



CEBA - NIZWA

# INSIGHTS NEWSLETTER

Volume 1



## CEBA INSIGHTS NEWSLETTER

The CEBA Insights Newsletter is a bi-annual publication proudly presented by the College of Economics and Business Administration (CEBA) at UTAS-Nizwa. This vibrant publication serves as a window into the dynamic world of CEBA, spotlighting the remarkable events, milestones, and achievements of the department's dedicated staff, talented students, and thriving academic community.

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## On this issue

- From the Top. Messages from the university's top officials.
- CEBA Transformation. Updates on organizational changes.
- CEBA Achievements. Celebrates the accolades received by the department.
- In and Around CEBA. A showcase of the department's events through its dynamic work committees and teams.
- Functional Area Updates. Know the developments in the CEBA functional units
- Art Gallery. Features the artistic and creative genius of the department's students
- CEBA sponsors and affiliates. Recognizes organizations that have helped CEBA through the years.



Delegates to the SDG Poster Competition at UTAS-Ibra. (see story on page 5.)

# FROM THE TOP

AVC's Message

## Driving Excellence at CEBA

The CEBA Insights plays a pivotal role in enhancing stakeholder awareness of the remarkable achievements and milestones of the College of Economics and Business Administration.

As CEBA continues its journey, we remain proud of its dedicated faculty, staff, and students. Let us celebrate these accomplishments and look forward to even greater achievements.

Congratulations to Dr. Mohammed Ali Ahmed Obaid on his appointment as the new Head of the Department at CEBA-Nizwa. I also want to commend the CEBA Insights Newsletter Editorial team for their efforts.



**Dr. Mohammed Al Mamari**  
Assistant Vice Chancellor  
UTAS-Nizwa



**Dr. Mohammed Ali Ahmed Obaid**  
CEBA-Nizwa, Head of Department

Welcome to this edition of the Insights Newsletter! A heartfelt thank you to our dedicated editorial team, faculty, and talented students whose contributions made this issue possible. We hope the stories, achievements, and updates shared here inspire you in your studies at CEBA and encourage you to engage in its events and activities. Let's continue to learn, grow, and make the most of every opportunity.

Happy reading!



**Dr. Sara Al Bahlani**  
Deputy Assistant  
Vice Chancellor  
for Academic Affairs

Congratulations to CEBA on the release of the Insights Newsletter!

I like the way the Newsletter captures the department's faculty and students' achievements. This makes it an invaluable resource of a collection of efforts and initiatives that makes CEBA stand out amongst the other departments. Looking forward to many more editions of the Insights Newsletter !

# CEBA TRANSFORMATION

## CEBA-Nizwa adopts agile organization structure

In anticipation of the requirements of the forthcoming, university-wide, institutional accreditation, the CEBA headship, led by Dr. Mohammed Ali Ahmed Obaid reviewed and made necessary adjustments to the governance system and management structure of the department.

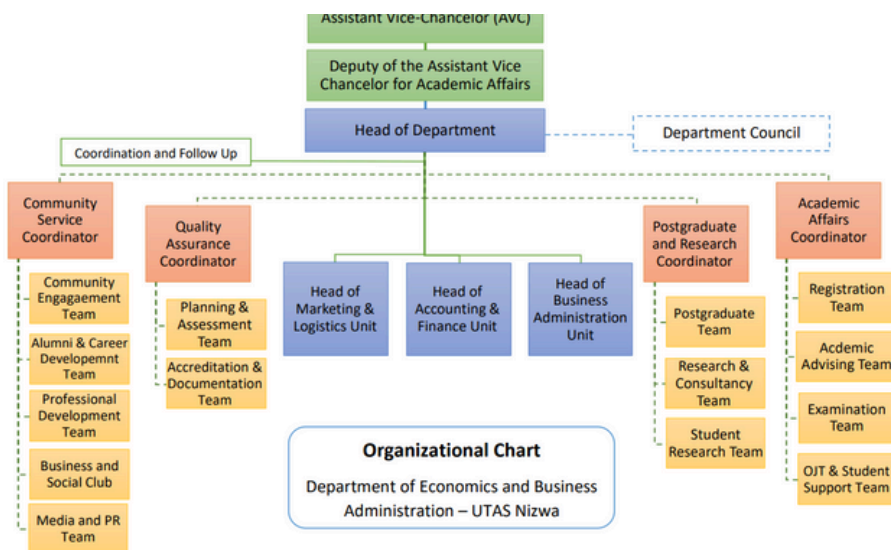
As the organization structure of the academic departments was not included in the previous UTAS organization structure, the CEBA-HoD and its Department Council took the initiative to design an operational model of the CEBA management structure.

