

राष्ट्रप्रीहार रूपलोहार

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SOBA SPOTLIGHT



MALHAR WIN



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MEET THE
PROFESSIONAL

NOTE FROM THE ASSOCIATE DEAN

Dear SoBAites,

It is with great pleasure and a sense of wonderment that I address you once again, just little more than one month into this new semester. I want to take this opportunity to reflect on the strides we've made, the challenges we've faced, and the exciting path that lies ahead as we continue our academic journey.

The first month of a new semester is always a whirlwind of activity. It's a time of adjustment, reconnection, and exploration. As I walk through the corridors and engage with many of you, I am struck by the palpable energy and enthusiasm that permeates every corner of our campus. This enthusiasm, coupled with dedication and determination, lays the foundation for what promises to be another remarkable semester.

At the heart of our institution's mission lies the pursuit of knowledge. One month into the semester, I want to commend both students and faculty for their unwavering commitment to this pursuit. The classrooms are alive with discussions, computer labs are buzzing with experiments, and I am sure libraries are brimming with the excitement of discovery.

For students, I encourage you to continue embracing your role as active participants in your academic progress. Engage with your professors, ask questions, and seek out opportunities to deepen your understanding. Remember that learning is not confined to textbooks and lectures; it's a journey that extends beyond the classroom walls.

Let this semester be a testament to your thirst for knowledge. Our world is in a constant state of flux, and the challenges we face are as diverse as they are unpredictable. Yet, our ability to adapt, innovate, and persevere is a testament to our resilience.

One of the most significant changes we continue to navigate is the integration of technology into education. The pandemic accelerated this shift, and it has become an integral part of our teaching and learning methods. While we have made great strides in adapting to remote and hybrid learning, I encourage everyone to remain open to further innovation and exploration. Technology has the potential to enhance the educational experience, and our college is committed to harnessing its full potential. On August 15th, India celebrated its 76th Independence Day. This day holds deep historical and emotional significance for every Indian. It marks the day when our nation threw off the shackles of colonial rule and stepped into a new era of freedom, self-determination, and nation-building.

The struggle for independence was not only a political movement but also a testament to the power of unity, sacrifice, and unwavering belief in a better future.



Similarly, our college embodies the spirit of independence in the realm of branding and advertising. We are a hub of creativity, innovation, and individuality.

Just as our forefathers fought for freedom, we strive to break the boundaries of conventional thinking and establish our own identity in the ever-evolving world of branding and advertising.

I must mention that all of you are surely brimming with enthusiasm as we approach one of the most anticipated events of the academic year—the annual Cultural and Sports Festival to be hosted by Team Rivaya and Rudra respectively on 7th, 8th and 9th of November 2023. This festival is not just a celebration of talent and camaraderie; it's a testament to the vibrant spirit of our SoBA community.

As your Associate Dean, I am writing to encourage each and every one of you to actively participate in this year's festival. Whether you're a seasoned performer, a budding artist, an athlete with a passion for competition, or someone who simply enjoys being part of the excitement, there's a place for you in this grand celebration.

In conclusion, I want to express my gratitude to each and every student, faculty, staff of our college community. Your passion, dedication, and resilience continue to inspire me every day. The journey of a new semester has just begun, and I am excited to see where it leads us.

As we move forward, let us remember that education is not just a destination but a lifelong journey. Embrace every moment, learn from every experience, and cherish the connections you make along the way. Together, we will write the next chapter in SoBA's history—one filled with achievement, growth, and the pursuit of excellence. Thank you for being part of this remarkable journey. I look forward to the adventures that awaits for us in the weeks and months to come.

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

"THE LAST-MINUTE TRIUMPH: A JOURNEY OF FUN, CREATIVITY, AND ARTISTRY"

In the realm of college events, some of the most unforgettable journeys unfold at the eleventh hour. Such was the case for Zephyr & SaReDrama who, with time ticking away, hurriedly registered for Malhar's: Dastaan - E - Filmy, with only one slot left. Uncertain of what awaited, they embraced the opportunity. The plot thickened when Zephyr, known for its creative flair approached SaReDrama for the event, as their collaboration had a history rooted in a shared musical, for Ad Fest—an unexpected synergy. With the clock against them, they tossed their names into the hat. Expecting little, due to their last-minute entry, they defied the odds by securing a spot. This marked the beginning of an extraordinary adventure.

