

WHERE DREAMS BEGIN

**JULY 2023
EDITION**



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SOBA SPOTLIGHT



ORIENTATION
DAY



MEET THE
CLUBS



SOBA STARTUPS
RAGHAV MEHRA



NOTE FROM THE MENTOR

Dear Future Branding and Advertising Mavericks,

I am thrilled to pen down this note as the new mentor of SVKM's NMIMS School of Branding and Advertising. Welcome to the SoBA, where you will embark on a journey of creativity, innovation, and limitless possibilities. Branding and Advertising are not just about selling products; they are an art that shapes perceptions, influences behaviour, and leaves a lasting impact on the world. As the torchbearers of this exciting field, each one of you carries the responsibility to create meaningful connections, inspire change, and build brands that resonate with people's hearts and minds.

My role as your mentor is not only to share knowledge but also to be your guiding light and unwavering support throughout your college experience. Together, we will dive deep into the world of branding, exploring the power of storytelling, design, consumer psychology, and strategic thinking.

In this ever-evolving landscape, creativity knows no boundaries. I encourage you to think outside the box, challenge conventions, and dare to be different. Embrace your uniqueness and use it as a tool to craft compelling narratives that captivate audiences and bring about positive change. As future brand strategists and advertising maestros, it is crucial to remain adaptable and open to learning. The industry moves at lightning speed, and staying up-to-date with the latest trends and emerging technologies will be key to your success. I assure you that I will support you in all possible ways to provide you with real-world perspectives that complement your academic knowledge.

In SoBA, we are committed to fostering an inclusive and diverse environment. Embrace the richness of our community and celebrate the unique talents each one of you brings to the table. Moreover, remember that greatness lies not only in what you achieve for yourselves but also in what you give back to society. Brands have the power to be a force for good, to drive positive change, and to create a better world.

In conclusion, I am beyond excited to embark on this journey with all of you. The world of branding and advertising is an ever-evolving canvas of creativity, waiting for your touch to make it come alive.

I am sure you will explore, create, and shape the future of this industry. I am here for each one of you, as a mentor and as a believer in your immense potential. I look forward to seeing you grow into brilliant branding mavericks and impactful storytellers.

Let's ignite the world with our creativity!

Warmest Regards,
Ms. Sneha Parekh
Mentor

SVKM's NMIMS School of
Branding and Advertising (SoBA)



NOTE FROM THE DEAN'S DESK

Dear SoBAites,

Welcome back to a new academic semester filled with possibilities, challenges, and opportunities for growth. As we gather in these pages of our college magazine, I am delighted to address you and share my enthusiasm for the journey that lies ahead. The start of a fresh semester is a chance to hit the reset button, to approach your studies with renewed energy, and to embrace the chance to learn, explore, and excel. Our campus is once again buzzing with the promise of knowledge, the camaraderie of peers, and the guidance of our dedicated faculty.

As you navigate your courses, keep in mind that our faculty is here not just to impart knowledge, but to guide you as mentors and partners in your educational journey. Don't hesitate to seek their insights, share your thoughts, and collaborate with them and your peers. Together, we create a learning environment that is vibrant, diverse, and inclusive.

Beyond the classroom, remember to engage with the various extracurricular activities that our college offers. These experiences will not only help you develop new skills, but also foster a well-rounded perspective on life.

So, let's embark on this semester with a spirit of enthusiasm, a commitment to excellence, and a shared determination to make the most of the opportunities that come our way. Your contributions, your achievements, and your growth are what make our institution truly exceptional.

I am, also, thrilled to announce a ground-breaking addition to our college's academic offerings. The brand new program - **Post Graduate Diploma in Digital Media and Marketing Communications!**



NOTE FROM DEAN'S DESK

As technology continues to transform the world around us, the demand for skilled professionals in the digital media and marketing sectors has never been greater. To prepare our students for success in this rapidly evolving landscape, we are proud to launch this cutting-edge program. Our Digital Media and Marketing Communications program will offer a comprehensive curriculum, combining theory and hands-on practice across 18 months (3 semesters). A bachelor degree holder in any discipline from a recognised university is eligible to apply for this program.