In the conceptualization process, the faculty, staff and other stakeholders of the department were also consulted about the organization structure changes that were proposed by the CEBA-Nizwa headship.

The new CEBA organizational chart is consistent with the systems and processes at the university's branches- as it is designed to address the management, administration and supervision requirements of the the four critical functional sectors of the university. These functions include the Academic Affairs, Postgraduate and Scientific Research, Quality Assurance, and Community services.

The creation of these functional units, necessitate the involvement of more members of the faculty to the College Council- a move that is expected to improve the decision-making capabilities of the department.

By engaging in this process, the department is taking proactive steps toward continuous improvement and aligning with accreditation standards to ensure the institution's ongoing success and growth.



## Reporting style reconfiguration introduced at CEBA

The CEBA department decided to write its department reports patterned after the ISA (Institutional Self-Assessment). This initiative aims to help the department identify the necessary actions to meet accreditation requirements, while also creating a clear improvement plan for the upcoming academic year (2025/2026).

The ISA writing process will offer valuable insights for staff to better understand the standards and criteria of institutional accreditation. Additionally, this exercise will serve as a foundation for future planning, with a focus on developing an assessment of standards and improvement goals within the EJADA system for the next cycle.

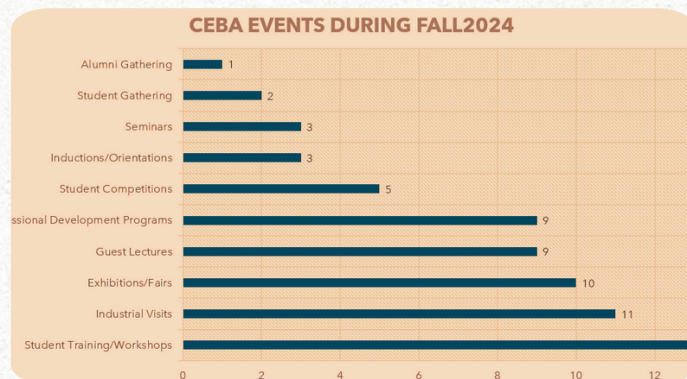




## Digital Data Gathering Integration at CEBA

To streamline data collection and minimize redundancy, CEBA has launched a new initiative focused on optimizing the data gathering process for ISA and ISAM documentation. A dedicated team has been formed to manage accreditation and documentation efforts, ensuring efficient organization and analysis of data. The team's primary goal is to replace manual methods with electronic forms for easier data collection and report preparation. During Fall semester 2024, four new electronic forms were introduced: Event Planning Form, Event Report Form, Event Feedback Form, and Course Tracking and Review. These forms, alongside those suggested by QAD, will enhance the efficiency of data collection, supporting better documentation and smoother preparation of reports for accreditation purposes. This initiative marks a significant step toward improving the overall process at CEBA.

## Beyond Teaching and Learning



As an avenue to facilitate knowledge-transfer, share points of view or even showcase ideas and thoughts from research and other academic wisdom, the University and CEBA management encourages the staff to conduct personnel development programs and extra-curricular activities. These activities came in the form of guest -lectures, seminars, workshops, facility visits, and exhibitions.

**"Learning should not only be within the four corners of a classroom."**

"Learning should not only be within the four corners of a classroom" is a guiding mantra at CEBA. This belief drives the department to organize various extracurricular activities that complement academic learning. These activities provide students with opportunities to develop practical skills, foster creativity, and enhance their social and leadership abilities. By engaging in diverse events outside the classroom, students gain real-world experiences, helping them to grow as well-rounded individuals. CEBA is committed to providing a holistic education, where learning extends beyond textbooks to prepare students for future challenges in both their careers and personal lives.



# CEBA ACHIEVEMENTS



## CEBA students win 2nd Prize in UTAS-Ibra sponsored SDG Poster Competition

UTAS-Nizwa sent three teams as delegates to the SDG-Poster Competition at UTAS-Nizwa.

