

CHAMPIONS RISE



THE SPL VICTORY

OCTOBER 2024

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NOTE FROM THE ASSOCIATE DEAN

Dear Students,

As we enter a new semester, and soon a new year, it's time we set ourselves up for success in the coming months. I present 3 important foundations for success in the coming semester: (1) showing up (2) being consistent and (3) building good habits.

Showing up in class on time every time is the beginning of a successful academic journey. Consistency is what leads to small Kaizen improvements in your learning. Every deep dive into the subject leads to new perspectives and a nuanced understanding of the topic under discussion. It is fundamental to skill building. Lastly, I wish to emphasize and insist on the amazing results of building good habits. I recommend Atomic Habits by James Clear. Your habits tell you your personality, how you spend your time and where you will eventually build skills. Small habits and small actions are the SIP to stellar returns over time. Remember, all great brands showed up at the right time, were deeply authentic and perseverant in the market.

So I asked Chatgpt how do I tell these to GenZ. This is what it threw at me:

"Dear Gen Z, think of life like your favourite algorithm: the more you show up, the more consistent you are, and the better habits you build, the more you 'trend.' Success doesn't go viral overnight—it's about posting (or working) regularly, even when no one's watching.

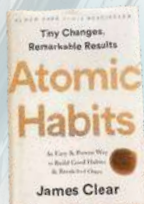
So, show up like it's a sold-out Taylor Swift concert, stay consistent like your Spotify Wrapped playlist, and build habits like you're curating your BeReal. Because the only FOMO you should have is missing out on your own potential.

Stay iconic, stay consistent. Your future self will thank you!"

I would love to hear whether Chatgpt could relate to you.

Best Regards,

Dr. Kiran Desai
Associate Dean, SOBA, Mumbai



19 October, 2024

Mini Audi, NMIR

Panel Discussion

Second and third-year students from the School of Branding and Advertising (SoBA) recently attended a dynamic panel discussion on *"How Traditional Media are Adapting to Compete with Digital Platforms."* The event was hosted by SoBA's very own Professor Rohan Mehra and featured esteemed industry experts Priyanka Mehra, Shashi Sinha, and Natasha Kapur.

The hour-long discussion centred around the significant shifts occurring in the media industry today. Each guest brought invaluable insights to the table, offering students a wealth of knowledge about how traditional media houses are adapting by integrating new tools and embracing digital trends.

Contrary to the public perception that traditional media may struggle against digital platforms, the panellists highlighted that change is not a new challenge for the industry; instead, they emphasised how traditional media platforms have consistently evolved and embraced technological advancements to remain relevant.

By blending theoretical insights with real-world examples, the discussion introduced a clearer perspective on how traditional and digital media are converging and co-evolving in today's fast-paced environment.

A perfect blend of academic and practical insights, students were left with a deeper understanding of the evolving dynamics between traditional and digital media.



- Akriti Shrivastava



SOBA PREMIER LEAGUE

PART 2: THE BATTLE



2024 marks the Third edition of the **SOBA Premier League (SPL)**, the exciting intra-college sports competition, where teams battle it out on the pitch in ferocious games of Football, Cricket, Tug of War, and Kho-Kho.

The **Soba Premier League 3.0** kicked off with great excitement and high-energy competition. The field was adorned with vibrant banners, and players proudly donned their team jerseys. Umpires ensured fair play, minimizing disputes.

The tournament followed a points system: 5 points per match win, 10 for the final winner, and 7 for the runner-up. The team with the highest points would be crowned champion.

The opening cricket match saw the Ravens secure a victory over the Spartans. The finals featured **Raj Rebels** and **Rohan Reliable Ravens**, with **Raj Rebels** clinching the cricket title in a thrilling match.

In football, the **Rohan Reliable Ravens** won the boys' title, while **Safiya Spartans** dominated the girls' division. Kho Kho highlighted agility and strategy, with **Rishabh Raiders** and **Rohan Reliable Ravens** winning the boys' and girls' titles respectively. The Tug of War tested strength, with **Rishabh Raiders** taking the girls' title and **Rohan Reliable Ravens** winning the boys' round.

Ultimately, the defending champions, **Rohan Reliable Ravens**, showcased consistency and skill, triumphing in the Soba Premier League 3.0 and defending their title.

- Hridant Ashar FYD





Ad
Talk

COKE'S 1985 EXPERIMENT

A sip and a miss

In 1985, Coca-Cola made a surprising choice that ended up becoming one of the biggest flops in marketing history. At the time, Pepsi was gaining popularity, especially with younger people, so Coca-Cola decided to change its classic recipe for the first time in nearly a century. The new version, called New Coke, was sweeter, like Pepsi, and was expected to help Coca-Cola stay ahead in the "Cola Wars."