Students will have access to state-of-the-art facilities and industry-centric curriculum, faculty of digital media experts, masterclass with advertising legends, internship opportunities and also enabling them to develop practical skills and industry-relevant experiences through capstone projects.

Upon completing this program, graduates will be well-equipped to pursue exciting career paths in the digital media and marketing communications field. Opportunities include such as Digital Marketing Manager, Social Media Specialist, Content Marketing Strategist, SEO/SEM Specialist, Brand Manager, E-commerce Specialist, Advertising Account Executive, Web Analytics Specialist, And many more!

Here's to a semester of learning, discovery, and forging ahead toward a brighter future. Let's make it count!

Warm Regards,

Dr. Anirban Ghosh
Associate Dean
SVKM's NMIMS School of Branding and Advertising

ORIENTATION DAY OF SOBA

On the 24th of July 2023, Mukesh Patel Auditorium witnessed a procession of students, accompanied by their parents, radiating a blend of curiosity, excitement, nervousness, and a tinge of anxiety. The occasion was the 'Orientation' for the batch of 2023-2026, and it was hosted by the dynamic duo of anchors, Dhvani Venkateshwaran and Namrata Choudhary.

The introduction shed light on the SoBA's illustrious journey, encapsulating it as an emotion that envelops one in its vibrancy. An industry-ready curriculum, experienced faculty, dynamic clubs and committees, and an enriching association with NMIMS is what SoBA is about. The formal yet engaging introduction painted a picture of a holistic experience for each student.

The guest speeches were more experiential bits of advice than a mere rule book monologues. The imperative to strike a balance between enjoyment and studies resonated as a key lesson.

SoBA's associate Dean, Dr. Anirban Ghosh, addressed the students, emphasizing the tenets of discipline, passion, and continuous learning. He encouraged students to infuse their passions into their missions and become lifelong learners. He was followed by the chief guest, Mr. Shekhar Banerjee, who shared insights into the advertising industry and explored the interplay between brands and society, and highlighting the power of storytelling in shaping perceptions. He stressed the necessity of reading newspapers in today's tech-centric world.

After the speeches, the event moved on to introducing committees and clubs. Students cheered as committee presidents took the stage to present their committees, including clubs, club heads, and committee mentors.

The Orientation 2023 concluded with the SoBA Student Council delivering the vote of thanks. The event was a testament to all that SoBA has to offer and a promise to a great academic year ahead. SoBA Students can look forward to many more such events in the future.

-Urmi Taksal





Moments from Orientation Day



MASTERING THE ART OF CLIENT ACQUISITION

**Shekhar Banerjee, CCO of Wavemaker, gives his perspective on
Successful Branding**

24th July, 2023 marked a glorious day for the NMIMS School of Branding and Advertising as we held the orientation for the joining batch of 2023. The day was a particularly exciting one as the incoming juniors got a taste of the workings of SoBA, including our various cultural club presentations. The highlight of the day, however, was an exclusive look into the world of modern branding and advertising by the chief guest of the event, Chief Client Officer (CCO) of Wavemaker India, Mr. Shekhar Banerjee. A MICA graduate with 20 shining years of experience, he first started in broadcasting at UTV, then moved to Madison World as Digital Media Head, and eventually became Chief Operating Officer (COO). Currently, Mr. Banerjee is CCO at Wavemaker India, and has had a hand in delivering some of the most shining jewels in their crown, including the Grand Prix Lions at Cannes Lions 2023, as well as the Emvies 2023.

We had the opportunity to interview Mr. Banerjee about his viewpoints on various branding career queries and discussion points. When discussing client acquisition, Mr. Banerjee mentioned that Wavemaker India's strategy of client acquisition and retention is based on the bedrock belief of: the product speaks for itself. Shekhar sir mentions how "often, our core strategy has been to do some amazing work for existing clients, and they actually become the people who recommend us".

