

THE TRAILBLAZERS



**JAN EDITION
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SoBA STARTUP
ADITI SINGH

NOTE FROM THE ASSOCIATE DEAN

This month's snippets celebrates student interaction with peers in non-academic settings.

I congratulate SoBA Students on their excellent performance in multidimensional domains such as sports, cultural activities, branding, and creativity as well as representing SoBA.

Organising and participating in sports activities promotes the physical and mental wellbeing of our students and this learning will transfer into the classroom in the form of increased attention levels, concentration and improved academic performance. The real and virtual sports activities develop sportsmanship, leadership, and teamwork channelising energies into wholesome wellbeing of our SoBA students.

I urge you to continue imbibing physical activities of sports and yoga into your regular life as they promote cognitive function, focus, and concentration.

On the other hand, participation in cultural activities is the gateway to creative self-expression, appreciation of diverse cultures and discovering unknown talent within you.

Creativity, competence and leadership skills are the foundation skills for successful startups and I hope to see many more SoBA startups like Atman Living.

This month's snippets is a wonderful discourse that nourishes the mind, body and soul. Read and savor it!

Yours truly,

Dr Kiran Desai
Associate Dean SoBA.

RUDRA

TRIUMPHS, THRILLS, AND THE SPIRIT OF SPORTSMANSHIP

Rudra, hailed as the epitome of athletic prowess and spirited competition, transcended the realm of a typical inter-college sports event. It stood as a celebration of strength, skill, and sportsmanship, uniting the finest athletes from far and wide.

Breaking away from conventional sports fests, Rudra pioneered a unique blend of creativity, strategic thinking, and brand building. With over 15 meticulously curated events, both offline and online, it not only challenged participants but also fostered a profound sense of community.

As Rudra unfolded, athletes pushed their limits, showcasing remarkable feats of athleticism and camaraderie. Each competition was imbued with a spirit of healthy competition and mutual respect, echoing the essence of true sportsmanship.

DAY 1-

Unleashing the Fury of Jamnabai Ground -

The inaugural day ignited with the fiery spirit of competition as football enthusiasts showcased their prowess in a riveting clash at Jamnabai Ground. The echoes of cheers reverberated through the air as Kho Kho teams engaged in spirited battles, followed by an intense Kabaddi showdown that kept the audience on the edge of their seats. The evening crescendoed with the Obstacle Course, pushing participants to push their physical limits and emerge victorious.



RUDRA

DAY 2-

Balkanji Ground and Next Level Gaming Take Center Stage-

Balkanji Ground emerged as the epicenter for cricket aficionados, witnessing thrilling matches that left spectators in awe. Midday brought a clash of titans in basketball, showcasing skill and teamwork at its finest. Meanwhile, at the Next Level Gaming arena, Valorant and FIFA enthusiasts engaged in a marathon of strategic dexterity and virtual ball skills, captivating the attention of gaming enthusiasts. The day concluded with a burst of athleticism as participants showcased their speed and agility in the track and field events at Jamnabai Ground.

The football fervor returned to Jamnabai Ground from 6 pm to 9:30 pm, setting the stage for an electrifying showdown. The night culminated with the high-energy PowerRush event, leaving both participants and spectators spellbound with its adrenaline-pumping action.

DAY 3-

A Fusion of Real and Virtual Battles-

The final day unfolded with a fusion of real and virtual battles, offering a digital spectacle for enthusiasts. Online battlegrounds saw BGMI players engage in intense clashes, followed by a COD showdown that kept the excitement alive well into the evening. Meanwhile, at Mithibai College, the rhythmic clatter of Table Tennis echoed in the afternoon, followed by a battle of wits as Chess masters strategized and left their opponents awestruck.

As Rudra Fest drew to a close, it left behind a rich legacy of camaraderie, skill, and sportsmanship. The clash of athletes on the fields and in the virtual realms was more than just a competition; it was a celebration of passion and dedication. Until next year, the memories of Rudra Fest 2024 will linger as a testament to the indomitable spirit of sports at NMIMS, inspiring future generations to embrace the thrill of competition and the joy of camaraderie.

-Mannat Kapoor and Khushi Parekh (FY-C)





RIVAYA

A Spectacular Showcase of Talent and Passion

DAY - 1

The first day of Rivaya started off with the underlying pressure of being NMIMS School of Branding and Advertising's first ever fest. Even with such a huge responsibility on their shoulders the Rivaya organizing committee was not shaken but started the day off with overwhelming enthusiasm.



The Mukesh Patel Auditorium witnessed the Beatdown Nexus street dance event, aiming to reconnect with the dance form's roots, with judges Ms. Dherya Kandari and Mr. Sargun Singh adding fervor. Simultaneously, participants at Mithibai delved into a thrilling murder mystery under the guidance of Ms. Sonali Sharma.