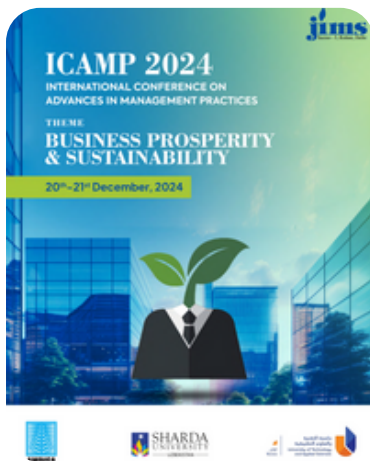
In a two-hour competition, the contestants were tasked to prepare a poster that highlights solutions that address issues on sustainable development.

The Sustainable Development Goals (SDGs) aim to transform our world. They are a call to action to end poverty and inequality, protect the planet, and ensure that all people enjoy health, justice and prosperity.

After an arduous battle, one of the Nizwa teams composed of Ms. Noor Al Maskari, Douha Al Rawahi and Safa Al Kindi took home the 2nd Prize with their poster entitled Hand.Up. Their painting is exhibited in the Insights Art Gallery.

## CEBA International Conference Collaboration

Extending its reach internationally, UTAS-Nizwa, through the leadership of Dr. Mohammed Al Mamari, UTAS-Nizwa, AVC, joined



efforts with Jagan Institute of Management Studies, India, and Sharda University of Uzbekistan to organize the 2nd International Conference on Advances in Management Practices (ICAMP). With a theme entitled Business Prosperity and Sustainability, the conference welcome hundreds of business research which were presented in the two-day conference. Mr. Nitin Gopal won the best paper award in the conference.

Dr. Mohammed Al Mamari sits as one of the Advisory Board to this conference, together with DAVC for Academic Affairs Dr. Sara Al Bahlani, CEBA-Nizwa Head, Dr. Mohammed Ali Ahmed Obaid and Mr. Nitin Gopal of the Accounting Section, CEBA-Nizwa.

## UTAS-Nizwa Ranks first in Operational Plan Achievement (OPAR)

CEBA-Nizwa celebrates with the whole UTAS-Nizwa for ranking first among the 11 branches of the university in terms of Operational Plan Achievement, according to reports from the university's top officials. This achievement reflects the hard work and commitment of the academic and non-academic departments in assuring that the goals and objectives of the branch are accomplished. The Quality Assurance Team is grateful to the members of the faculty and staff who took part in the quality assurance measures installed by the branch.

## CEBA Research Performance

The CEBA Research Committee has demonstrated exemplary performance and strategic alignment with institutional and national goals. The department surpassed the Annual Plan objective of 10% collaborative research between students and faculty with a resounding 29% actual accomplishment.

Moreover, the department was also able to produce 64.71% of all its research aligned with the national goal—a figure that is way above the 50% target in the University's Annual Plan. The committee is poised to break targets in the forthcoming semester as it has set up more workshops and training interventions to further improve the faculty and students' research capabilities.

# IN AND AROUND CEBA

## Department events and highlights



### CEBA STUDENTS WIN BEST BOOTH AWARD IN SQU COMPETITION

The 5th Annual Social Marketing Competition, hosted by Sultan Qaboos University, featured campaigns tackling social issues. UTAS-Nizwa teams presented on child car seat safety and food wastage. Rayan Hamdan Said Al Hinai, Reem Said Abdallah Al Abdali, and Safiya Hamood Khalfan Al Harrasi won First Place in the Best Booth Exhibition category, highlighting CEBA-Nizwa's creativity and commitment to addressing societal challenges.



### MASSIVE OPEN ONLINE COURSES ORIENTATION

CEBA's Professional Development Team organized a seminar entitled "MOOC Development: The Four Quadrant Approach" on Tuesday, 17 December 2024, from 10 AM to 11:30 AM. Dr. Nitin Gopal served as the resource person, sharing valuable insights on the growing importance of MOOCs and the framework for designing them using the four-quadrant approach. Tailored for academicians, the session focused on enhancing skills in MOOC development and was conducted in a classroom setting.

### INTERNATIONAL ACCOUNTING DAY

To celebrate International Accounting Day 2024, the Accounting Section and Business Club organized an exhibition featuring six interactive corners: Accounting Street, Forensic Accounting Square, Accountants' View, Currency Museum, Achievements Wall, and Accounting Excellence Journey.

This event highlighted the significance of accounting in business, economics, and society, offering attendees a chance to explore various facets of the profession.



It also emphasized the importance of accounting in shaping global financial landscapes and fostering trust in business practices. The event was organized through the guidance of the Accounting-HoU, Mr. Talal Al Bulushi and the CEBA Business Club headed by Ms. Asila Al Hinai.