When asked about the changes in technology in the advertising landscape, Shekhar sir touched on an extremely relevant note about how the usage of technology is best honored in the advertising industry, for example, AI. "Most technology is becoming the base of any advertising agency." In fact, Wavemaker India themselves are evidence of this, as Sir noted with pride. Wavemaker and Oglivy's campaign that won Cannes' Most Effective Campaign award in 2023 had a lot of their foundation brainstorming developed on by AI.

Looking ahead, we asked Mr. Banerjee about skills and qualities needed to excel in this field. The moment this question was asked, Shekhar sir provided a simple but deeply profound answer: "I cannot emphasise on this enough, adaptability". He also talked about the importance of constantly evolving and widening one's knowledge and horizons.

SUMMER OF EXPLORATION

Summer is a **time of exploration and growth**, and our college students have certainly made the most of it. Let's delve into the **captivating journeys** of Anannya, Saanvi, and Isha as they share their **exciting experiences** from this summer.

Anannya Deo

The Art of Copywriting

Anannya Deo, a talented intern, took the plunge into the captivating realm of copywriting at Dentsu Creative, under their digital agency, WAT Consult. Working with prestigious brands like Vero Moda, Godrej, IndiaFirst Life, SBI Life, and Bridgestone, Anannya's average workday was a fusion of creativity and dedication. From crafting compelling written content to brainstorming innovative ideas for brand promotions, she left no stone unturned.

Anannya shared her insights, saying, "Copywriting is deceptively intricate compared to other advertising fields. Each brand has its unique criteria and nuances, making the writing process an exhilarating challenge." From the meticulous brand inductions to the rigorous checks by hierarchy levels and client feedback, Anannya embraced the art of tailoring her words to fit the essence of each brand.

Despite the nuances, Anannya recommends this experience to everyone. "Working in the creative side of an agency allows you to witness the collaborative efforts of the Copy team, Art and Design team, and Strategy team. It's a wonderful way to learn the nitty-gritties of a brand and understand the effort that goes into every single post. It truly is a learning experience," she expressed passionately.

dentsu



Saanvi

Weaving Stories of Unity and Diversity



For Saanvi, the summer was a tale of realizing her lifelong dream. As the winner of the storytelling competition organized by the European Union and Harmony Project, she secured a fully funded boot camp in Bulgaria, focusing on event management, intercultural awareness, and leadership. Saanvi's eyes sparkled with excitement as she recounted her unforgettable experience.

"The boot camp was a whirlwind of learning, cultural exchanges, and valuable insights".

Planning the 'Delight in Diversity' event with participants from all over the world was an exceptional experience that showcased the beauty of unity amidst diversity," Saanvi shared. The program left her with a newfound appreciation for intercultural understanding and a determination to spread this awareness in her future endeavors.



Isha Jain

The Artistic Lens

Isha Jain embraced her passion for photography during the summer. As a freelance product photographer, Isha's journey has been a blend of exhilaration and challenges. With over a hundred brands under her belt, she has perfected the art of capturing the essence of diverse products, from fashion items to gadgets.



"I am a self-taught photographer, driven by a deep passion for aesthetics. Each project challenges me to refine my skills in composition, lighting, and post-processing," Isha shared.



As a freelancer, she has the freedom to collaborate with various brands, allowing her to expand her portfolio and evolve as a professional in this dynamic field. You can check out her work at [@ishajain_photography](#).

PROFESSOR SPOTLIGHT

DR. SHAMIKA DIXIT

What is your educational qualification?

I hold a PhD in Media and Communication Studies from the renowned institution MICA, located in the Ahmedabad. The comprehensive and rigorous program has equipped me with a deep understanding of various aspects of media, communication, and their impact on society.

What subject do you teach?