But this change didn't go over well. Fans of Coca-Cola were furious, feeling like they'd lost something they loved. Some people even organized protests, demanding the return of the original formula. Thousands of calls and letters flooded Coca-Cola's offices, as loyal customers made it clear that they weren't interested in a new taste—they wanted their classic Coke back.

After just 79 days, Coca-Cola brought back the original recipe, now branded as Coca-Cola Classic. The New Coke fiasco taught the company an important lesson: don't underestimate the bond people have with a brand, especially one as iconic as Coca-Cola.

Although New Coke is remembered as a mistake, it reminded Coca-Cola of the importance of listening to their customers.

Today, New Coke serves as a reminder that change isn't always a good thing, and that staying true to what people love about your brand can be just as powerful as trying to be new.

- Dhairya Arora



Cheers
to
classic

Learn
more
here!



NoBA Startups

Elevating Your Daily Style to New Heights!



Ayush Deora is a dynamic individual with diverse passions, the closest to his heart being his brand, HEAT. Let's dive in to discover more about his journey and the vision behind HEAT.

SS: What inspired you to start a clothing brand, and how did you come up with the name "Heat"?

AD: Two years ago, my best friend and I were brainstorming business ideas. We initially thought about hot sauces, but as we researched clothing brands, a friend suggested starting one. Our original name was Dynami, but we wanted something more desi, so we chose Heat—a nod to Bombay's heat and our hot sauce idea.

SS: Can you share the process behind designing your first collection?

AD: We've launched three collections so far. Our first, Prologue, taught us a lot. Our second, No Room for Love, sold out in a month, but we don't re-release sold-out items. Our latest, Crisis Over Comfort, is already over 50% sold without paid promotions.

SS: How do you balance managing "Heat" and your student council role?

AD: There's no real balance. I'm constantly working on the brand, even during college. I also run two other ventures and attend therapy regularly to manage stress.

SS: How do you differentiate your brand?

AD: I focus on branding and building customer experiences without relying on AI or gimmicks. Clothing is a necessity, so the market is always active.

SS: What challenges have you faced, and how did you overcome them?

AD: Seven manufacturers backed out, and two partners left. But I've learned to find happiness in small victories and not let setbacks weigh me down.

SS: What's next for "Heat"?

AD: We aim to open a store eventually, but it's more about creating a community and vibe for now.



**SHOP
HEAT!**

WWW.SHOPHEAT.IN

- Naisha Desai

PLACEMENT CHRONICLES



SoBA Snippets spoke with **Taher Penwala**, a 2024 graduate and co-vaedictorian, about his experiences at SOBA and the lessons he learned along the way.

SS: Did you have a study routine or strategy for each subject, or did you adapt it as per the situation?

I focused on understanding core concepts and visualized material as flowcharts or stories, which helped with retention. Teaching my peers further solidified my understanding, making exam preparation smoother.

SS: What sources of inspiration kept you motivated throughout college?

I found inspiration in my professors, who encouraged me to view life from multiple perspectives. I valued the lessons in failure, acknowledging it often brought more insight than success.

SS: Apart from academics, were you involved in any extracurricular activities? How did they shape your college experience?

As Vice President of the cultural committee, I often hosted events and mentored peers. Taking the dean's advice that "college is like a buffet," I fostered a range of experiences that shaped my journey.

SS: Did you pursue any internships or practical experiences during college? How did they influence your academic perspective?

Interning at Publicis Worldwide and Landor, I gained hands-on experience in advertising and discovered my passion for storytelling, which helped navigate my career path.

As we wrapped up, Taher left us with some food for thought:

"What small habits can I build today that will shape my tomorrow?"

- Dhairya Arora



PROFESSOR SPOTLIGHT

SoBA Snippets Interviews **Dr. Rishika Bhojwani**, a dedicated professor whose passion for teaching and research has inspired many students over the years. Recently awarded her doctorate, Prof. Rishika shares her thoughts on education and success, and shares experience-rich advice for SoBA students.

1

WHAT MADE YOU WANT TO ENTER THE FIELD OF TEACHING?

I have always had a passion for teaching. I think it's very important for students to learn new things that are happening around them to create awareness and get a practical viewpoint on things. I think my qualities like leadership qualities and being able to control classes and help build discipline really inclined me towards this field.

HOW DO YOU MEASURE SUCCESS IN YOUR ROLE?

Seeing my students achieve their postgraduate degrees, get placed in top organizations, just seeing them grow is definitely a way I measure success in my role. That really makes me feel like what I am doing is worth something and encourages me to keep going. Also me learning more through researching and getting to know about more programs makes me feel successful and enriched.

2

Meet
DR.
RISHIKA
BHOJWANI



YOU RECENTLY RECEIVED YOUR DOCTORATE, HOW ARE YOU FEELING ABOUT THAT?