Upon their selection, the group began enhancing SaReDrama's script with minor adjustments, leading to the transformation of two to three scenes daily, reshaping the entire act, spanning dance and drama. Just two days before the event, they introduced a game-changing element: an opening dance. Choreographed within a single day and swiftly taught to the group, it was a challenging endeavor, embraced with unwavering enthusiasm.

Onstage, uncertainty faded into unity and purpose. The performance was flawless, radiating synchronized efforts and a shared passion for performance. Their journey celebrated the synergy of fun, creativity, and artistry, prioritizing enjoyment over awards. And talking about awards, they won the 3rd podium as they transformed a last-minute opportunity into a remarkable achievement, reminding them of the magic in spontaneity and shared passion. Their true prize lay in the memories created and the bonds strengthened as clubs, reuniting to have fun and to create art.

-Urmi Taksal



"DEGREES OF ACHIEVEMENT: THE CONVOCATION EXPERIENCE"

On August 4, 2023, the Mukesh Patel Auditorium buzzed with excitement as graduates, dressed in traditional Indian attire, gathered to commemorate their academic achievements. Shri Nishith Desai, founder of Nishith Desai Associates, graced the occasion as the chief guest, while Dr. Neha Singh Agrawal, the compère, guided us through this significant day. The Convocation united five esteemed schools: Sarla Anil Modi School of Economics, Kirit P. Mehta School of Law, Jyoti Dalal School of Liberal Arts, School of Branding and Advertising, and School of Agricultural Sciences and Technology. Prior to the event, the foyer of Mukesh Patel Auditorium set the stage for group photos, capturing the essence of unity. The ceremony commenced with the conferral of degrees, with an exception for Meritorious Students. Subsequently, the deans of all five schools presented their reports for the 2022-23 academic year, providing depth and insight to the occasion.

During the Dean's address, he proudly announced that the school's final student intake for the year reached an impressive 275. He also shared an exciting vision for the future, aiming to expand the School of Branding and Advertising (SOBA) to other campuses. The introduction of a groundbreaking course, the Graduate Diploma in Digital Media and Marketing Communications, was unveiled. This 18-month program, spanning three semesters, is open to bachelor's degree holders from any discipline, promising a diverse cohort of aspiring marketing professionals.

Highlighting SOBA's industry relevance, the dean emphasized its strategic partnership with the Advertising Council of India, fostering educational activities, projects, and invaluable support for stakeholders within the advertising industry. While internships remain optional, the dean took pride in noting that nearly 45% of final-year SOBA students opted for hands-on experience in various advertising agencies and brands, further enhancing their industry readiness. Finally, he shared the advice, "Be a lifelong learner to be successful in any domain and also you need to be humble and always empathetic to everyone".

Following the dean's address, degrees were presented to Meritorious students, and awards were bestowed, recognizing the graduates' outstanding achievements. The ceremony culminated with a heartfelt vote of thanks, marking a day of celebration and triumph.

-Urmi Taksal

Soba
Snippets



SOBA'S GOT ★ TALENT

A 4 AM FRENZY EVENT



SOBA'S GOT TALENT: WHERE FY'S UNLEASH THEIR INNER STARS!

From exciting to entertaining, full of surprises and comedy, 4 AM Frenzy- SoBA's event management club- organised their first ever talent show- SoBA's Got Talent.

On the 25th of August, the event started with a bang when the anchors- Angad Bali and Jishnu Mitra- had everyone in stitches with their very humorous 'engagement'.

The programme featured several outstanding performances, including those by FYs and SYs' incredible dancers, singers, and models. There were acts that kept the crowd engaged and the energies through the roofs, making the audience jump up to their feet and dance to the music.

The most memorable ones were by the music club- Lehrein- which made the crowd sing along to the soft, melodic and upbeat songs and kept them wanting for more, followed by Aiman Singh- FY's very own Jimmy Hendrix- who gave a swoon-worthy performance and finally, the magician and mentalist- Anshuman Nilosey- who captured the attention of everyone present by his tricks. By the end of the performance, the spectators were left bamboozled on the edge of their seats.

There is someone who does deserve a special mention, though. It is none other than the club head of SaReDrama- Ribhav Raj- who came on the stage with a stand-up set so hilarious that it had everyone bent over laughing with a bellyache.

The event was a success in bringing out many hidden talents of the FY's and encouraging many shy ones to explore theirs and we can only hope to see many more such events in the future.