I have the privilege of sharing my knowledge and expertise in cutting-edge disciplines such as Digital Marketing, Social Media Marketing, and Analytics. By staying up-to-date with industry developments and incorporating real-world case studies into my teaching, I strive to prepare my students to thrive in the competitive business world out there.

What attracted you to SoBA?

The School of Business Administration (SoBA) is a beacon of innovation and creativity, and that's what first caught my attention. It offers a unique and forward-thinking program that brilliantly amalgamates the worlds of Business and Creativity. Such an enriching and vibrant ecosystem is incredibly inspiring, and being part of it has been a gratifying experience.

Is there something students should know about you?

Beyond academia, I am an accomplished and passionate practitioner of yoga with a remarkable journey of over 15 years in this ancient art. My expertise in yoga extends beyond the physical postures and incorporates a holistic approach, emphasizing mental and emotional well-being. I firmly believe that a healthy mind and body are the foundation for personal and professional success, and I enthusiastically promote the principles of mindfulness and self-awareness with my students.

What's one value or insight about your subject that you hope students will get to learn through you?

As an educator, my core philosophy revolves around prioritizing humanity over machines and technology. In this fast-paced digital era, it is essential to remember that while technological advancements are crucial for progress, it is the human touch, empathy, and understanding that truly set us apart.

-Dhwani Venkateshwaran



PROFESSOR SPOTLIGHT

DR. SHERNAZ MUGLAI

What is your educational qualification?

I hold a distinguished PhD in Marketing, a culmination of my dedication to the academic pursuit of understanding consumer behaviour and advertising dynamics.

What subject do you teach?

My expertise resonates through the courses I teach: Principles of Marketing, Consumer Behaviour, and the captivating realm of Advertising.

What attracted you to SoBA?

SoBA's magnetic pull was in its alignment with my specialized area of interest - a space where I could effectively channel my knowledge and contribute to the emerging minds of the marketing landscape.

What is something that you wish to gain from SoBA this year?

In this academic journey, my aspiration is to not only impart knowledge but also cultivate a collaborative environment. I yearn to interact with imaginative thinkers who can challenge conventional norms. Through this synergy, I aim to stretch the boundaries of creativity, fostering innovative ideas that will indelibly shape the future of branding and advertising.

Is there something students should know about you?

Beyond my academic pursuits, I have an artistic streak. Doodling, in particular, is a creative outlet that brings me immense joy. And in the larger canvas of life, I find serenity in the simple pleasure of spending a day at the beach.

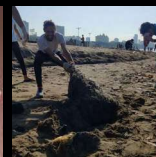
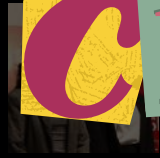
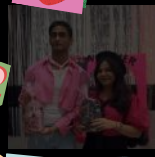
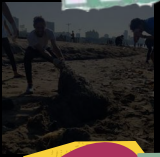
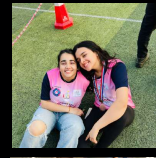
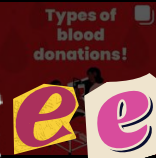
What's one valuable insight about your subject that students will get to learn through you?

A pivotal value that I wish to impart is the bridge between theoretical knowledge and its pragmatic application in the real business world. My intent is to empower students with the skill to seamlessly connect the dots between academic theories and practical industry scenarios. This bridge will enable them to navigate the multifaceted realm of marketing with a holistic perspective, enriching their understanding and preparedness for the dynamic marketing landscape.





LOVE
POWER
POLITICS



SOCIAL RESPONSIBILITY FORUM COMMITTEE

Red Is The New Black

The world of menstrual health and hygiene, where change begins and barriers are shattered!

We are RED IS THE NEW BLACK.

We're not only restricted to menstrual health. From sex education to body positivity, we have it all. Our club aims to dispel any myths revolving around these areas and promotes an environment of open dialogue and support. Our club is headed by Lavanya Sinha and Mahek Bhutra.