I have always been really into research. It is one of my passions so getting my doctorate was really exciting. I look forward to the future and seeing how this accolade will help me in my profession to help students with research work.



WHAT WOULD YOU SAY TO THE STUDENTS OF SOBA - ANY ADVICE FOR THE FUTURE?



I want to tell especially the first years to grab every opportunity that comes their way because that is how you will learn and grow. Those learnings will definitely help you throughout life. I want to tell all the students of SoBA to be focused and give your 100% to whatever it is they want to do and aim to be experts in that.

- Siya Mantri



RISHIKA MA'AM WITH SOME OF HER STUDENTS

CREATING AN EFFECTIVE RESUME



When designing your CV, its easy to get lost among the plethora of online advice and tips, but crafting a concise, but effective one-page resume that stands out is essential in today's competitive job market.

Here are some key tips for maximising your CV's impact, and ensuring it stand out in the stack!



KEY DON'TS

- **Don't exceed one page:** Keep it concise and focused.
- **Avoid Vague Statements:** Be specific about skills and achievements.
- **Don't Misrepresent:** Always be truthful in your claims.

An effective resume captures attention quickly. By following these tips with the NMIMS template, you can create a professional, standout resume that leaves a lasting impression.

1

Stick to One Page

Recruiters scan resumes quickly, so keep it concise. Focus on key experiences and achievements, using the space wisely.

2

Follow a Clear Structure

Organize your resume with distinct sections: **Academic Qualifications:** List recent education first. **Internships/Projects:** Showcase relevant hands-on experience. **Achievements:** Include recognitions and leadership roles.

3

Start Each Point with Action Verbs

Use strong verbs like "Led," "Analyzed," or "Evaluated" to show impact. For example, "Led stock analysis projects identifying insider trading trends."

4

Skip the Photo

Professional resumes often exclude photos. Use that space to emphasize skills and experience.

5

Use a Professional File Name

Name your file "FirstName_LastName_Resume.pdf" to show professionalism and clarity.

6

Emphasize Key Achievements

Highlight accomplishments that demonstrate your strengths, especially in the Achievements and Activities sections. Quantify results if possible, like "Organized cultural festival with 500+ participants."



DEALING WITH EXAMS

Exams are an integral part of college life, but the stress they bring can feel overwhelming. The good news? With the right strategies, you can navigate this period confidently and effectively.

1

First, plan ahead. Create a study schedule that breaks your syllabus into manageable chunks, and prioritize challenging topics. A well-structured plan reduces last-minute panic and keeps you on track.

2

Second, practice self-care. Ensure you're getting adequate sleep, eating balanced meals, and staying hydrated. Physical health directly impacts mental clarity and energy levels. Don't neglect exercise—it's a proven stress-buster! Even a short walk can work wonders.

3

Next, focus on effective study techniques. Active recall, practising past papers, and summarizing notes are far more efficient than passive rereading. Take breaks to let your brain recharge—try the Pomodoro technique for a productive balance between study and rest.

4

Lastly, maintain perspective- Exams are important, but they're not the sole measure of your worth. Reach out to friends, family, or counsellors if you feel overwhelmed. Mindfulness can also help- spend a few minutes each day meditating or practising deep breathing.

With preparation, self-care, and support, you can conquer exam stress and perform at your best!

-Aryaa Girkar

NEWSLETTER TEAM

EDITORS & CO-HEADS

Akriti Shrivastava, Batch 26'
Shreya Sharma, Batch 26'

HEAD OF DEPARTMENTS

Kopal Jain, Batch 26'	Designing
Khushi Parekh, Batch 26'	Reporting
Hrishita Kapadia, Batch 26'	Social Media
Viraaj Suchde, Batch 26'	Photography & Tech

REPORTERS

Neeshiva Gandhi - Batch 27'
Yashna Ghai - Batch 27'
Hridant Ashar - Batch 27'
Naisha Desai - Batch 27'
Aryaa Girkar - Batch 27'
Siya Mantri - Batch 27'
Riya Somani - Batch 27'
Medhavi Bajpai - Batch 27'
Ishanya Laul - Batch 27'
Ved - Batch 27'
Tanisha Chadha - Batch 27'

DESIGNERS

Aanvi Mohanty - Batch 27'
Dhruvi Bhabhera - Batch 27'
Dhairya Arora - Batch 27'
Dakshyani Agarwal - Batch 27'
Khitijia Dhere - Batch 27'
Inayat Nandwani - Batch 27'
Siya Mantri - Batch 27'
Riya Somani - Batch 27'
Hayley Parmar - Batch 27'
Disha Gupta - Batch 27'
Netal Somani - Batch 27'

PHOTOGRAPHY

Viraaj Suchde - Batch 26'

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