRMEC is a monthly peer-reviewed e-journal covering management, economics, commerce and social science disciplines.

The Paper is available online at:  
<http://indusedu.org/IJRMEC/October2012%28pdf%29/3.pdf>.

## Guest Contributors



### The Art of Self-Exploration

We have evolved to a place where the need or desire to go within is now becoming a big part of our mainstream culture. As we embark on the journey of self-exploration and encounter its myriad faces reflected in every aspect of life, we may be led to discover new paths and new ways of being.

What does it really mean to begin the journey inward to the self? It is an Art that begs demystifying as there are so many forms and methods that offer us the possibility of self-exploration. What is the necessity for doing this? Why is it no longer acceptable to exist on auto-pilot? The responses to these questions are simple: we simply cannot afford to live a mediocre, conditioned life, that we may feel has been imposed upon us anymore!

As the world evolves at an exponential rate through technology, art, business, globalization and beyond; we must take responsibility for where we each operate from in order to accelerate the momentum and evolve consciously. These are not just words on a page and a "woo-woo" way of thinking. This is a reality that requires individual commitment if we are to

## Guest Contributors continued...

aspire towards the higher and collective good for humanity at both its most fundamental and advanced levels.

Each one of us is made from the same stuff and what differentiates us is the reality we create in our minds. This is translated via our five senses combined with the sixth and most important sense – the intuition of the mind.

This beautiful place in our brain is the storage centre and interpreter of all our experiences, and our mind endeavours to seek its own truth continuously. It is incredible that we now understand that being consciously aware can boomerang and multiply this extraordinary process.

As we seek a better understanding of the sixth and infinitely most important sense, we create a path down the road less travelled. Our five senses, as important as they are, unbridled can cause absolute distraction, and in many cases, destruction. They keep us engaged in everything outside of us. Our need to taste, smell, hear, see and touch makes us pleasure seekers that keep us wanting more and more.

There is rarely an 'enough' or a 'stop' sign as we chase the external stimulus that temporarily satisfies us. We 'feed' each of the senses with all that we possibly can to avoid internal disillusionment and dissatisfaction.

Taking into account that the mind is the appetite, how and with what should we feed our minds? Do we take stock of what it has been fed? An alternative perspective would be to consider the parallels of the mind and the digestive system.

When we eat, the digestive process is at work and the body takes what it needs for the various components of our physical growth and well-being. Then it eliminates what it does not need.

With our minds we keep "eating" everything, so how do we eliminate that which does not contribute to our personal growth and evolution?

Self-exploration therefore becomes an invaluable way to fulfill our dire need for eliminating the accumulation of our minds in order to create a foundation of well-being within ourselves. There are various ways in which to begin the process. Questioning what we've been conditioned to believe is a great place to start.

Everything that we have ever encountered has emotions tied to each experience. We either want more of that which makes us happy, by trying to recreate those experiences, or we do our best to avoid the emotions that cause us distress.

Why is it then that we have more of what we don't want and less of what we do want? It's the emotional entanglement of our experiences that keeps us entrenched in our pasts, suspicious and fearful of change. It causes us to go around in circles in our thinking and thereby focuses our minds on the negative aspects of our lives. The internal conflict this creates between what we want and don't want causes us more stress and unhappiness.

With the frantic pace, constant activity and complexity of our 14 hour days, as well as instant 24/7 downloads, where can we find the space for the mind to be mindful in order for self-exploration to take place?

Meditation, a non-religious practice of going inwards in silence, can be the antidote to our over-stimulated world as it creates the ability to unwind and de-stress. A regular practice of meditation gives the mind the opportunity to eliminate daily stresses. It also enables us to become aware of, and to question the many habitual ways in which we think and operate.

This ancient and powerful method of creating a quiet and restful mind gives us the space for self-exploration, and with it the potential for change and growth. This in turn gifts us with the path to creating peace and harmony in our daily lives, which spirals us upwards to creating peace and harmony in the world.

**Tazim Elkington - The Indian Black Butterfly!**  
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# The Cognitive Limitations of the Adolescent

The term adolescent comes from a Latin word *adolescere* which means to 'grow in to maturity'. It is a transitional stage in physical psychological development. Jean Piaget hypothesized that it is during adolescence that an individual achieves the highest possible level of mental development. Piaget referred to this stage of mental development as formal operation. At the formal operation the individual is able to think abstractly. Formal operations refer to the ability to perform mental operations with abstract, intangible concepts such as "justice" or "poverty" and to be able to estimate or describe the effect of these intangible concepts. Therefore, youth can now represent in their mind circumstances, or events that they have never seen, nor personally experienced. For instance, a youth who has reached the stage of formal operations can imagine and accurately describe what it may have been like to be poor. Despite the increased cognitive ability, adolescent thinking is flawed by the following cognitive limitations.