Saanjh

Saanjh is a community service club where we try to reach out to issues related to the society or environment that need our attention. We wish to show that community service isn't time consuming and you can make an enormous difference even by the tiniest changes in your lifestyle. From events like pet drives to beach clean ups we will make community service fun for all. Saanjh is headed by Bhavini Khanna and Harshit Patawari.

Livfit

LiveFit is a vibrant community dedicated to nurturing the mental and physical health of all our students. We firmly believe that a healthy mind and body are the foundation for personal growth, academic success, and overall well-being. If you are a fitness enthusiast or simply exploring the world of mindfulness, there is a place for everyone here at Livfit. Livfit is headed by Anam Dhar and Adeeshwar Singh.



SoBa
Snippets

LITERARY COMMITTEE

SoBA Speaks

Does the sound of networking, public speaking, anchoring, or perhaps event organisation excite you? If yes, then SoBA Speaks might be just the club for you. With an objective to bridge the gaps between industry experts and our college, SoBA Speaks conducts events with top industry experts imparting knowledge. The latest Anchorage division is set to empower the voices of SoBA. This club promises an immersive experience that helps to build soft skills that will elevate your career. This club is headed by Namrata Choudhary and Siddhartha Tuli.



SoBA Snippets

The one stop destination for all things SoBA! SoBA Snippets is the college's very own newsletter club! As one of the most connected and influential clubs within SoBA, SoBA Snippets is dedicated to crafting a monthly masterpiece just for you readers! Writers, designers, photographers, social media enthusiasts and anyone with a passion for journalism is welcome to be a part of the SoBA Snippets family! This club is headed by Nimisha Ranade and Dhvani Venkateshwaran.





Mosaic

We are a vibrant community of creative minds dedicated to documenting and preserving the incredible memories and experiences shared by our students throughout the academic year. From the first day of the semester to the last, we are actively engaged in covering all aspects of college life, including academic events, sports, student organizations, and campus activities. It is your one stop destination to glance through a year full of laughter, events and memories at SoBA. This club is headed by Antara Virmani and Jia Saraf.

All Booked

Welcome to AllBooked! Our one of a kind literary journey. Whether you're an avid reader or a novice to the world of books, if you like getting lost in the world of literature or if you just like reading for the sake of knowledge, this club is for you. This year the club is headed by Varun Verma.



It's Debatable

"To be or not to be? That is the question" and that is also the one of the various topics we ponder upon, with enthralling and exciting debates throughout the month, every week. Join us this year, and partake in intellectual discourse, in pursuit of knowledge, where the passion of debate spark curiosity within you, right here at It's Debatable! This club is headed by Arhaan and Eshita.



BRANDING & ADVERTISING COMMITTEE

Brandstorm

BrandStorm is a college club focused on exploring and mastering the world of branding. Members engage in workshops, discussions, and real-world projects to develop their skills in marketing, design, and communication, while shaping the future of brands. This club is headed by Lakshya Kohli and Saffron Mahajan.



SoBA Social

Introducing SoBA Social, SoBA's very own Creative Media Agency. Fuelled by innovation and fun, this club captures every SoBA moment. SoBA Social attracts leaders that have an interest in anything and everything social media. This includes people interested in short video editing, content planning, creative designing and copywriting. The current heads, Namrit Deo and Tanvi Bhat, envision an online community that embodies the true spirit of our college and promoting the same to its stakeholders.



Through The Lens

Through the Lens is "THE" club for all the Film and Photography enthusiasts here at SoBA. Whether you are into photography, filmmaking, editing or even reels, TTL will provide spotlight & stage to all. Join the greatest creatives of their fields from SoBA, on a mission to tell the greatest stories without any words. With huge projects planned ahead, TTL heads, Manav and Ayush are already looking for next great talents. Join them on sets, shoots, binge-watches and beyond.

