

THE

DECADE DIARIES




JAN 2023
EDITION



SoBa Snippets

Newsletter club

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Paraiso clothing

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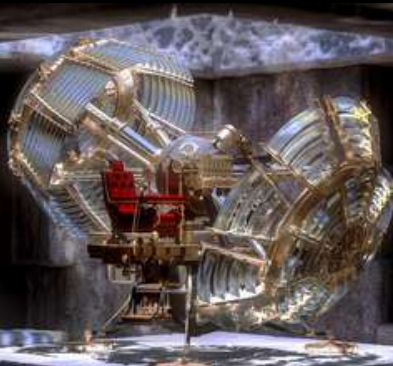
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ROADMAP OF DECADE DIARIES

SoBA Snippets is here to take you on a journey across time, through the advertising world and through all the events that happened this January. Come hop in and join us on this journey throughout this edition from the 1950's to the 2020's.

1950
1960
1970
1980
1990
2000
2010

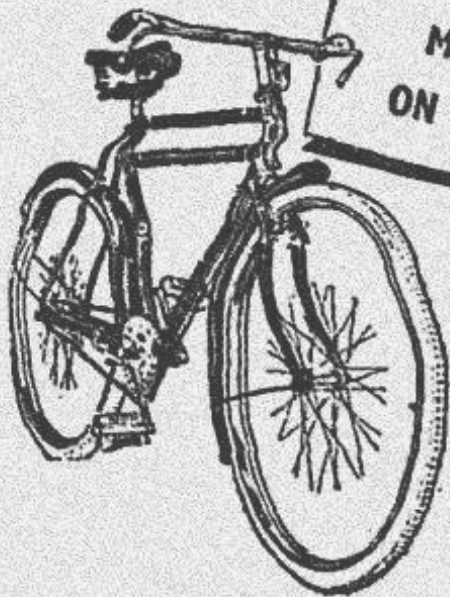


✦ *About*

As we celebrate the 74th Republic Day and get into our patriotic spirit, this newsletter serves as a nostalgic look back at some of the most memorable and impactful print advertisements that have shaped the advertising landscape in India. These advertisements left a lasting impression on Indian consumers and set new standards for creativity and impact in advertising and since we are students who are majoring in advertising, let's take a look at these iconic print media advertisements outside our textbooks.

YOUR HARD JOBS
MADE
ON A BICYCLE

1950-1960



Built strong
for rough roads,
built sturdy for
efficient service,
Hercules-India
is the finest buy.



Hercules-India



WORLD BLOOD DONOR DAY

SAANJH BLOOD DRIVE

**GIVING BLOOD SAVES LIVES. WE
ENCOURAGE YOU TO HELP OUT.**

In honor of January being blood donor month, Saanjh, SOBA's social service club hosted a blood drive on the 20th of January, 2023 in collaboration with Holy Family Hospital, Bandra. It marked the first blood donation drive held by SOBA.

The drive was held in the foyer area of the Mithibai building. The club had managed to create a methodical and organized process to donate. Several volunteers from Saanjh were present throughout the event to assist the donors through every stage. There were even refreshments arranged for the donors post donation.

Preceding the event, Saanjh had engaged in nearly half a month of preparation, social media promotions and campaigning for the drive.



All these efforts resulted in the drive being a massive success. The club reported over 120 applicants and over 70 donors, with the majority of its donors coming towards the end of the drive. The donors were spread across various colleges within the campus but had all been equally eager to contribute towards the cause.

Soba Snippets further interviewed the heads of Saanjh, Pooja Shukla and Anushree Bohra to ask them more about the blood drive:

SS: How would you describe the process of conducting this drive?

Anushree: In all honesty it was quite hectic to get it all done in time, we had sent in a proposal early but the preparation itself happened quite fast. It was also a new challenge for me as I had just become the new head of Saanjh in December and this was my first event.

Pooja: In addition to that, this was the first completely solo event we have done. We did all the work ourselves without outsourcing anything from other clubs. The event thankfully turned out great and our coordination on the day was wonderful so I'm very happy about that.

SS: How would you describe your collaboration with Holy Family Hospital?

Pooja: Well, blood donation is a very delicate thing, we could not afford anything going wrong.

We had information from a mutual friend who is a frequent visitor of Holy Family Hospital that it was good, therefore when we saw it come up in our research we knew which hospital to choose and we were glad we did so.