# IN AND AROUND CEBA

## FINSMART 24

Through the FINSMART'24 competition, students explored financial decision-making, learning budgeting basics and understanding personal finance planning. The competition helped participants recognize how personal values and experiences influence money management. The event was organized by the CEBA Accounting Section which is headed by Mr. Talal Al Bulushi through the efforts of Dr. Vikram Mohite, Dr. Vibha Bhandari and the Business Club.



## INTERDISCIPLINE LIVE PODCAST COMPETITION

The Business Club hosted the Interdisciplinary Live Podcast Competition with the theme "Innovating Oman's Future – Connecting Global Trends with Local Vision." Students created and presented live podcasts on topics like AI, cybersecurity, and Oman Vision 2040, showcasing speaking skills and innovative ideas. Dr. Mohammed Ali Ahmed Obaid and Ms. Asila Al Hinai attended the event. Hailed as winners were: Best Speaker - Noor Al Maskari, Champion - Noor Al Maskari & Eman Al Nabhani from the Advanced Diploma Digital Marketing Specialization class.



## NEW PRODUCT DEVELOPMENT EXHIBIT

Sowing their creativity and innovative skills, seven groups from Advanced Diploma in Marketing, exhibited game-changing, eco-friendly and highly-consumer oriented product and business ideas.

Under the guidance of Dr. Premkumar Arul, this one-day exhibit was held at the Innovation Hall, of UTAS-Nizwa South Campus last 17th December, 2024.

## CEBA Accounting student makes the OMRAN Hackathon Cut



The OMRAN Hackathon, organized by OMRAN and JABR, included a boot camp on December 14 and a competition from December 16 to 18 in Jabal Akhdar. Representing UTAS-Nizwa, Yaseen Abdulaziz Al Saygh, a third-year CEBA student, presented a crowdfunding scheme to boost tourism in Ad Dhakiliyah.



ENTREPRENEURSHIP DAY FALL 2024

## YOUTH EMPOWERMENT THROUGH ENTREPRENEURSHIP



Every semester, CEBA organizes Entrepreneurship Day, to showcase the creative entrepreneurial ventures that its students work with. This year's exhibit was headed by Mr. Khalid Al Shanferi, the Entrepreneurship Course Coordinator and HoU for Business Administration.

Exhibitions like this give the students a good opportunity to hone their entrepreneurship skills and gain hands-on experience on how to run a business albeit for a short time only.

### University headship supports Entrepreneurship Exhibition

The one day exhibit was graced by the full support of the university's top officials. In attendance were no less than AVC- Dr. Mohammed Al Mamari, DAVC-Academic Affairs- Dr. Sara Al Bahlani, DAVC for Electronic Systems and Student Services- Dr. Hafedh Ambusaidi, DAVC for Post Graduate, Scientific Research and Innovation, Dr. Ibrahim Al Siyabi, CEBA-Head, Dr. Mohammed Ali Ahmed Obaid, and the faculty and staff of CEBA-Nizwa.





# Upskilling through PRIME 5.0

Now on its 5th year, the Professional Innovative Marketing Executive (PRIME) workshop series continues to shape the future of marketing professionals. To date, approximately 120 students have successfully completed this enriching co-curricular program, which spans an entire academic year. PRIME serves as a platform to complement classroom learning by equipping participants with essential practical skills across various fields in marketing.

Over the years, PRIME has conducted specialized trainings in photography, website design, marketing strategy development, campaign planning, customer service, marketing material design, and customer communications. The program also hones critical soft skills such as leadership, creativity, and innovation, ensuring a well-rounded learning experience.

This year, PRIME 5.0 elevated its offerings with an innovative real-world project, partnering with Divano Coffee Shop, a local coffee brand with branches in Mana, Nizwa, and Muscat. Trainees engaged in brand-building activities, beginning with market research and moving to focused brand identity development. Six dedicated teams spent three months working on poster design, storytelling, and market research, culminating in creative reels and posters that can be utilized by Divano Coffee Shop for their marketing campaigns.

## PRIME 5.0: Empowering Future Marketing Leaders

PRIME 5.0 is spearheaded by Ms. Turkiya Al Busaidi, HoU-Marketing Specialization, and is organized and conducted by Dr. Elbert Bryan Vidal, Dr. Abdulkadir Shehu Abdulwahab, Dr. Premkumar Arul, Ms. Habiba al Salti and Ms. Amina Abd Razak. It is a testament to the Marketing Section's commitment to fostering creativity and real-world marketing expertise, empowering students to become innovative marketing leaders of tomorrow.