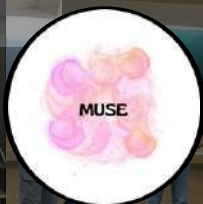


CULTURAL COMMITTEE

Muse

Brushes Up, Colors Unleashed: Muse Art Club, A Kaleidoscope of Creativity!

Join our vibrant community of artists, explore diverse workshops, showcase your talents in captivating exhibitions, and be inspired to paint dreams into reality. And Embrace your inner muse, for here, we celebrate the wonders of art! Join the heads Heshha Shah and Ujjwal Gupta.



Fairplay

Welcome to FairPlay, the adrenaline-fueled sports and gaming club of NMIMS SoBA! Our tagline, "Best in the Field," reflects our commitment to providing a dynamic playground for athletes and gamers alike. Led by the unbeatable duo, Dhruv and Shreyas, we offer a thrilling blend of fun and excellence. Whether you're a sports enthusiast or a gaming wizard, join us to unleash your skills, embrace teamwork, and enjoy friendly competition. Let the games begin!



4AM Frenzy

Experience the magic of 4AM Event Management Club of SoBA- delivering blockbuster events, from fests to convocations. Join us for unforgettable and remarkable experiences beyond the stage curtains. Meet the visionary heads- Aaryan, Kabir, and Riya. A perfect blend, complementing each other's personalities, orchestrating unforgettable events. Be part of the wonder!





Lehrein

Music connects all, it is a universal language through which we express ourselves. , it's the shoulder to cry on when you are broken up, it's the giggles you feel when you see your crush, it's the punching bag when you need to release the frustration, its everywhere. Lehrein represents the emotions through music, it's a wave of power and strength , headed by Vanshika Sinha, Vibhor Dhube and Surbhi Chandwani. Our vision is to take Lehrein to new heights and we welcome you all to be a part of this amazing journey.

Zephyr

Zephyr is where rhythm meets passion and beats unite us all! We at Zephyr pride ourselves for the versatility of our members, so we welcome whatever form of dance you choose. This club, headed by Ahaana Raghuvanshi and Samridhi Chauhan has a very clear vision, that being trying to create a safe place for you to express yourselves and immerse yourself in this beautiful world.



Atelier

If you're a fashion enthusiast; if you like being on the ramp or helping with behind the scenes; if you like being in the spotlight or the glamour that goes with it, Atelier is the perfect club for you. Atelier is the fashion club of SoBA headed by Sana Jain and Priya Singh. The road to your main character moment awaits.

SaReDraMa

We are SaReDrama, the drama club of NMIMS School of Branding and Advertising, we believe in one thing and one thing only, "Serious hoke kaam pure nahi hote, bas masti se hote hai." We proudly hold the title of the most successful club in SoBA and we look to retain the title this year as well. SEE YOU AT THE AUDITIONS. Our club is headed by Angad, Jishnu and Ribhav.



RAGHAV MEHRA

Raghav Mehra talks about his passion for luxury products, assuring clients and building a business.

Passionate about making luxury products available at reasonable prices to Indian consumers, Raghav Mehra started his own online marketplace to source, retail and resell luxury and streetwear products. SoBA Snippets further caught up with Raghav to enquire about his business.

SS: Could you introduce yourself and your business?

Raghav: I am Raghav Mehra, and my business goes by the name 'Top Tier Lux'. You can find it by the same name on Instagram. It is a marketplace for luxury products and streetwear products. We have handbags, shoes, and clothes available at much lower prices than what is generally found in India. At the core of our business is the idea to source and provide luxury products at the best prices for our customers. We also source specific products for our customers and can do so from anywhere in the world.

SS: What inspired you to start this business?

Raghav: I have always sourced a lot of products and clothes for my friends. By doing so, I realized that there is a very high demand for this niche and this market as the desirability of these products are really high but their availability, especially in India, is really low. The taxes and duties make all luxury products in India really expensive. This inspired me to make some connections and start a supply chain from luxury outlets all over the world to source my products. I started this mainly so that everyone can have access to luxury products at a reasonable price and not sacrifice their desires due to monetary restrictions.