Anushree: Yes, we had collaborated with a social worker at the Holy Family Hospital, Ramita, and she was really helpful because she was always there for us. She was easy to connect with and answered our questions with a lot of patience. It was incredible working with them. S: And lastly, how did it feel to see your hard work and extensive prep come to fruition with this successful drive?

Anushree: Honestly, I've never been more proud of myself. It was a challenge conducting a blood drive within such a short span of time and to see it all work out at the end was extremely fulfilling. Seeing the crowd come to registration was unreal in itself. Pooja: I agree, it felt incredible. The main thing that made me very happy was that after the event approximately 10 people approached me and asked me how to join Saanjh. I was really glad. I don't think I could have done it with anyone but Anushree. The interview concluded with Pooja and Anshree assuring that they have many more such events planned in the future and would always be open to anyone who wants to contribute to the club. SOBA can expect to see a lot from Saanjh in the coming months.

~ Dhvani Venkateshwaran

It's no ordinary sharbat.

1960-1970



It's Rooh Afza.

Rooh Afza. Made from fruit juices and sixteen cooling herbs. It cools your whole system, removes summer fatigue and refreshes you as no ordinary sharbat can.

Sharbat

ROOH AFZA



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THROUGH THE
LENS



Bandra Unveiled: A Bollywood-Fueled Exploration of the City's Graffiti-Painted Walls

If you are coming across the term photo walk for the first time its essentially an experience that is as therapeutic as music or sports for someone, with bunch or maybe a lone photographer goes out to either some iconic spots or just random places pressing the shutter button as soon as they see something worth capturing. And taking this culture of "photo walk" the team at Through the lens, a club of soba that contains the most talented individuals in NMIMS when it comes to anything around photo or video, decided to take the club on this amazing experience, and this is how it went.

The walk started with Mikhail telling us to go our separate ways inside Ranwar Village and try to explore as much as we could "the smaller lane the better" was his apparent instructions, and we did. Roaming around in the area with not a lot of people was fun, reminded me of a COD map where you are shooting well animated people with gun, my camera didn't feel less then a gun, the focus box less than a crosshair, the EVF less then a scope.

Because of some miscommunication after exploring the initial area the big task was to find Mikhail, eventually we obviously did, for the gossip readers here's the story so essentially he told us to gather at a spot and he himself was not there lol then after searching for him, we finally met up at the other end of the area from where we were "supposed" to meet.

Then we entered the next area, the famous Chapel Rd that has the most iconic murals from vintage actors and actresses to new age rappers like divine which we were in search of murals we ended on finding one of the most famous and iconic murals of Bombay created by Ranjit Dhaiya and finally seeing crowds of people and traffic made us feel like we were back in Mumbai, but honestly the peace was as relaxing and calming as sitting on a beach all alone doing your fav thing. Spending an eternity for the traffic to clear so we could take one group photo in front of the wall. We then found more wall painting and locals looking at us cluelessly as we were a large grp looking like tourists in that place, but anything for a photo right!?

After that we made our way back to the start and found a lane full of graffiti after failing to decipher what was written in those graffiti's we decided to go the mount marys church Climbing up the slope we found a set of stairs where rest for quite a while and made another attempt to take a grp photo. After almost making it to the destination we were told that the church is closed by Mikhail, who was again not with the grp, so that we called it quits and went home to edit those photos in our beds, trying to create next Instagram sensation.

~ Mehul Arora

January 2023

SONY®

1970-1980



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The quality of the recording tape decides the ultimate performance of your tape recorder. Sony — one of the world's foremost tape recorder manufacturers offers you a wide variety of precision made reel-to-reel, cassette or 8 track recording tapes in sizes for every application. Sony tapes, with their outstanding features such as excellent signal-to-noise ratio, wide frequency response, minimum headwear, etc. will undoubtedly bring out the best in any tape recorder.

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SareDrama Triumphs at Kiran Fest: The Show Goes On

SareDraMa does it again. After the recent win at Mood Indigo. The club channeled the same energy into the KIRAN fest held in kc college. The team participated in 3 events and ended up winning 2nd podium in all three of them. From improv to street play the club did it all.

Within 10 days all members of the club- from the writers to the actors and the costume department all came together and prepared these award winning acts for the fest. Being a proud member of the club, one special thing about them is that everyone comes together not with the intention of winning but with the intention of creating something that will leave an impact. And that's what they did with the Halla Bol.