-Khushi Parekh





EMBRACING NEW BEGINNINGS: SOBA'S VIBRANT INDUCTION WEEK OF 2023


The 24th of July 2023 marked a new chapter for the freshly admitted students at SoBA. Many of them, hailing from outstation locales, embarked on this exciting journey, leaving their hometowns behind. While academics are crucial, participating in extracurricular activities is equally vital for personal growth and holistic education.

The orientation program introduced FYs to the diverse clubs and committees at SoBA through video compilations. Detailed inductions were scheduled later, allowing better interaction between club heads, HODs, and students. The induction week aimed to showcase opportunities beyond the classroom, boasting an impressive array of clubs from arts and sports to dramatics and community service.

The week was lively and engaging, with club members flooding the corridors, heading to various FY divisions. LivFit hosted a pushup challenge, SaReDrama presented improv games, Lehein offered an energetic jamming session; each club had its unique flair. The following days involved auditions and interviews, with notice boards adorned with QR codes and aisles bustling with students registering.

The induction week underscored the importance of balance in college life. SYs candidly shared their experiences, emphasizing personal growth, lifelong friendships, and a sense of belonging fostered by diverse clubs. This reassured me that, regardless of the club I choose, I would find a supportive community awaiting me.

-Ronit Singh





MARINE DRIVE



A HAPPENING SUNDAY MORNING ON MARINE LINES

On 20th August, 2023, waking up early on a Sunday morning was made worthwhile for all first years. FYs were asked to meet at Marine Drive, for a fun event hosted by the cultural committee clubs. They were asked to gather at a designated spot, forming a semi-circle to create a space, where clubs could perform.

The first club to address the crowd was Livfit, which came up with an exciting push-up challenge. The FYs participated with equal enthusiasm. Then, it was Zephyr's turn to entertain us. Undoubtedly, anyone could conclude that Zephyr was the biggest crowd-puller of the day. They started with some prepared performances, but what really ignited the atmosphere were the dance battles that followed. Passersby were so captivated that the crowd multiplied in just a few minutes.

After Zephyr, it was 4 AM Frenzy's turn to take the stage with some challenges. FYs were given tasks like approaching strangers, asking them bizarre questions, and other interactive tasks with the crowd. These challenges reflected their club's essence perfectly, as being a management club, they knew how to interact with strangers and were ready for any challenge.

Lastly, Fairplay came up with an arm-wrestling competition. This was a different kind of challenge. Both competitors placed their arms on a nearby bench, and the intense struggle began. An electrifying atmosphere filled the air as the crowd divided into two, cheering for their favorites. Neither competitor was willing to give up, and after a long struggle, a winner emerged. With that, the event came to a close.

I would like to express my gratitude to all the club heads on behalf of all FYs for giving us such an amazing experience. To those who haven't participated yet, I must say that your college life is incomplete without it.

-Nikhil Sharma

Unveiling the Spectacle: When Fashion Meets Film

In a captivating fusion of creativity, entertainment, and the striking black and pink color palette, our college recently hosted an unforgettable event. This extravaganza, known as "Fashion Meets Film: Barbie and Oppenheimer," seamlessly blended fashion trends with iconic movie characters, leaving indelible memories and renewed excitement among attendees. In a world where trends flicker like fleeting stars, the resurgence of nostalgic influences brings a unique allure. Enter "Barbenheimer," a term making waves in pop culture and fashion circles.

Picture stepping into a realm where classic fashion aesthetics meld with cinematic storytelling. The meticulously organized event bridged the gap between the timeless charm of Barbie and the innovative spirit of Oppenheimer. The immersive ambiance, vibrant decorations, engaging food stalls, and lively atmosphere promised an unparalleled evening.

Attendees reached the pinnacle of enthusiasm when teachers surprised everyone with their dancing talents. This unexpected twist added joy and camaraderie, uniting students and faculty in celebration. The highlight of the evening was the "Best Dressed" award. Jai Malhotra and Muskann Aggarwal embodied the event's fusion of elegance, creativity, and individuality, seamlessly capturing both Barbie's timeless fashion and Oppenheimer's cinematic charisma.

As the event concluded, attendees left with cherished memories and a renewed appreciation for the magic that unfolds when creative concepts intersect. "Fashion Meets Film: Barbie and Oppenheimer" showcased the boundless possibilities when diverse themes converge. Beyond the glamour, it highlighted the power of community, choice, and the shared joy of celebrating the past while embracing the present.