The Mini Auditorium hosted "Through The Lens," showcasing creative works judged by Mr. Dhimant Vvyas. In the realm of HR challenges, Cop or Drop tested contestants under Mr. Manas Kangutkar's scrutiny.



Voice of Rivaya featured vocal talents, while Vaad Vivaad heated up the intellectual arena. Art Relay and Clash of Brands explored artistic and corporate battles, respectively. Lights, Camera, Traction! brought brands to life. The day culminated with participants vying for Mr. and Ms. Rivaya titles, judged by Mr. Jeet Taylor. Thus, marking a successful start and setting the stage for the upcoming events.

-Shreya Sharma (FY-D)



RIVAYA

DAY - 2



Day 2 of Rivaya was jam-packed with flagship events of various departments—CFA and Business and Management—which were the Couture Expo and DhandaAI, respectively.

The day required constant coordination, which was handled by both the CCs, who remained the backbone of Rivaya for all three days!! All events were beautifully captured by the digital media department!



The highlight of the day was the pro night, which was opened by our very own Leherein music club, followed by an acoustic session by the very talented Mrigank Negi, who sent us all in nostalgia with his 90's Bollywood song choices. Everyone had their flashlights on and was singing along.



Finally, the internet sensation, The Tabla Guy! The remixes, the instruments, and Sir in his element were a sight to see. From playing Bollywood jams to playing his latest single for us, the crowd could just not get enough and kept screaming, "Once More, Once More!" Everyone present jammed their hearts out and ended the day on a happy and satisfied note!

-Twesha Chawla (FY B)



RIVAYA

DAY - 3

The third day of Rivaya Fest unfolded in a spectacular display of creativity and talent, embodying the rebellious spirit of life itself. The morning kicked off with an exhilarating Treasure Hunt, where eager minds deciphered clues, solved crosswords, and left their marks on a journey filled with twists and turns. Participants navigated through various challenges, demonstrating punctuality and enthusiasm.

As the day progressed, additional events such as Ash Fashion, Fiction Bamboozled, and Pitch Through the Lens seamlessly integrated diverse elements, contributing to the festival's vibrant tapestry. The evening crescendoed with Musical Mayhem, creating a harmonious blend of melodies that lingered in the air, rounding off the day on a high note.

The inaugural edition of Rivaya marked a milestone by introducing the first-ever Parade Aspire, a unique accomplishment in itself. The organized community and enthusiastic participants worked in harmony, creating an unforgettable event that not only celebrated success but also laid the foundation for future traditions.

The festival's success was not only measured by the various events but also by the cultural enrichment it brought. Moments of collaboration and cultural exchange were woven into the fabric of Rivaya, making it a flagship event for the Inter College Fest. As the day concluded, it became evident that Rivaya had not just hosted an event but had begun a journey, establishing a legacy where the confluence of creativity and the river of life takes center stage.

-Janhvi Kumar (FY B)





Aditi Singh

Nurturing Essence Through Atman Living

In August 2021, amidst the challenging times of a global lockdown, Aditi Singh embarked on a journey that would not only fulfill her entrepreneurial dreams but also nurture the souls of her customers. Through Atman Living, formerly known as Arna Candle Co., Aditi has carved a niche in the market by infusing spirituality into her products. SoBA Snippets had the privilege to sit down with Aditi and delve into her inspiring story.

What inspired you to start Atman Living?

I initiated my candle business during the lockdown period when I noticed a growing interest in candles and holistic practices like yoga. This collective desire for self-improvement and well-being resonated deeply with me.

Having already dabbled in candle-making as a hobby, I saw the potential to turn this passion into a business. Moreover, growing up in a single-parent household fueled my drive for financial independence, ultimately leading to the establishment of Atman Living.



What led to the decision to rebrand the business, and how has this change impacted Atman Living's identity in the market?

Previously known as Arna Candle Co., I felt the name was somewhat limiting and might not resonate with everyone. The association with candles alone constrained the brand's potential for diversification into other lifestyle products, a direction I wanted to explore. Hence, the decision to rebrand was made. "Atman," signifying spirit, represents the innermost essence or soul of a person, aligning perfectly with our mission to nurture this essence. The addition of

'Living' was intentional, aiming for expansiveness. This change has sparked curiosity and elevated expectations, paving the way for broader conversations beyond candles.



What role does spirituality play in your life, and how does it influence the creation of your candles?

I consider myself a highly spiritual person, influenced by my upbringing and deep appreciation for nature. Various hues of green and natural tones in our designs reflect this connection. I consciously avoid using dyes or unnatural elements, ensuring our candles embody purity. The candle-making process serves as a calming activity, allowing me to channel my emotions into something creative. I infuse each candle with positivity, believing in the impact of energy on our surroundings. This commitment is reflected in our branding slogan, emphasizing the creation of each candle with zeal and good vibes.