Halla Bol-

“All the worlds a stage!” That's what Shakespeare says in ‘as you like it’. Isn't that what Nukkad Natak is all about . It's about voices that make the audience not only understand about the taboo but also makes them act upon them.

And that is why the whole team was very passionate about it. With 10 days in hand the whole team brainstormed ideas and came up with a social message for the street play that left an impact with everyone in the fest.

“The topic we chose was homosexuality and as easy it sounds to prepare for, it is hard to prepare a script with a tinge of comedy around a topic so sensitive.

We just went around discussing ideas and brainstorming, came up with a bunch of ideas, implemented them and managed to bag the second podium. The competition was on the 15th and I remember us having a conversation about retracting on the 11th, up till the last day we thought we weren't prepared enough to win so we just decided to enjoy ourselves and we did while giving a killer performance. Well I think that's what SaReDrama is all about, having fun and achieving the impossible” says Angad Bali who was part of the street play.

The team screamed their lungs out and everybody heard them. And that's what got them the second podium

But the team still has two challenges - Script Com and Panchrassa. Before I tell you how they win, let me explain what these games are.

In Script com- the team had to take a script and change it while in Paanchrassa they had to improv and act on their instincts .

SCRIPT COM-

With little time left to prepare, they decided to go with a script made by the heads sometime back. The boys chose to recreate an episode of Brooklyn 99 and added a special sardrama touch. These guys did thorough character research to get to know each character and created their own version of the show. The idea sounds simple enough, but creating your own script while keeping the essence of the original is hard to pull off, and these folks did a fantastic job.



Panchrassa

In English it means 5 elements. The 5 elements that were highlighted here were

Story.
Environment.
Trust.
Focus.
Showmanship.
The elements of Improv.

Improv—short for improvisation—is a form of live theater in which all aspects of the performance are made up on the spot. Sounds tough right.

Done by the right person and the right motivation you are bound to love it .

But our OG's know best. Former Saredrama heads Sanchit Chadha and Raj Sampat rocked the stage with impeccable improvisation skills, perfect timing and unparalleled chemistry. Believe me, improvisation done purely for fun will win your heart forever. This earned them a second podium.

The club has once again made us proud. While talking to several members and having the opportunity to see how the club works so closely together, I realized that from the outside it may seem like the club is always killing time and enjoying everything, but underneath all the fun is a sincere commitment and genuine gratitude the members have for the club and that's what makes them unbeatable.

~ Nimisha Ranade



CLUBS X SNIPPETS

1980-1990

NOKIA 7110

Now you can see the news when it suits you, with CNN news sent to your phone. Book flight tickets, pay your bills, check your email. When you want. • The Nokia 7110 supports mobile Internet services, so depending on the network you can use it to send email and access services and information provided by operators over the Internet. The Nokia 7110 puts you on top of the world. • It also offers plenty of world-class features. Like a 1000-name phone book, light weight (just 141 grams), dual band operation, and standby time of up to 18 days with the extended battery. And the slide - press the button and it snaps open. • With the Nokia 7110 in your hand, you have the world at your fingertips. www.nokia.com



Watch the 9 o'clock
news at 8.



NOKIA
CONNECTING PEOPLE



BRANDSTORM X BRANDSPILL

The Possibilities of ChatGPT for Marketing and Branding

Based on GPT-3.5, OpenAI created the big language model chatbot known as ChatGPT. It is remarkably capable of engaging in conversational conversations and responding in a way that occasionally seems surprisingly human.

The task of foretelling the following word in a string of words is carried out by large language models.

ChatGPT learns how to obey instructions and provide responses that are acceptable to humans using Reinforcement Learning with Human Feedback (RLHF), an additional training layer.

ChatGPT was created by San Francisco-based artificial intelligence company OpenAI. OpenAI Inc. is the non-profit parent company of the for-profit OpenAI LP.

OpenAI is famous for its well-known DALL·E, a deep-learning model that generates images from text instructions called prompts.

The CEO is Sam Altman, who previously was president of Y Combination.

Who Trained ChatGPT and how?





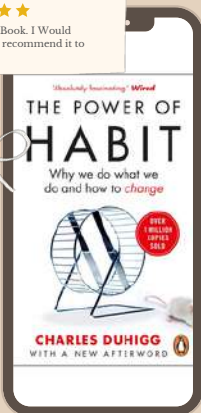
REVIEW: THE POWER OF HABIT



VARUN VERMA



Excellent Book. I Would definitely recommend it to others.