The echoes of laughter, applause, and conversations lingered in the air, solidifying this event as a remarkable chapter in the college's history. It serves as a reminder that when we blend creativity, collaboration, and a touch of nostalgia, the results are nothing short of extraordinary.

-Shashwat Sharma



PROFESSOR SPOTLIGHT- RISHABH DWIVEDI

A Trailblazer in the Film Industry and Advertising
From the glitz and glamour to the four walls of a university.

In a recent interview, Mr. Rishabh Dwivedi- an embodiment of passion in the dynamic worlds of film and advertising- talked about the ups and downs, achievements and experiences. So, stay tuned as we journey through the experiences, insights, and achievements that define the legacy of one of SoBA's most beloved professors.

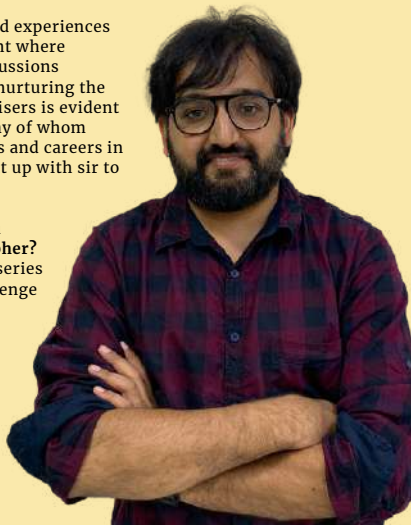
With an unwavering commitment to his craft, sir stands as a beacon of inspiration for students and colleagues alike. His extensive experience in both the film industry and advertising has not only enriched his own career but has also ignited a fire of enthusiasm in the hearts of those he teaches.

In the classroom, he infuses his real-world experiences into his teaching, creating an environment where theory comes alive through engaging discussions and hands-on projects. His dedication to nurturing the next generation of filmmakers and advertisers is evident in the success stories of his students, many of whom credit him for sparking their own passions and careers in the industry. SoBA Snippets further caught up with sir to interview him about the same.

SS: What was the main challenge that you faced during your time as a cinematographer?

RD: Having been a script writer for many series and also being a filmmaker, a major challenge was getting the crew on the same page- getting everyone's suggestions and incorporating them in the writer's POV.

The best way to work on it, is proper communication coordination and cooperation from the team.



SS: Why did you want to change your career path altogether - from a filmmaker to a professor?

RD: Being a filmmaker and working days lasting from 16-18 hours, it became extremely hectic and tiring and didn't leave any time for me to learn. All I did was shoot and nothing else. Coming here, teaching at NMIMS, I had to prepare my notes before every class and that not only helped the students but also gave me time to learn more about cinematography as well.

SS: What advice do you have for students who want to make a career in filmmaking and want to create a meaningful impact on the industry?

RD: Talking about inspiring and captivating students to live their film dreams sir recalls being patient, practicing and experimenting. He believes that every student's journey will be unique, and each step taken contributes to the growth as a filmmaker. One of the most important things to keep in mind is the justification for a shot. So, if you have a clear idea of what you want to portray and the angle, the shot and the writing are justified, then everything will fall into place. Taking Christopher Nolan as an example, I feel that every one of his films is a bible for a filmmaker. A couple of his finest works, according to me, are 'Interstellar' and 'Inception'.

SS: Finally, is there anything that you wish to do in your career as a filmmaker?

RD: I wanted to do an adaptation of the film 'The Man from Earth' - a 1.5-hour, one-shot film. It not only inspired me as a scriptwriter but had such an impact on me that I wish to deliver such a masterpiece to the Indian masses. When I first got to know that this movie was basically a conversation between 6 people in one setting it made me curious as to how it can be interesting. But as the plot unfolds, you are at the edge of your seat. So, I would like to encourage everyone to watch that film at least once in their life.

His greatest challenges while working in the industry is making sure the entire team is and should be working towards the same goal. Keeping in mind the vision of the director and making sure the entire team brings it to life.

Talking about inspiring and captivating students to live their film dreams sir recalls being patient, practising and experimenting. He believes that every student's journey will be unique, and each step taken contributes to the growth as a filmmaker.' Stay passionate and committed to creating a meaningful impact through your work.'