## ENHANCING CREATIVITY IN TEACHING WORKSHOP HELD AT UTAS, MUSCAT

The 2nd Workshop on Enhancing Creativity and Innovation in Teaching and Curriculum Delivery took place on 12th December 2024 at the Old MPH, UTAS Muscat. Focused on modern pedagogical approaches, Mr. Ramesh Krishna delivered an engaging presentation on using H5P for interactive and dynamic learning. Mr. Ramesh is an integral member of the E-learning committee of CEBA-Nizwa.



### INFUSING PLUGINS IN LMS

In the two-hour workshop, Mr. Ramesh showcased innovative tools for content creation, emphasizing their role in fostering student participation. The session offered practical strategies to integrate H5P into curriculum delivery, inspiring attendees to adopt technology-driven solutions and modernize teaching methodologies. The workshop marked a significant step towards advancing education.

## DATA-DRIVEN MARKETING - HARNESSING ANALYTICS TO DRIVE GROWTH

A webinar titled "Data-Driven Marketing – Harnessing Analytics to Drive Growth" was conducted by Dr. Sridevi, Professor at Jansons School of Business, Coimbatore, on 19th November 2024. The webinar provided valuable insights for those specializing in Digital Marketing and was especially beneficial for students taking courses like Introduction to Digital Fundamentals in Marketing, Digital Customer Experience, and PRIME trainees. The webinar was organized by Mr. Radhakrishnan Subramaniam.







# Website Design and Digital Strategies in the AI Era



## Zero-coding, user-friendly web design tool

Joomla is a very powerful, open source web design tool that can help users to design highly-secured, and aesthetically-appealing websites. It is also mobile-friendly and can be used for creating websites in various languages. As digital marketing is an essential skill for a marketing student, learning how to use this tool is a game changer for Marketing students of UTAS-Nizwa.



## JOOMLA BEGINNERS WORKSHOP

Marketing specialization students participated in a 2-hour workshop on website design. Held on Dec. 18, 2024, Dr. Abdulkadir Shehu Abdulwahab and Ms. Nahid Al Shukaili eagerly conducted the workshop to 18 students from the Marketing Specialization. The generous speaker even handed-out a free instructional book on how to use the tool



## Learn more about Joomla

To learn more about Joomla!, you may visit this site. <https://www.joomla.org/>



# COMMUNITY SERVICE



## From Business Student Society to Business Club

The Business Club, led by Mrs. Asila Al Hinai, has restructured the Business Society and merged four different student clubs- Accounting, HR, Marketing, and Tourism. This is to ensure that all specializations in CEBA are well-represented. Leading the sub-organizations is Ms. Ruqaiya Said Al Siyabi. She will be guided by faculty members, Mr. Mudasir Shagoo (Marketing), Dr. Uma Thirupathy(HR), Dr. Maria Carmen Vidal (Accounting), and Dr. Jeanette Ong Lyn (Tourism). On the new CEBA organizational structure, Business Club will be one of the teams under the Community Service Committee.



### CEBA-Nizwa-Marketing HoU delivers Strategic Planning Workshop

The Continuing Education and Community Service Department of UTAS-Nizwa conducted a Strategic Planning workshop in December 15, 2024. This project was organized in collaboration with the Al Dakhliyah Governorate and the Oman Chamber of Commerce and Industry, Nizwa Branch. Ms. Turkiya Al Busaidi, Marketing Section, HoU was the invited resource person for this event. In her workshop, Ms. Turkiya delivered a comprehensive guide to business leaders about the nuances of strategic planning.

### OMANI WOMEN'S DAY

The Business Club hosted a heartwarming celebration to honor Omani women at UTAS South Campus. CEBA and the whole Sultanate celebrates this joyous event annually, in attestation and recognition of the efforts and contributions of women in the society.

Held last October 20, 2024, flowers, chocolates, and other mementos were distributed to the female faculty, staff and students of the university. Special promotional discounts at select shops were also offered to Omani ladies, making the occasion memorable and uplifting.



### Career Roadmap: Expert Advice from CEBA-Nizwa Alumni Panel

CEBA organized an alumni meet titled "Career Guidance Program – Session with Alumni" on October 10, 2024, at 10:00 AM in Nizwa Hall, UTAS-Nizwa, South Campus, under the guidance of then CEBA-HoD, Ms. Hajar Al Nabhani. This initiative aimed to help the alumni of CEBA, and chart their career paths to success.