READ NOW

Habits are essential to our day-to-day life, but they can decide your future as well. The Power of Habit describes in a flawless manner, the impact of various small habits which we do not even realize exist and yet how big an impact it can make in our day-to-day lives and ultimately our future.

This book takes various examples of real-life people and companies explaining how certain habits made people successful or a failure. Charles Duhigg uses a simple method of the “cue-routine-reward” mechanism and how defining your cue, routine, and reward can help you form a good and long-lasting habit.

It dives into understanding the psychology of the human brain and what triggers us to take a certain course of action, explaining why it is easier to form bad habits compared to good ones. It helps one understand the motivation behind the science of habit forming and lists down various ways to form habits. By using real-life examples, it helps the reader understand the scientific reasons better. The writing style is simple yet effective. This book is the one for you if you are struggling to form new habits.

Here are some of my favorite things I highlighted while reading:

“Habits never disappear. You can replace the bad habits but without faith in God or the belief that you can in fact change, old habits can come back.”

“If you want to change a habit, use the same cue, provide the same reward but get a new routine.”

“It is interesting how new habits form. Toothbrushing was from an ad campaign.”

“Pick a reward you crave. That is the key to lasting habits.”

- Varun Verma

PARAÍSO

remember who you are



www.paraisoclothing.com

Saba Snippets

PARAISO : A Streetwear Brand That Will Take You to Paradise



Aditya Kumar



Shaurya Sharma



Anant Sharma



When Aditya Kumar, the founder of PARAISO was struck with inspiration by both a cutscene from a video game and a Bollywood movie, he forged ahead wanting to create a clothing brand that would transport people to paradise, a utopia where one can be their true selves and express themselves freely.

Thus, PARAISO was born. The name itself, which means paradise in Spanish, is a nod to the brand's ultimate goal: to be a haven for fashion-forward individuals who want to make a statement with their style.

PARAISO is a streetwear brand that caters to the urban crowd. Our clothes are designed to be both comfortable and stylish, perfect for those who want to look good while on the go. From graphic tees to hoodies, our collection has something for everyone.

We draw inspiration from the streets, the music, and the culture of the city, and we infuse that into every piece we create.

We're not just a brand, we're a community. Our marketing heads Anant Sharma and Shaurya Sharma have been working tirelessly to build a loyal following on Instagram, where we showcase our latest collections and interact with our customers. We're also excited to announce that we have a website where you can shop our clothes and get a feel for the PARAISO lifestyle.

The brand's motto, "Remember who you are," serves as a reminder for young people to stay true to themselves and embrace their unique identities. We want our customers to feel confident and comfortable in their own skin and to inspire them to make a positive impact on the world.

So, come and join us on this journey to paradise. Shop PARAISO today and see for yourself why we're the next big thing in streetwear.

~ Dhruv Dangwal

January 2023

1990-2000

Play Vodafone
FANTastic Breaks
and win iPhones



Visit vodafone.in/fb during
every match ad break to participate



The professional's playbook



PERCY VAID'S

5 Tips for Navigating the Corporate World with Confidence.

As the world of business and industry becomes increasingly competitive, it is more important than ever for professionals to have a set of well-developed skills before entering the corporate world. These skills can help them to succeed in their careers and make a positive impact on the organizations they work for. In this essay, we will explore five essential skills that every professional must have before entering the corporate world: networking, problem solving, decision making, professional communication, and emotional maturity.

Networking is the process of building and maintaining professional relationships. It is an essential skill for professionals because it allows them to establish connections with people who can help them to advance their careers. Networking can help professionals to learn about new job opportunities, gain access to valuable information and resources, and develop the support and mentorship they need to succeed. For example, attending networking events, joining professional organizations, and connecting with people on LinkedIn can be a great way to develop a network of contacts.

Problem solving is the ability to identify, analyze, and solve problems effectively. It is a crucial skill for professionals because it allows them to overcome obstacles and find solutions to the challenges they face in their work. Problem solving involves critical thinking, creativity, and the ability to collaborate with others. For example, a professional in the field of technology, when faced with a technical problem, might use a systematic approach like the "5 Whys" to identify the root cause of the problem and come up with a solution.

Decision making is the process of evaluating options and selecting the best course of action. It is a vital skill for professionals because it allows them to make informed and effective decisions that can have a significant impact on their work and the organizations they work for. Decision making involves evaluating the pros and cons of different options, considering the potential risks and benefits, and taking into account the needs and goals of the organization. For example, a business leader might use a decision matrix to evaluate different options and select the best course of action for a particular business problem.