-Mannat Kapoor and Khushi Parekh



'FOR THE CULTURE, BY THE CULTURE'

With an intention to bring people together, **Sidh Mehta**, started his own creative digital solution agency - Found Mi Link.

Delivering content, providing consultancy, strategy, management, marketing, production, advertising services along with social media marketing and SEO SoBA Snippets delves deeper into various facets of the digital marketing industry .

SS: Could you share some insights about your agency? When was it founded and what served as the inspiration for its inception?

Some ends pave way for new beginnings. A pause paved way for this one. When the world was put on a hold in the year of 2020, Found Mi Link came to existence. Me and Mili Mehta had no plans to step into the world of digital marketing. I was a student in 11th grade and Mili had plans to pursue higher education in Canada but foreign travel had taken a hit. Likewise, businesses were significantly affected, but the show needed to go on. That's when it all started for Found Mi Link.

SS: How has the digital marketing landscape evolved from the time your agency was established until now? What strategies do you employ to stay informed about these developments and ensure your team remains up-to-date in this rapidly changing domain?

Digital marketing landscape has gone through many seasons from the time Found Mi Link was established. Social media is an ever-changing pool of trends and algorithms. Posts and videos have been replaced with short reels that originated from tik- tok and are now found on almost all platforms. Earlier, time spent and views influenced algorithms, but now engagement is needed. The internet is flooded with content creators but we at Found Mi Link believe in consuming content consciously and not merely manipulating our audience to gain views and shares. In addition to in-depth and thorough research, we invest our time in workshops and learning programs from IIIDE- the digital school, have regular discussions, use AI and SEO as measures to ensure that our team remains up to date in this rapidly changing domain.

SS: In a competitive digital environment, how do you develop a unique and compelling brand presence for your clients?

We at Found Mi Link aim at creating links, building culture in marketing, progressing together and establishing a sense of community.



linking up the gaps.

FOUND MI LINK

We keep a track of the latest trends and algorithms and are active on social media platforms. We consider word of mouth to be a strong agent to gain and maintain credibility along with collecting reviews and receiving actual feedbacks. Our main focus is on gaining engagement and not reach.

Q4) What advice or perspective can you offer to students or individuals seeking job opportunities or internships within the digital marketing industry?

Our understanding of this generation coupled with our modest experience has made us realize that skills hold paramount significance. Even if you're not ready, it's important to be out there and present. There is a flood of channels and workshops to enhance, study and acquire each skill deeply and should be taken advantage of. With everyone trying to start their career as early as possible, a lack of soft skills can be felt in the young generation. Team co-ordination and work- life balance are today's necessities and something that needs to be worked on.

Q5) In what ways has SOBA contributed to your journey in achieving your goals and fostering your aspiration to become an entrepreneur?

My two years of experience in the field of digital marketing combined with the skills acquired and the exposure I got at SOBA, I can say that I have gained practical know how to manage teams, handle leadership roles, have introduced AI to the team, realized the importance of maintaining smooth communications, have gotten acquainted with the kind of hurdles that can come in the way and have used the taught strategies to overcome those hurdles and issues. I feel confident to say that I'm able to come up with better strategies and can see a change in my perspective as an entrepreneur.

-Kopal Jain



A BRAND BUILDING COMPANY MADE OF ONE FILTER - CONTEXT

We had the opportunity to interview Sukumar Menon - Founder and Creative Head of Black Swan Life, an advertising company. Their extensive clientele includes brands like Society Tea, Mint, Dunkin' Donuts, Häagen-Dazs, Lenskart, Domino's, and Jamba.

Mr. Menon found his calling in advertising in 1997 and joined HTA (now JWT) in 1998. He learnt the craft at Enterprise Nexus under the legendary Mohammad Khan and used it most effectively at Mudra (now DDB Mudra). 2009 is when he found the calling to start on his own at Leo Burnett 2009 and has been living the Black Swan Life ever after.

Though he has launched various successful marketing campaigns, his personal favourite is Tea Society Called India for Society Tea. He elaborates, "Simply because as a large regional brand with national aspirations, we found an insight within the Brand Name itself. I call it ground-zero communication; which for me, is most effective. The brand is Society Tea, now if you flip it, it becomes Tea Society. And India is a Tea Society which is an insight, nobody can refute. We then set on to create the most authentic showcase, using the Photo Journalism style to capture the nuances of tea drinking across the country with the lens of 'everyday surrealism". This for him, has been the most satisfying campaign.