Five alumni from diverse sectors participated, with notable support from Mr. Khalid Al Shanfari and Mr. Talal Al Balushi. Dr. Mohammad Ali Ahmed Obaid and Ms. Turkiya Al Busaidi contributed valuable insights on career strategies. Topics included CV writing, networking, personal grooming, and job market challenges.



# ACADEMIC AFFAIRS



## TRANSFORMATIVE ENHANCEMENTS IN EXAMINATION PROCEDURES AT UTAS-NIZWA

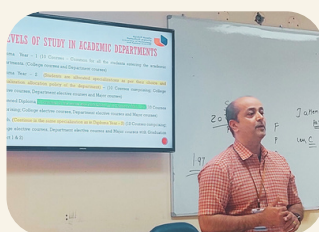
The Examination Committee at CEBA-Nizwa, under the supervision of Mr. Sibi Abraham, has introduced significant upgrades to streamline examination procedures in the department. These innovations are a result of a project done by Dr. Nasser Ahmed of the Preparatory Studies Department. Improvements include an automated timetable system that simplifies scheduling and allows faculty to swap, view, and directly print invigilation assignments effortlessly. The processes for scanning, receiving, and issuing essential documents have been optimized, enhancing speed and accuracy.

Further updates to the mark sheet system ensure precise and timely record management, aligning with institutional standards. Additionally, increased assistance from the maintenance team has been arranged to ensure examination halls are always prepared and functional, reducing any potential disruptions during exams.

These enhancements aim to improve efficiency, support faculty and staff, and ensure students experience seamless and fair examination processes. UTAS-Nizwa remains committed to continuous improvement and upholding academic excellence through these proactive measures.

## Mitigating Probation Cases with the Academic Mentoring Project

To effectively diminish the number of students placed on probation, the Registration Team, led by Mr. Muruga Prakash and Mr. Radhakrishnan Subramaniam of the Academic Probations Committee, with guidance from DAVC for Academic Affairs, Dr. Sara Al Balani and CEBA Nizwa's Head of Department Dr. Mohammed Ali Ahmed Obaid, organized an extensive Academic Mentoring session lasting nearly a week for students and their advisors to make students aware of the Probation Policy of the university, CGPA calculation and other academic matters.



The event was considered a success, with the majority of the faculty members able to meet above 60% of their advisees. The students also appreciated the event, as it made them aware of the academic policies and were given personal academic attention by their advisors.

# QUALITY ASSURANCE



## UTAS-Nizwa ranks first in 23-24 Annual Plan Achievement

UTAS-Nizwa achieved a resounding 95% score in the Annual Plan Achievement (AY 24-24) statistics conducted by the university. This lands UTAS-Nizwa as the top-performing branch among the 11 campuses of the UTAS system.

The score was based on certain criteria, such as documentation, target achievement and improvement initiatives.

On its end, the CEBA QA team headed by Ms. Kavitha is grateful to its faculty and staff for their cooperation and hard work to accomplish this task.



## QA Awareness Session for students

Considered a first in the University, the QA Team organized the first Quality Assurance Awareness Day for students on November 19, 2024, at Building A, South Campus, UTAS-Nizwa. The QA Team shared QA Infographic posters and a short QA video with the students during the event. The QA team is poised to continue this initiative in the forthcoming semesters.

## CEBA QA initiates ISAM Workshop

The CEBA Quality Assurance Team in collaboration with the Quality Assurance Department of UTAS-Nizwa organized the ISAM Workshop on November 27, 2024, at the Innovation Hall, North Campus. Ms. Rahima Al Anqudi and Mrs. Kavitha Rajan were the resource persons in the event,

## Quality Improvement feedback mechanisms deployed

The Quality Assurance Team of CEBA-Nizwa fully supports the University's thrust of quality improvement by engaging its internal stakeholders to take part in identifying areas for quality improvement. The university QA team- believing in a holistic approach to quality building- engages the faculty and staff to provide their feedback on the process and systems of the University

This semester alone, the QA department has fielded numerous online questionnaires where the faculty and staff can evaluate and give recommendations on how to better improve the university's processes and systems to develop its quality culture. Some of the areas that the QA has recently looked at are university governance, infrastructure and student feedback mechanisms.