Professional communication is the ability to communicate effectively in a professional setting. It is a critical skill for professionals because it allows them to convey information and ideas clearly and persuasively. Professional communication includes verbal and written communication, as well as the ability to present information effectively. For example, a manager might give clear and concise instructions to their team, and in a meeting, they might use visual aids to effectively communicate their ideas.

Emotional maturity is the ability to manage one's emotions and respond to situations in a positive and professional manner. It is an important skill for professionals because it allows them to maintain their composure and make rational decisions even in challenging or stressful situations. Emotional maturity involves being self-aware, managing emotions effectively, and being able to communicate effectively with others. For example, a professional who can stay calm and composed under pressure, can handle difficult conversations with clients and colleagues effectively.

In conclusion, these five skills – networking, problem solving, decision making, professional communication, and emotional maturity – are essential for professionals to have before entering the corporate world. They can help professionals to succeed in their careers and make a positive impact on the organizations they work for. It is important for professionals to take the time to develop these skills, whether through formal education, on-the-job training, or personal development activities. With these skills, professionals can be well-equipped to navigate the challenges of the corporate world and achieve their goals.

~ Prisha Sharma

The professional's playbook



RAJ SHAH'S

INSIGHTS ON THE WORLD OF FINANCE

The world of finance and investing can be a complex and tricky one to navigate. Recently, we've seen a number of high-profile initial public offerings (IPOs) that have both flopped and flourished. Two such examples are **Zomato** and **D-Mart**. In this interactive interview piece, we'll take a closer look at why these two IPOs had such vastly different outcomes, and what we can learn from them as investors.

Why do you think the Zomato IPO flopped? It is making a steady recovery, but do you think that the fact that Zomato has never shown a profit on its balance sheet is directly related to the problem?

One of the major reasons for the failure of the Zomato IPO was that the shares were already overvalued during the IPO, and were quite contrary to its financials. While the company had seen rapid growth in recent years, it had yet to turn a profit. This, combined with an overall market downturn, led to a lack of investor interest in the IPO. Despite a steady recovery in recent months, Zomato's lack of profitability remains a concern for many investors.

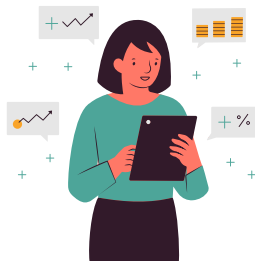


Any other advice about financial markets that you'd like to share with us?

One important thing to remember when investing in the financial markets is to do your research. It's important to study the financials and other aspects of a company before investing your hard-earned money. Additionally, it's important to keep an eye on overall market trends and conditions, as they can have a major impact on individual stocks and IPOs.

Why do you think the D-Mart IPO did so well in recent years, considering the fact that it's not a booming startup but an established company with a conservative business model?

D-Mart's success can be attributed to a number of factors. Firstly, the company is owned by Avenue Supermarkets, which is a well-established and respected company in the industry. Additionally, D-Mart has shown a consistent profit over the years and has a solid business model that has proven to be successful in the long term. The COVID-19 pandemic also played a role in the success of the IPO, as many investors turned to more stable and established companies in the face of economic uncertainty.



As a veteran investor, what are some tips that you would've wanted to know when you started your investing journey?

One of the most important things that I would have liked to know when I first started investing is the importance of starting small. It's easy to get caught up in the excitement of investing, but it's important to start with small, manageable investments and gradually build up your portfolio. Additionally, in the market it's important to know when to enter, however, it's much more important to know when to exit. That's the key to success.



D★Mart

-Arnav Deshmukh

Rona Dhoni bandh karo !

2000-2010



Amul
Pitched just right

Follow us on [twitter](#) @ amul.coop

Sachinnings are rare!



Amul
Truly matchless

Follow us on [twitter](#) @ amul.coop

Kisko captain banana ?



Amul
Butter of substance

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Return of 1974 in UK?

The 10th Principle of Economics and the Phenomenon of Stagflation: Understanding the Short and Long-term Effects of High Inflation on Employment and Economic Activity

The 10th principle of economics posits that there is a short-term tradeoff between inflation and unemployment i.e increase in employment with inflation. When inflation increases, the purchasing power of currency decreases, but the production sector of the economy experiences a larger profit margin as a result of being able to sell goods for higher prices. However, this tradeoff is temporary as increased demand for goods eventually leads to higher prices for raw materials, which in turn decreases demand for goods and results in a decrease in employment. Ultimately, the long-term effect of high inflation is a decrease in purchasing power and negative impacts on all sectors of the economy.