The journey towards becoming a globally recognised company has not been smooth. There have been times when it has been a challenging task of finding clients who have the same wavelength as Mr. Menon, himself. However, his penchant for branding and advertising has fuelled the growth of his company.





BLACK SWAN LIFE

Being in this field of work for a considerably long time, he has observed how Social Media and Digital have changed the advertising landscape. He opines, “With their measured ROIs, Social Media and Digital have taken a big pound of flesh from traditional forms of advertising like print, TV and outdoor. However, even if things are evolving, and forms of communication are shifting; advertisers targeting the hunchback mobile-first generation should take note that attention doesn’t necessarily mean intention.”

Lastly, he concluded the interview by sharing his insights on how NMIMS - School of Branding and Advertising can aid in moulding its students into industry-ready professionals by emphasising the importance of keeping the sole filter as finding innovative ways to stoke the imagination of youngsters and not just in finishing a curriculum.

-Dhruvi Vaishnav

WORLD PHOTOGRAPHY DAY

Photography is subjective to everyone. It acts as a gateway to others' experiences, fostering an appreciation for life's subtleties like a joyful smile or the twinkle in someone's eyes. It creates this magical feeling that passes on to everyone that sees it. It makes you feel something!

Burk Uzzle captured this feeling perfectly : "Photography is a love affair with life. Adjusting camera setting to capture the perfect shot is a thrilling challenge for the brain, like solving a thousand-piece puzzle. A photo holds immense power, speaking where words fall short. It offers an experience that inspires and fills many people with hope. It helps you preserve a moment to be able to cherish it forever!

So we sat down with Mr. Rishabh Dwivedi, a SoBA faculty member with rich experience in this field shared his insights, along with a heartfelt message for all passionate souls!

SS: When did you realize your interest in photography?

Since my college years, I have found extreme joy in capturing moments, along with expressing their unique perspectives through the lens the rest is history.

SS: What does a good shot meant to you?

To me, a good shot embodies powerful visual storytelling. It captures the core of the scene while conveying emotions, mood, and narrative through composition, lighting, camera movement, and framing. It's a harmonious blend of technical expertise and artistic vision that enhances the overall cinematic experience.

A message to anyone starting their journey in the field. Remember, every frame you capture and every story you tell is a step toward your artistic growth. Embrace challenges, learn from mistakes, and stay curious. Your unique perspective is your greatest asset – let it shine through in your work. Keep refining your craft, collaborate with others, and don't be afraid to take risks. The world is waiting to see the stories only you can bring to life. Best of luck on this exciting adventure!

-Twesha Chawla



UNITY IN DIVERSITY



Every August 15th, India comes alive in a vibrant tapestry of tradition, one that is as diverse as its rich cultural heritage. In the bustling heart of Delhi, the National flag is hoisted, and parades usher in the celebrations as the Prime Minister delivers a speech resonating with hope and pride. The Indian Independence Day is not just a date on the calendar; it is a day when the entire nation is reminded of its patriotism- and every household has its own way of celebrating.

Some prefer the more traditional route, preparing local or traditional Indian dishes at home, while others embrace modern barbecues or picnics. Tricolour-themed sweets and desserts find their way into every kitchen, indulging both the sweet tooth and the patriotic spirit.

At SoBA, our students are from all over India and the world, so let's hear from them how they celebrate Indian Independence.



"My family has a long-standing tradition of eating Jalebi, Samosa and other delicious snacks for breakfast- my father gets up early in the morning to go get us these treats. We listen to patriotic songs in the morning and spend time together." - Preksha



"In Australia, there is usually a small party within the predominantly Indian suburbs. We come together and there are little games for kids, along with quizzes and opportunities to get face art." - Rohan



"Independence Day for me is a day where I get to connect with my roots! We traditionally celebrate it with friends and family, starting the day with some flag hoisting, followed by a hearty meal together!" - Hrishita



"Independence Day is quite the salient day in our family, first because it's also my mother's birthday and secondly, my grandfather is a retired army officer, so to us, the whole day is a celebration. We start the day by watching the parade and eating cake, attending a flag hoisting ceremony, and then visiting a cosy restaurant to celebrate my mother. I love it because it's a special day for the nation I was born in, and the special day of my birth-giver" - Vidhi

JOURNEY THROUGH THE SANDS: A REVIEW OF FRANK HERBERT'S DUNE

"Dune" by Frank Herbert is a 1965 epic science fiction novel originally published in two separate serials in Analog Magazine. This masterpiece achieved the status of the world's best-selling science fiction novel in 2003 and received the inaugural Nebula Award for Best Novel.