SS: How would you summarize your journey so far?

Raghav: The journey has been quite good since the beginning; creating a solid supply chain was challenging, but now that I have one, everything works smoothly. I've had repeat customers which inspires me to work harder to provide even better products and prices for them. The journey is overwhelming, but nothing is as satisfying as when a customer is happy because they got their dream product at a price they could afford.





SS: What challenges have you faced so far?

Raghav: The biggest challenge I've faced so far is making people believe that what I'm selling is authentic. The biggest question we kept receiving was if the products were authentic or not. I soon realized that I needed to provide customers with more reassurance, as some consumers weren't ready to believe that the products were real. I started providing customers with a 100% money-back guarantee. If their products were found to be illegitimate from any store, I promised to give them their money back. This built more trust between me and my customers. I am grateful for these challenges though, as they helped me learn a lot.

SS: Do you think SoBA has helped you navigate the challenges of being a business owner?

Raghav: I think with SoBA, I got a lot of help as most of the teachers here, whilst teaching, also have their own businesses. The advice and insights shared by the teachers in our regular lectures have genuinely helped me with my business. Even within SoBA, I realized how big the market is as I've seen several students wear luxury products so casually. This reinstated my confidence in my business.

SS: What advice would you give other students who would like to start their businesses?

Raghav: One piece of advice I would like to share is to never start a business with half knowledge. If you have adequate knowledge about your business and understand how the industry works then you should definitely go ahead with your idea. Never wait for the right time, if you have the right idea and knowledge, just go for it.

You can support Raghav's business on Instagram at 'top_tier_lux' or message him personally to be added to the Whatsapp group.



REVIEW: LOVE ON THE BRAIN

Author: Ali Hazelwood

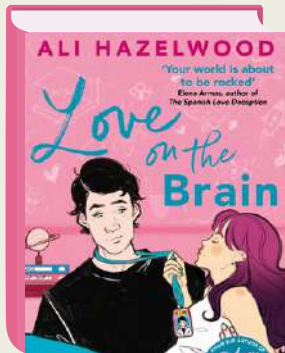


Love on the Brain is a charming romance novel about science, gender bias in STEM and taking a chance on happiness.

This novel starts out by showing that Bee Königswasser is going through a rough phase due to a recently called off engagement but things finally start to look up as she gets her dream job as co-lead in a neuro engineering project for NASA. Her excitement is short-lived when she finds out she has to work with her grad school archenemy – Levi Ward. He is cold, dark, tall and had made his feelings very clear towards Bee in grade school by refusing to work with her. Bee hasn't forgotten about her grad school nemesis in the years since, and seeing him again makes all of those old feelings come rushing back. Her hatred and resentment towards him, of course.

Unsurprisingly, as Bee and her research assistant attempt to settle in at their new office and get to work, it seems that someone is sabotaging them. Honestly, it's like Levi isn't even trying to hide it, but the longer they're around each other, Bee begins to see a different side to him. This book shows you very vulnerable characters who learn to depend on each other and find what they are looking for in that process.

The best part about this book is the writing. Ali Hazelwood's writing is very engaging, when you are reading this book, you will often find yourself grinning from ear to ear, chuckling to yourself, and always eagerly waiting to turn onto the next page. The book has a very sweet, tender and a rather real romantic aspect to it. It is very cute and nerdy and will give you all the feelings that you expect from a book like this. It's perfect for romcom readers who enjoy banter, enemies to lovers, and quirky main characters.



ADVICE FOR THE FY'S

Stepping into college life is a transformative journey, but entering the corridors of SoBa takes you beyond transformation- it's a journey that transcends boundaries. You will discover life, not in an easy or difficult way, but in a 'lost in a found' way. It is going to be a fantastic year, you will get to know a lot of new things; it's like, you will be enjoying the beach and waves and sunset and a minute later you'll be thrown into the water to learn how to not only swim through it, but also surf on it the next.