# POST-GRADUATE AND RESEARCH

## MBA Program set to operate on Spring 2025



After much preparation and deliberation, the University of Technology and Applied Sciences top authorities have approved the opening of the MBA program on Leadership and Innovation, with UTAS-Nizwa's CEBA Department being one of the campuses for the pilot opening. Members of the MBA curriculum development team. Sangeetha TR, Dr. Muhamad Tahir and Dr. Said Al Nabhani, through the leadership of then CEBA Head of Department Ms. Hajar Al Nabhani worked resolutely to have this milestone program to be offered in the Nizwa campus.



## A JOURNEY THROUGH TOOLS, TECHNIQUES, AND BEST PRACTICES IN RESEARCH

From September to November 2024, a series of seminars and workshops were held for research students. Dr. Sangeetha Natarajan conducted orientation sessions on project preparation, research proposals, and evaluation criteria. Dr. Renjith Kumar led seminars on statistical analysis and citation referencing.



On the other hand, Ms. Diana Fernandez covered correlation analysis. Dr. Jeannette Ong taught literature review techniques and identifying research gaps.



The workshop series was continued by Mr. Ramesh Krishna PN when he presented correlation and regression using Excel, and Dr. Mohammed Rafiq introduced statistical analysis using SPSS.

Each session included hands-on exercises, providing practical insights into research methodologies and tools for effective project execution.

## Enhancing Research Grant Proposal Writing Skills

The Research and Consultancy Team, in collaboration with the Research and Consultancy Department, organized two workshops on research grant proposal writing. The first, held on November 12, 2024, in FB 202, South Campus, was for students, while the second took place on November 13, 2024, in Adam Hall, North Campus, for staff.

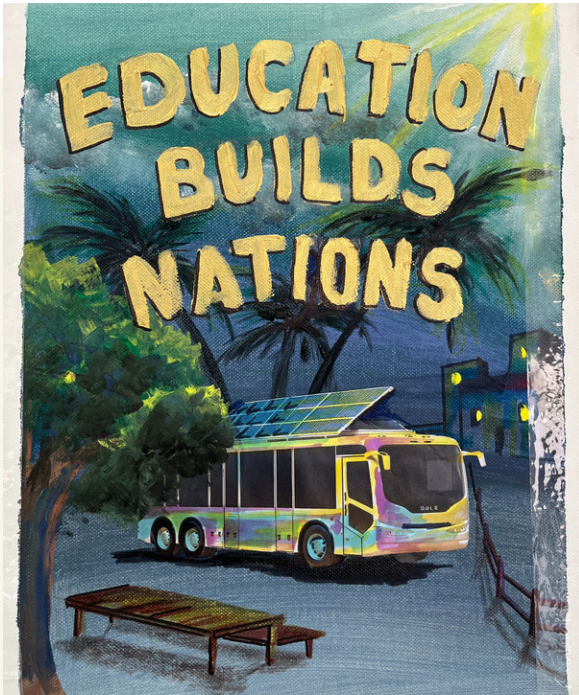


Both sessions featured Dr. Nurul Akhmal, an expert from Dhofar University, who shared her extensive knowledge on effective grant proposal writing. The workshops were well-received, with Dr. Akhmal offering valuable strategies for crafting compelling proposals that can secure funding for research.