Set approximately 20,000 years in the future, "Dune" immerses readers in a complex imagined society where human colonization has extended to planets across the universe. The narrative unfolds in the year 10,191 and revolves around the journey of Paul Atreides, a young nobleman, as he faces adversity and ultimately fulfills his destiny as a messianic leader in the unforgiving desert of Arrakis.

The reasons to delve into the pages of "Dune" are as numerous as the grains of sand on Arrakis. This novel offers a mind-boggling narrative, compelling characters, and masterful writing, qualities that continue to develop throughout Herbert's subsequent works. Moreover, "Dune" stands as one of the pioneering science fiction novels that boldly explores themes such as religion, making it a thought-provoking and genre-defining read.

The themes of loyalty, courage, betrayal, and the delicate balance of ecosystems are skillfully woven into the narrative, elevating "Dune" to its well-deserved prominence in both literature and the science fiction genre. It's challenging to find a work that has had a more profound impact on the world of science fiction.

"Dune" isn't just a book for seasoned science fiction enthusiasts; it also beckons newcomers who are eager to explore this captivating genre. Whether you're a long-time aficionado or a novice seeking an entry point into the world of science fiction, "Dune" promises an unforgettable journey through its richly crafted universe.

-Siddharth Kargutkar

EFFECTS OF CHANDRAYAAN 3 SUCCESS

India recently achieved a historic milestone by becoming the first country to land a spacecraft near the moon's south pole successfully. Chandrayaan 3, combining "Chandra" (moon) and "Yaan" (vehicle) in its name, is primarily focused on lunar resource exploration. The moon's south pole is of great geopolitical interest and is believed to contain valuable resources, such as water ice, with potential applications in rocket fuel production and future lunar missions.

On a broader scale, space technology's potential is immense, not only for India but also globally. Projections by the Aerospace and Defence Forum India (ADFI) suggest that the Indian space sector could contribute a Whopping \$100 billion to the country's economy by 2040, a substantial increase from the current \$8 billion. This growth promises more jobs, increased foreign investments, and a thriving space-tech sector.

Globally, the space industry is flourishing, estimated at USD 546 billion in 2023, marking a remarkable 91 per cent increase over the past decade. India's recent successes, including the landing and launch of Aditya L1, have piqued global interest and drawn other countries into the expanding space race.

Now, let's delve into the economic implications of Chandrayaan 3's success:

This achievement elevates India's standing in the global space community and attracts international investments, creating more jobs and greater national prosperity.



It opens doors for skilled professionals, from robotics engineers to material scientists, and encourages entrepreneurship in the space-tech sector.

Chandrayaan 3's success benefits related industries, such as spacecraft and rocket manufacturing. The mission is not just about exploring space, but also about testing new technologies that can be used in transportation and manufacturing. This mission inspires innovation and critical thinking, helping India's youth develop problem-solving skills that will benefit the country's future.

Chandrayaan 3's victory stands as a significant milestone for India, offering the nation a more promising and prosperous future, both domestically and on the global stage, bringing it one step closer to achieving superpower status.

May you become more ambitious,

NEWSLETTER TEAM

EDITORS & CO-HEADS

Dhwani Venkateshwaran, Batch 25'

Nimisha Ranade, Batch 25'

HOD'S

Urmi Taksal, Batch 25' - Reporting

Richa Banka, Batch 25' - Designing

REPORTERS

Arpit Mishra, Batch 25'

Kopal Jain - Batch 26'

Akriti Shrivastava - Batch 26'

Ronit Singh - Batch 26'

Shashwat Sharma - Batch 26'

Nikhil Sharma - Batch 26'

Dhruvi Vaishnav - Batch 26'

Twesha Chawla - Batch 26'

Khushi Parekh - Batch 26'

Siddharth Kargutkar - Batch 26'

DESIGNERS

Kavya Varma, Batch 25'

Preksha Chhabrani - Batch 26'

Shreya Sharma - Batch 26'

PHOTOGRAPHY TEAM

Viraaj Suchde - Batch 26'

Mannat Kapoor - Batch 26'

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