Now, let me sprinkle few facts to you.

College is a chance for a fresh start, so seize it and embrace the opportunity to reinvent yourself, discover new interests, and meet new people.

Best way to navigate through this situation is joining clubs. Choose clubs that resonate with your heartbeat, where like-minded enthusiasts await your camaraderie. However, enter clubs where you believe you may not have the best shot, because you never know your hidden skills unless you give it a chance.

With the SoBa emblem comes not just prestige, but also responsibility and attendance.

When assignments and projects are assigned make sure you meet your deadlines and perform well in them by utilizing all your potential, for these projects are sculptors shaping your path towards the professional realm. They are not just for grades, but stepping stones to real-world wisdom. Second thing, choose your project companions wisely, for they are like co-authors contributing to your story of success. In this orchestra of collaboration, each note counts.

As for classes, they are more than mere chapters in your academic journey. They are windows to a world waiting to be explored. Don't merely memorise or study things for the sake of doing so; instead, take insights from them and try to apply what you've learned. Remember missing a class is like skipping a step on a staircase leading you to your aspirations. If absence is inevitable, ensure you are engaging in something even more enlightening.

Also, maintaining health is also a challenge you never thought would be one. So, a healthy diet, sound sleep and mental well-being goes on your priority list from now on.

Last few words of wisdom: always keep in mind "Nothing is constant, the only thing that is constant is change".

See, let me be honest with you guys, I know it is no cakewalk but never was red carpet walk that simple anyways. So, I know there will be days when you will face rejection by minimum 10 auto walas or miss the chance to get into the lift after waiting for 10 mins straight and reach college by 12:31 or you won't find someone who just matches your vibe for the day but in the end you will know how to dance through it gracefully and it will be all worth it that you won't change a single thing if it were to happen all over again.



PLAYING THE GAME OF CAPITALISM WITH THE BLOOD OF SOCIALISM

Let's dive into the heart of this discussion and get a clear understanding of capitalism and socialism. In simple terms, capitalism is about individuals and companies making profits by selling goods and services. On the other hand, socialism establishes an economic system where the public owns and controls the means of production, ensuring the sharing of essential resources like factories, farms, and money. This arrangement guarantees that everyone's needs are met and promotes fairness. It sounds like a dream come true, doesn't it? Not really.

Socialism might seem like an ideal system, promoting equality and cooperation among society's members. But here's the catch: it overlooks our biological tendency for hierarchical structures. In nature, the fittest individuals tend to get the most resources, following the "survival of the fittest" principle. This difference between ideal and human nature significantly influences our ideologies and growth patterns.

"India is playing the game of capitalism with the blood of socialism." is an intriguing idea, and an example that blurs the lines between capitalism and socialism is the concept of the Maximum Retail Price (MRP). The MRP echoes socialist principles like "same price for all" and "equality." The Maximum Retail Price (MRP) concept overlooks regional price variations in factors like factories, real estate, rentals, transportation costs (like petrol or diesel), and labour costs. This ignorance leads to the same prices for products across different states, despite the potential impact of these disparities on the cost of supply.



For instance, a product like Coca-Cola may have the same price in Mumbai and Bihar despite the underlying cost differences.

Socialist individuals often place a strong emphasis on equality, but some may exhibit a "crab mentality" towards those striving for individual growth in wealth, status, or power. This mentality discourages those who dare to challenge the status quo by producing unique ideas, content, products, or services. However, true success comes from embracing one's passions and scaling them for the greater good, breaking free from the vicious cycle of cutthroat competition through authenticity, and achieving "The Indian Dream," which entails challenging conventional norms, freeing oneself from societal judgements, and accumulating resources to empower and lead.

May Your Ambitions Soar,

- Arpit Mishra

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