Stagflation, a phenomenon that primarily occurs in more developed nations, describes a period of economic stagnation or slow growth coupled with high inflation. This rare occurrence is characterized by an increase in the cost of goods and services and a decrease in economic activity. Unlike the 10th principle of economics, stagflation leads to unemployment in addition to the other negative impacts of inflation. It is often considered the worst of both worlds.

According to the Office for National Statistics, the unemployment rate in the United Kingdom is currently at its lowest level since 1974. Despite this, the recent labor force strikes have resulted in a loss of half a million working days in August and September. Additionally, data on earnings released by the ONS shows that regular pay has decreased by 2.7% in the year between July and September and total pay has fallen by 2.6% in real terms when adjusted for inflation, also the lowest since 1974. Europe may also be at risk of stagflation due to the potential ban on Russian energy imports by Western nations which may lead to a surge in prices and increase recession concerns.

-Arnav Deshmukh



Patriotic Pride: A Republic day special

I was in 6th standard when my father was posted at this place called Panagarh in Jammu and Kashmir. It was that small town where you find sweet air, and sweeter people, away from the hustle of the city. It was also 2 kilometres from the Indo-Pak border.

On one of the many summer days, we were sitting in our classrooms at the Army Public School when we first heard the siren. Considering it to be one of the regular school drills, we reluctantly started to arrange our furniture towards the wall and crouching behind it. To my surprise, the hours that went by doing the same was what first alarmed me. There had been a terrorist infiltration in the area, and everything was on Red Alert.

Later sometime in the evening, we were escorted back to our places in dhai-tons. All through the night, we hid under our tables and beds, hoping to God that all would be okay and our Fathers, Uncles and all Officers would come back safe, the next morning

This and many such stories are not for people to sympathise with the army, or the families, because believe me when I say it, every single one of us truly considers it an honour to be a part of this institution. It is to simply realise that loving your country and being patriotic is not a “two day a year” job and neither is it just being a soldier and sacrificing your life for your country.

It is the simple things, like maybe picking up the garbage you see at the side of the road, maybe not stepping on the Tri-colour lying around after the Republic and Independence Day, maybe actually calling someone you know and wishing them the same, as you would for Diwali or Holi or New Year's or Christmas.

So instead of putting up a story on your Instagram this Republic Day because everyone else is, try doing some of those things I wrote about, maybe it redefines your take on a Republic Day too.

India's Festival Frenzy: A Look at the Rise of Music Festivals

The rise of music concerts in India is making a big impact in the music industry and creating a vibrant culture of live music experiences. It's not just about the music itself, but also the emotions, the adrenaline rush, and the excitement when the beat drops, all of which make for a truly phenomenal concert experience. With the growing popularity of music tourism, weekend concerts have become a staple in the lives of music lovers.

Music tourism is now a well-established trend in India, with people travelling to cities, countries or towns to attend music festivals and shows. India is now home to nearly 20-25 big-ticket music festivals, attracting a total of 1.5 million ticket-purchasing attendees. For example, Sunburn Festival saw a footfall of 350,000 in 2015. According to projections, revenue in the Music Events segment is expected to reach \$204.20 million in 2023, with an annual growth rate of 6.26% from 2023 to 2027, resulting in a projected market volume of \$260.30 million by 2027.

This rise in the music industry through concerts has gone beyond the conventional and evolved into an epic, 360° experience. Celebrated and renowned artists are a regular part of these concerts, further hyping the whole experience. This year's Lollapalooza India 2023, a multi-genre music festival making its debut in Mumbai, is a prime example. Attendees will be able to experience music from their favourite artists on four different stages, with a line-up of 40 artists including Imagine Dragons, Cigarettes After Sex, AP Dhillon, Prateek Kuhad, The Strokes, Diplo, Greta Van Fleet, and more. For any music enthusiast, attending this concert is like taking a journey to musical heaven. Other great concerts to look out for this year include Sunburn, VH1 Supersonic, Mahindra Blues Festival, Sula Fest, Ziro Music Festival, Magnetic Fields Festival, Rajasthan, and NH7 Weekender, among others.



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