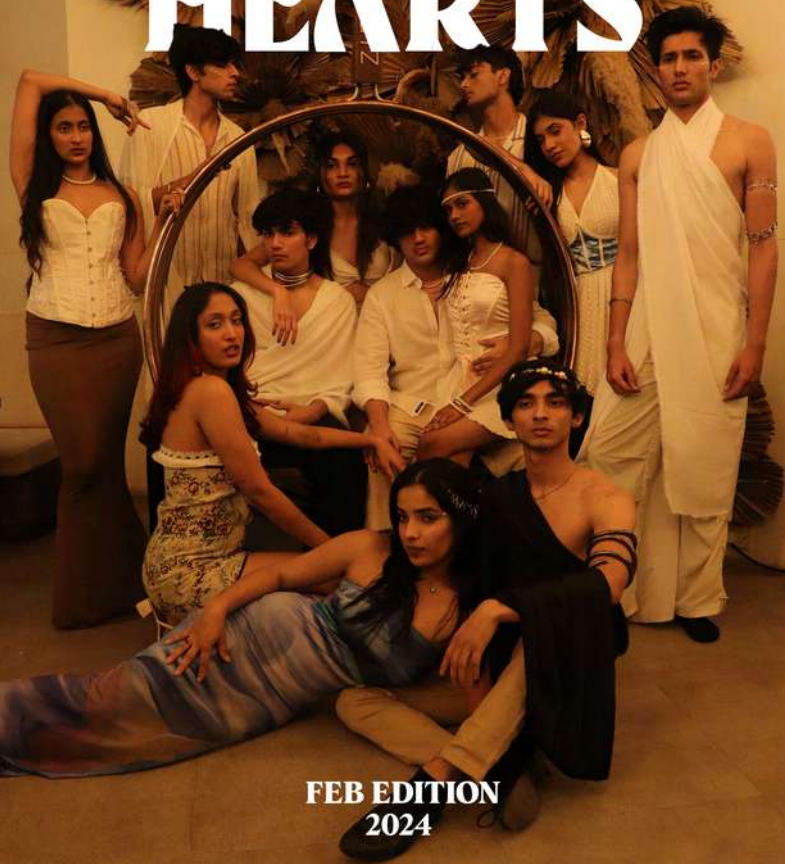


# WINNING HEARTS



FEB EDITION  
2024



# SoBa Snippets

Newsletter Club



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## NOTE FROM THE ASSOCIATE DEAN

I congratulate my SoBA students on winning cultural competitions and fostering a winning environment.

Winning cultural competitions boosts the emotional and social quotient, helps build a network; all the while building your emotional reservoir of invaluable happy memories. It's a great confidence booster!

I hope you will incorporate the skills of communication, leadership, time management, problem-solving and networking into your academic learning. These are 5 of the 10 essential skills of every brand manager must have.

I am also proud to highlight the startup MESUKA a creative ad-agency founded by our second year students, I wish them all the best and hope the students of SoBA continue to pursue their ambitions.

As you celebrated love out loud, the Indian business encashed their profits loudly, purportedly upto 25000 crores (Assocham Report). Brands and categories outshone each other in expanding their search for the Valentine customer whether single or not. The Indian marketers offered a wonderful display, once-in-a-year opportunity to study brand tactics and moment marketing!

Yours truly,

Dr Kiran Desai  
Associate Dean SoBA.



# SoBA Victories

College fests are the life and blood of students across Mumbai, as they provide much-needed relief from academic stress, and bring out a sense of healthy competition in the participants. With fests of various colleges across the city lined up, the average routine of a SoBA student this time of the year was a cycle of 'Eat, Sleep, Win, Repeat'. SoBA won big across most events, placing well and sweeping wins!

**Zion**, a fest organised by NMIMS CIS on the 24th and 25th of January, where students bagged the following prizes:

- Reverse Shark Tank - Second Podium
- Outcry War - Third Podium
- The ki Jach - First Podium
- Shayarana Andaz - Second Podium
- Shayarana Andaz - Third Podium
- Likh de bech de - First Podium
- Cricket - First Podium
- BGMI - Second Podium
- Solo Singing - Third Podium
- Eco-Craft Art - First Podium
- Group Fashion - First Podium

Overall, SoBA won the first position as a contingent.

Students also took part in **Goonj**, a fest organised by NMIMS PDSE & FBM from the 21st to the 23rd of January and won the following events:

- Wedding Manager's Triathlon (Business) - First Podium
- Ad-Verse Drama and Business) - Third Podium
- Opposites attract (Dance) - First Podium
- Aaj mere yaar ki shaadi (Dance) - First Podium
- Hip Hop Hustle (Dance) - Second Podium
- Group Fashion Show - First Podium
- Ha Ha Palooza (Drama - Third Podium
- Cricket - Second Podium
- Writing League (Literary Arts) - First Podium
- IPL Auction Business - First Podium

Overall, SoBA won the second position as a contingent.

**Vaayu'23** organized by NMIMS SOC from the 1st to the 4th of February 2024 also saw some wins:

- Solo Fashion show - First Podium
- Solo Singing - Second podium
- Solo Drama - Second Podium

In **Navrang**, SoBA claimed the third position in a murder mystery event, and in **Reclamo**, Mithibai's management event, SoBA bagged the first podiums in tug of war and walk the logo lane.