How can institutes like SoBA foster the growth of startups like yours?

The exposure and practical knowledge I got at SoBA enhanced my creative thinking and leadership skills. By gaining insights into consumer behaviour and market trends, startups like mine can refine their brand identities and reach their target audiences more effectively. I feel confident to say that I'm able to come up with better strategies and can see a change in my perspective as a startup entrepreneur.

In conclusion, Aditi Singh's journey with Atman Living not only reflects her entrepreneurial spirit but also her deep-rooted values of spirituality and self-expression. Through her rebranding and commitment to quality, she continues to carve a niche in the competitive market while inspiring others to embrace imperfection and pursue their passions.

-Kopal Jain (FY-D)

Ātman
living

UNIVERSITY DAY

SVKM's NMIMS (Narsee Monjee Institute of Management Studies) celebrated its 21st University Day on January 13, an important milestone commemorating the day in 2003 when it was granted the Deemed-to-be University status by the University Grants Commission (UGC). Since then, NMIMS has evolved into a world-class, multi-disciplinary, and multi-centric institution. The grand celebration witnessed the presence of distinguished guests including Shri Raj Shekhar Joshi, Group Head of Digital Technology and Transformation at Aditya Birla Group, who served as the Chief Guest. Also in attendance were notable figures such as Dr Jayant Gandhi, Honorary Secretary of SVKM, Dr Ramesh Bhat, Vice Chancellor, and other esteemed faculty members, staff, students, and alumni, making the event truly memorable.

The NMIMS University Students' Council (NUSC) gathered together for this auspicious occasion from branches across India namely Indore, Navi Mumbai, Hyderabad, and Mumbai, and coordinated activities among the plethora of colleges that come under NMIMS to make the day fun and memorable. The School of Branding and Advertising, aptly represented by our student council heads Yashvi and Nandini, played a major role in the smooth functioning of the event. Our StuCos as we call them dearly, were readily involved in the groundwork throughout, managing the offline events part of the day.

Schools of Mathematics, Law, Hospitality, Design, Science, Management, Liberal Arts, and Economics, delighted the audience with enthralling dance and music performances. At the same time, our college brought back to life their widely acclaimed 'Jhelum the Musical'. Our performers gave their all to outshine the rest and created echoes in the auditorium that kept the audience on their feet. Anshuman Nilosey's Psycho Magic show was the perfect addition to this theatrical marvel. The NUSC Committee put up a delightful dance performance to put an end to this delightful day. The day was nothing short of a success with memories etched in the minds of the students involved, leaving them eager for what next year will have to offer!

-Ronit Singh (FY A)



EVERYDAY YOGA

Yoga is an ancient practice that combines physical postures, breathing, and meditation. With ICA's coming up, it's super important to remember to stay physically active and mentally strong. Here are some quick and easy yoga asanas to help you destress and find balance. Remember to breathe deeply and listen to your body to avoid overexertion and ensure a safe and enjoyable practice.

Paschimottanasana

(The Seated Forward Fold)

- Sit with your legs straight in front of you, toes pointed upward and leg muscles active/engaged.
- Inhale and raise your arms overhead, but continue to look straight ahead.
- Exhaling, bend at your hips, and reach toward your toes. Do not worry about touching your toes, the goal is to feel a slight stretch in the back, arms and legs.
- Hold the posture as far as you are comfortable, continuing to breathe as you do so.
- Inhaling, return to sitting posture, and place your hands on the side or on your thighs.





Uttanasana

(The Standing Forward Bend)

- Stand with feet hip-width apart.
- Gently exhaling, bend forward, reaching for your toes.
- Hold the posture as far as you are comfortable, continuing to breathe as you do so.
- Inhaling, return to standing posture, bending your knees slightly to reduce pressure on your back.

Adho Mukha Svanasana

(The Downward-Facing Dog)



- Begin in a high plank position with hands and feet on the floor.
- Exhaling, lift your hips, forming an inverted "V" shape with your body, with your hips higher than your head and feet.
- Stretch your legs and press your heels towards the floor.
- Hold the posture as far as you are comfortable, continuing to breathe as you do so.
- Inhaling, return to a high plank position with hands and feet on the floor.

Bhujangasana

(The Cobra Pose)



- Lie face down with palms right next to your shoulders.
- Inhaling, lift your chest off the ground while keeping your hips and legs on the floor.
- Look forward or upwards as you do so.
- Gently exhaling, use your arms to lower your body back to lying face down.

-Akriti Shrivastava

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