*"Adolescents often behave as if they are immortal....."*

### Personal Fable

This concept was first proposed by David Elkind. The personal fable leads Adolescents to often behave as if they are immortal, taking wild risks and placing themselves in dangerous situations without pause. They may also seem to be beyond solace in even commonly experienced situations believing no one has ever faced their pain before. Adolescents also tend to think that bad things only happen to others. For instance a parent might tell her teenage daughter that she might get pregnant if she keep playing with the boys, the girl is likely to retort "I hear people get pregnant but I can't!" Teenagers may also be more likely to engage in experimental use of drugs and alcohol. Because teens may feel they are unlikely to suffer negative experiences, they may be more likely to drink or use. Also, teenagers may have difficulty believing expressed empathy from others. When a

parent says, "I know exactly how you feel", the teenager, lost in the personal fable, will respond, "You are wrong, no one has ever been as sad as I have."

### The imaginary audience

Adolescents assume that other people are as preoccupied with them as they are with themselves. This increases self-consciousness and leads to a need for increased privacy. So if your teen is closeted in his room for long periods of time, he may be trying to get a break from this imagined audience. An egocentric adolescent believes that wherever he goes, everyone around him is as interested in him as he is in himself. He also believes his "audience" is continually commenting on his actions and appearance. It's like being a celebrity...except no one is actually watching. When an adolescent gets a pimple on her face, s/he will get depressed thinking everyone can see the pimple on her face, while in reality, it really does not count. The mood of the "audience" varies with the adolescent's mood. When the adolescent is feeling self-critical, she thinks that others will be highly judgmental of her behavior and appearance. When she is in a self-adoring mood, she thinks that others will be equally wrapped up in her beauty, grace and magnetic personality.

### Pseudostupidity

Pseudo means false, therefore pseudostupidity means false stupidity. Pseudostupidity is the idea that teen's thinking processes are oversimplified and distorted by their egocentrism. This inability to acknowledge all contributing factors to a given situation leads to conflict with peers and parents. Adolescents develop what is referred to as blind spots and they are not able to relate what they perceive with themselves. For instance, a teenager may not see the relationship between education and a decent job, or the relationship between being sexually active and pregnancy.

### Idealism

Adolescents develop an ego ideal image of themselves. The ego ideal is usually based on fantasies of a perfect world and involves identifying with celebrities. Adolescents dream of better days and greater things. Adoles-

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cents are idealistic reformers viewing their ideals to be better than anyone else's, and that reforms suggested by them are for everyone's interest. Idealistic reformers are always talking how they will initiate reforms, how dissenters will be punished, and how these changes were destined by gender, history or race. For this reason, Adolescents may find themselves in constant conflict with authority, or join a fight for revolution. Unfortunately, Adolescents have no clue on how to implement or unwilling to walk the talk. For instance, An Adolescent will talk of how the house should be clean but will not be willing to clean the house themselves. Adolescents are susceptible to high idealism and deep disillusionment when their ideals are disappointed. Fantasy images in the media and computer games reinforce the illusion that childhood ideals can be fulfilled. Adolescents can be confronted by crushing disappointments in later life.

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### EGOCENTRIC MANAGEMENT A CREEPING TRAGEDY

Massive shifts in decision-making conflicts seldom announce themselves with a bang. Instead, they tend to creep up slowly, until it is hard to be sure when they began. They manifest themselves when groups or individuals do not understand the importance of making consolidated decisions, during the passage of information from one arm to the other or when knowledge and talent management are taken for granted.