This perfect start to the year with a winning streak is merely a glimpse of what 2024 has to offer!

-Ronit Singh

# SoBA Startups

Mesuka a is the all-in-one place for your branding needs—advertising, storytelling, and positioning your brand. SoBA Snippets caught up with co-founder Arpit Mishra to know more about this creative journey

**SS:** How and when did you start this journey of yours?

The journey aimed to create a platform that caters to all branding requirements, providing a versatile solution for every aspect and delivering compelling brand stories one shot at a time.

**SS:** What is the one key branding element that you swear by?

The key branding element we stick to is creativity—staying true to the core ideas of the brand. To tell the best brand story, it's essential to understand its nuances, causes, and perception. Once you know what the brand stands for, these tools become instruments for authentic storytelling, rooted in uniqueness.

**SS:** What advice can you offer students or individuals seeking job opportunities or internships in the industry?

For students not yet in the professional market, trying something on their own, like venturing into entrepreneurship, is recommended. It's an opportunity to gain practical experience and administrative skills.

**SS:** How do you define branding, and what, in your opinion, makes a strong brand?

A strong brand is built with clarity about surroundings and the market, coupled with creativity and exposure. These elements collectively lay the foundation for a strong and impactful brand identity.



# PROFESSOR SPOTLIGHT

## CHARU TALWAR



We recently interviewed Mrs Charu Talwar, one of SoBA's recent but esteemed professors. Here are excerpts from the conversation, where we discuss her journey into professorhood, and her work transforming the complexities of economics for a creative program like SoBA.

**SS: Can you tell us something about yourself that you would want your students to know?**

I am a marketing person who, out of curiosity, came into teaching. I am passionate about teaching and like to share my knowledge and experiences with today's generation. Hardcore Delhiite, but Mumbai is in my soul now.

**SS: What subject do you teach, and what is the one thing you want your students to know about your subject?**

I teach Economics, and I aim to make the subject simple, interesting, and applicable to real life.

**SS: What challenges do you feel students face today in their education? How would you counter these if you were in our place?**

The biggest challenge that I have observed in students is that they lack communication skills and thinking capabilities. They get bored extremely fast and do not question much. Would like them to talk, interact, dream, and build passions in life

**SS: What do you wish to gain from SoBA this year?**

SoBA is a creative program I would like to challenge myself to educate the fundamentals of Economics while keeping the program and its application for the SoBA students in mind.

-Shreya Sharma



Presents

# PHOTOWALK 2024

Step into the bustling streets of South Bombay, where history meets creativity and every corner holds a story waiting to be captured. On a bright Sunday morning, Through the Lens invited photography enthusiasts on a captivating journey through the heart of this vibrant city. From the majestic architecture of Flora Fountain to the hidden gems nestled within the lanes of Fort, each step unveiled a new perspective and a chance to freeze moments in time.

# Capture the Moment: Photowalk Adventure



On the first Sunday of March, Through the Lens took us on its event, Photowalk, happening in the heart of South Bombay. Participants navigated through the bustling streets of Fort, exploring iconic landmarks and capturing the charming essence of South Bombay.

The weather, seemingly a paid actor, was ideal- bright and balmy with the occasional cool breeze. This was the first of many treats that made this walk a relaxing and fun experience.

Commencing their journey at Churchgate station, the group then strolled towards Flora Fountain, capturing these iconic historical and architectural marvels that define South Bombay. Then, a stop at the Starbucks Reserve added an unexpected twist to the photowalk- participants were delighted by an exhibit featuring vintage cars, injecting a nostalgic flair into the visual narrative they were following.

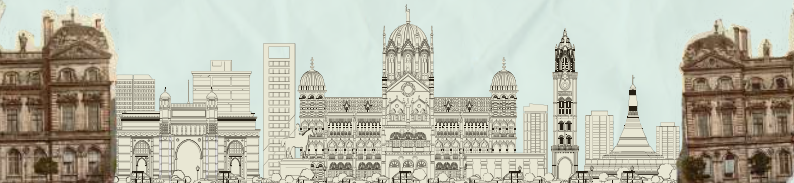
The group continued to the Asiatic Library, where a delicious breakfast awaited, featuring the 'Rivaya Special' 99 rolls. Amidst mouthwatering bites, participants bonded over their shared passion for photography, and this collective appreciation fostered a sense of camaraderie within the Through the Lens (TTL) community.

The event concluded at CST station around 11 am- It was a true celebration of the art of photography and an amazing learning experience for the members of Through the Lens. The Photowalk was a challenge to all photographers, giving them an excellent opportunity to share moments of discovery and absorb the vibrant street life and charm of old Bombay.

“Organizing the photowalk this year was a new experience for me. I had the opportunity to participate last year, but the difference between attending and organising was huge. I was very pleased to see the volume of people, not just from our own club but also from other collages, who wanted to be a part of this event.” says Ayush Mahadik, head of TTL.