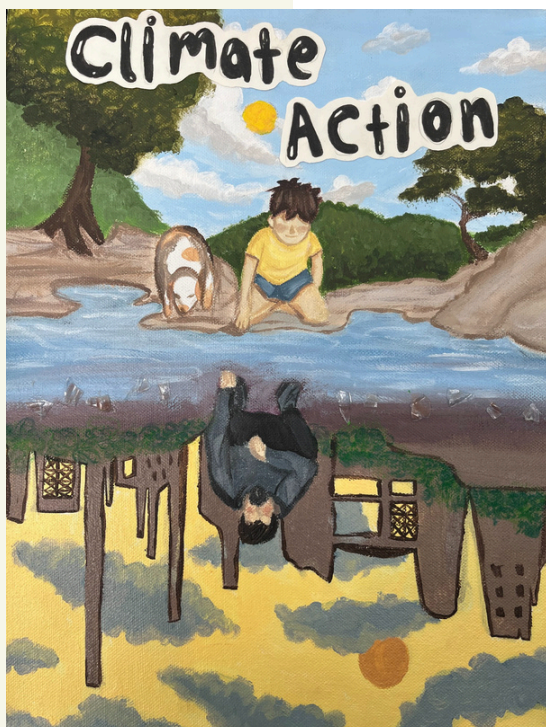


# ART GALLERY



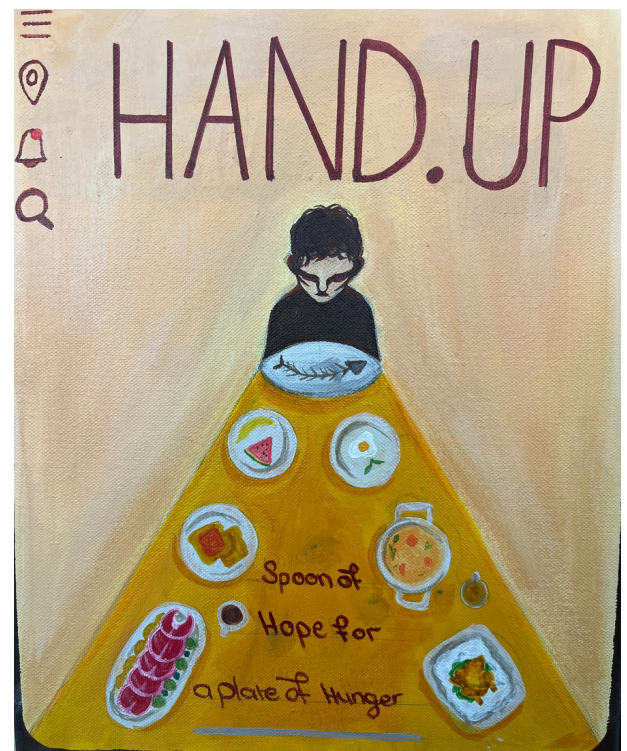
Education builds Nations

Created by Al Hussein Ali Aamri and  
Mariya Hussein Mohsin Al Tobi



Climate  
Action

Hand. Up  
Created by Douha Mubarak Khalaf Al Rawahi  
Noor Mohammed Amir Al Maskari  
Safa Saif Amor Al Kindi



These dazzling acrylic masterpieces made their grand entrance at the SDG Poster Competition in UTAS-Ibra! The stunning piece “Hand.Up” snagged a shiny 2nd place trophy in this artistic showdown!

Climate Action  
Created by Mohammed Mahmood Al Burtamani  
Alaa Abdullah Mohammed Al Hinai  
Sheikha Abdullah Nasser Al Qasmi



# *Featured* artist



My name is Kawthar Salim Said Al-Saifi. I am an artist and painter who expresses emotions and thoughts through colors and a brush. Painting is not just a hobby for me. It is a passion that has accompanied me since childhood and a means through which I find the freedom to express what lies within me.

## **Digital Connection to Social Disconnection. Rebuilding Social Fabrics for a better future.**

**By: Ethar Hamed Al Rumaidi**

***People have forgotten their connection with the universe, people, and the environment because they are too focused on new technology.***

Due to the constant and rapid change in technology; people are spending their entire day using technology and forget how to live a life.

Without any doubt, the development of technology has improved in every aspect of life and offered convenience.

Our lives have changed as a result of technology, from communication to transportation, education to relaxation. However, there is a cost to this advancement. The cost is a breakdown of our connection to the environment, to nature, and even to ourselves.

in 2021, 44% of teenagers reported feeling depressed, people who use screens for an average of 9 hours a day are more likely to be obese, and 90% report having trouble sleeping as a result of using screens just before bed. Reducing screen time improves relationships, productivity, and general well-being by increasing physical activity by 20%, sleep by 30%, and mental health by 25%.

We must find balance if we want to rediscover the essence of existence.



We don't need to abandon technology, but we must use it wisely. We can recapture the enjoyment of living a life that feels more authentic, rooted, and interconnected with the outside world by making modest changes to curtail excessive usage and give priority to in-person relationships.

### **How to cope up with digital stress?**

To reduce distractions and encourage in-person interaction, 30% of time should be devoted to establishing boundaries, such as designating areas free of technology. 25% entails setting up tech-free periods, such as digital curfews and breaks, to promote better sleep and time spent engaging in offline activities.

### **IN CONCLUSION**

Disconnecting from technology and spending time in the real world is crucial. We can reconnect with the world around us by engaging in simple activities like meditation, meaningful chats with loved ones, or taking long walks in the grounds.



# CEBA PARTNERS AND AFFILIATES

VOLUME 4



FALL SEMESTER 24-25



CEBA-NIZWA