The system and culture of an organization can contribute to the staggering of decision making policy and tapping into creativity. A culture where egocentrism is the next big thing, especially by its leaders, strips of the 'We' culture and leaves the 'I' dominated ethos. What this translates to at the end of the day is a sort of random disconnected events, individual decision making, tacit skills left untapped and a frustrated if not a depressed workforce. Blame games become a commonplace, with almost all the individuals involved feeling shortchanged in one way or the other. Predictions that have been made by various authors indicate that those organizations that have engaged

egocentric employees find it hard to integrate them into teams or groups. Such individuals hold to the belief that they are, and rightfully should be, the centre of attention. They appear as the most important persons who should receive priority in all decisions. If these predictions are correct, then most organizations are in problem. Naturally, the organization will not tap into creativity and innovation, nor will they engage their talented employees into discretionary behaviors. Institutions across the world have singularly failed to grasp what is coming – participatory decision making and talent management.

How can egocentrism manifest itself in an organization? This could be evident in multiple ways. As earlier mentioned, it can be through individuals, let's say a manager who for example, can be so fixated or obsessed with a certain project or idea that he/she begins to ignore the larger picture, in the process allowing other more practical issues to fall by the wayside, or simply blocking brilliant ideas from talented individuals. Usually the execution of the project is the leader's idea and benefit or so he/she believes.

The function of participatory teamwork is not to make us feel better about ourselves; but to promote development and realization of the organization's overall objectives by infusing our own too. A well informed institution will know that, individual employee's objectives will be integrated with those of the organization, through groups and teams' collective objectives.

Another way that egocentrism can manifest itself in organizations is through a corporation's tendency to focus only on what its internal customers (employees) think and believe. This comes in form of group think. The more successful a corporation is, the more likely this mentality is to take hold, and they would not listen to critics from outside. Why, after all, should a highly admired organization listen to criticism from the outside? What of an individual employee who has fallacy of omniscience (all-knowing)? The organization holds on to the belief it is 'the best', just as an egocentric individual; 'I am the best'. This belief can set up dangerous thinking, and overshadows the big

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picture causing those within it to ignore warnings of which they otherwise might have been cognizant. What of competition? An egocentric organization can fail to see and anticipate competition since it is focused more on its own performance than on the external climate, shutting its eyes to challenges that lie ahead, leaving it no leeway to make preparations. Unilever Kenya, the then East Africa Industries learnt the hard way. They never paid attention to Procter and Gamble that began to flex its muscles in the East African marketplace. The giant Unilever was slow to respond to the massive competition, simply because it was 'the best' but eventually was forced to sell some of its products such as Kimbo cooking fat to an emerging company - BIDCO.

Lastly, egocentric managers can fail to hear the complaints and suggestions of employees, just as egocentric organizations can fail to hear the complaints and requests of customers. There are many organizations that are good at producing what the market demands, but unless they are first receptive to these requests, they will often miss the mark and customers will go elsewhere. We could attribute this as to why Unilever failed to listen to the suggestion of its customers regarding the ingredients of OMO washing detergent. These customers switched to Ariel washing detergent that was gentler and less harsh to their skin and clothing!

To avoid egocentrism, an organization and its leaders should harness dialogical thinking, which involves understanding single issues from multiple points of view and participatory communication. Ask yourself; how do different stakeholders within the organization comprehend a managerial decision? What is their take and contribution? How can decisions be communicated to various stakeholders so that they best understand the idea and the rationale for it? Do not forget the outsiders; maintain favorable relations with suppliers, distributors and even competitors and understanding their way of thinking is important.

Remember it is not "I" it is "We".

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## THE OSHWAL COLLEGE STUDENTS ASSOCIATION (OCSA)

This is the students' body that represents the Oshwal College student population and steers extra-curricular activities.

Oshwal College Administration extends appreciation to the OCSA team of July-December 2012 Semester, who made student life in Oshwal College lively and enjoyable, worth looking forward to. The team comprises of the following:

**Ravi Tank – OCSA President**

**Pratik Patel – OCSA Vice President**

**Aleem Akbarali - Organizing Secretary**

**Kushboo Ruparel – Secretary**

**Class Representatives:**

**Atul – ABE, Level 4 class rep.**

**Jay Shah - ABE, Level 5, Part 1 class rep.**

**Pooja Pattni – ABE, Level 5, Part 2 class rep.**

**Vrutti Patel - ABE, Level 5, Part 2 class rep.**

**Kushboo Ruparel – BTEC I.T. class rep.**

**Pritesh Koria – ACCA Part 1 class rep.**

**Pratik Patel – ACCA Part 2 & 3 class rep.**

**Aleem Akbarali – B.A. Business Studies class rep.**

Overall, the Semester was a huge success because of their collective efforts, without which all of the Semester's accomplishments would have been impossible to achieve.



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