The successful event demonstrated the power of visual storytelling and the ability of photography to create lasting memories in the backdrop of one of Mumbai's most iconic locations.

-Khushi Parekh







# PHOTOWALK '24

# L ♥ V E U T L ✉ U D

Love Out Loud, the 2nd edition was a special Valentine's Day event organized by Allbooked, the literary club, and Leherein, the musical club. The event was a truly memorable experience; it brought people together, created a sense of togetherness, and left everyone feeling appreciated and loved. The wholesome activities, which included beautiful singing and the handing out of letters and bookmarks, made the event a huge success. The notes, whether sent by friends or secret admirers, were loved by all, and everyone was appreciated in some way or another.

The event was conducted in classroom 810, which was beautifully decorated with balloons, streamers, and heart-shaped decorations. The atmosphere was vibrant and lively, with everyone excitedly buzzing in anticipation of the upcoming festivities. The singing performances led by the Leherein Music Club were exceptional, and their beautiful renditions of popular love songs left everyone mesmerized. Their performances were not just limited to romantic songs but also included upbeat and catchy numbers, with everyone dancing along.

The vibe was further enhanced by a beautiful sunset lamp, which made the atmosphere more cozy. It was an amazing show of togetherness and an overall great way to celebrate Valentine's Day and to show love and affection towards others. Towards the end, everyone joined the singing and quite literally loved it out loud!

-Tvesha Chawla



# Snippets of Love

In the vast expanse of human emotions, one emotion stands out as the undisputed maestro, orchestrating the delicate and tumultuous notes of our existence- LOVE.

It is not merely an emotion; it's a journey through the kaleidoscope of feelings that colours our lives. It paints the canvas of our life with hues of passion, leaving undeniable marks on the tapestry of our memories. In quiet moments of solitude, love whispers its secrets, inviting us to revel in the beauty of simplicity. Love, in all its emotional complexity, serves as a muse for artists and dreamers alike.

So, on the occasion of Valentine's Day, we asked the students of SoBA about songs that remind them of love-



**“Line Without a Hook by Ricky Montgomery. The song and composition combined give you a new perspective of love-unpredictable and scary, but once you take that leap of faith-the most beautiful thing in the world.”**

**“Sweet Creature by Harry Styles. It's the kind of song that makes you believe that your imperfections don't matter and that one person will always be there for you. It's the 'you bring me home' line that really gets to me.”**



**“Agar Tum Saath Ho by Arijit Singh. It's a song that is packed with the kind of longing and desire to be with your person that you can always relate to the situation.”**

**“Dil Toh Bachcha Hai by Rahat Fateh Ali Khan. The vulnerability of the singer convincing their lover to not break their heart - I have been there. ”**

**“Kaise Hua by Vishal Mishra. I'm not into love songs, but this one I will always come back to. It makes you feel warm and fuzzy on the inside-from hope that someday you can have that as well.”**

In the end, love remains an enigmatic force that continues to shape our lives in profound ways- whether romantic, familial, or platonic. To honour the love in our lives, SoBa Snippets has created two playlists on Spotify, titled Snippets of Love-Hindi and Snippets of Love-English, with songs that remind us of the special people in our lives.

-Mannat Kapoor





# Love in life

A guide on the types of love, the Greek way.

Love is a concept that has fascinated humanity for aeons; its origins have been dissected by various cultures throughout history. The Greeks stand out with their intimate understanding of love as a concept, with philosophical leaders categorising it into several distinct types- each offering a unique perspective on the complexities of human emotions and relationships. Let's explore these perspectives on love.



## ***Eros: Passionate Love***

Perhaps the most well-known type of love, Eros, is romantic love, characterised by intense desire and attraction towards another person. In Greek mythology, Eros is depicted as the god of love, stirring the hearts of gods and mortals alike. This type of love is driven by physical attraction and can be both exhilarating and consuming.

## ***Philia: Friendship Love***

Philia represents the love between friends and companions—a deep and genuine affection based on mutual respect, trust, and shared experiences. Unlike romantic love, philia is not bound by physical attraction but by emotional connection and camaraderie.





### ***Philautia: Self-Love***

Arguably the most important in today's world, Philautia represents self-love or self-care, aka making yourself your first priority. In its positive form, philautia fosters self-respect and personal growth, enabling individuals to recognise their worth. However, the extreme negative, known as narcissism, can lead to arrogance and a lack of empathy towards others.

### ***Agape: Selfless Love***



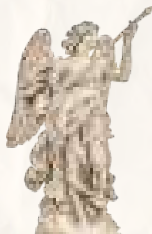
Agape is often described as unconditional love, transcending personal interests and desires. Characterised by altruism and goodwill towards others, this type of love emphasises empathy, forgiveness, and a passion for the well-being of others.



### ***Storge: Familial Love***

Referring to the natural affection and bond shared between family members, Storge is regarded as an instinctual and enduring love that arises from the familiarity and shared experiences within a familial context.

### ***Pragma: Enduring Love***



Pragma embodies the concept of enduring or mature love, characterised by practicality, commitment, and longevity. Found in long-term relationships and marriages, Pragma emphasises the importance of mutual understanding, communication, and dedication to sustaining a lasting bond.

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