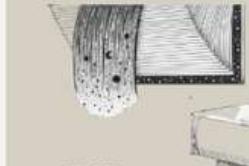


# LEADING WITH STRENGTH



**CELEBRATING THE WOMEN  
WHO SHAPE OUR FUTURE**

**MAR 2023  
EDITION**



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## WOMEN'S DAY CELEBRATION

*Red Is The New Black x  
SoBA Snippets*





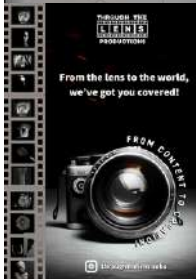
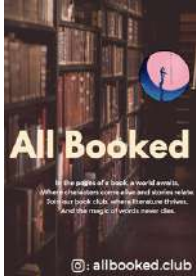
# The Print F(ad)

## Showcasing the Creativity of College Clubs in Print Media Advertisements.

We are thrilled to announce that the latest issue of our college newsletter features the print media advertisements created by our talented students for "The Print F(ad)" initiative. As a quick reminder, this initiative was taken by SoBA Snippets in collaboration with Brandstorm, where we encouraged all the clubs in our college to create their own fun print media advertisement for their respective clubs.

We are delighted to say that the response to this project has been overwhelming, and we received some fantastic entries from various clubs. The ads showcase the unique identity of each club and its offerings, and we hope they will help attract more members to these clubs.

We would like to thank all the clubs that participated in this initiative and hope that this project has given them a platform to showcase their skills and promote their clubs. It was an excellent opportunity to highlight the creative potential of our students, and I hope that we will have many more such initiatives in the future.



First influencer fest of SoBA



# D UBLE TAP

A SoBA Social initiative  
on 29th March 2023



# D UBLE TAP

## SoBA's **first** annual Influencer Fest

SoBA held its first annual influencer event 'Double Tap' on the 29th March, 2023. The event was held in Mukesh Patel Auditorium. The event was sponsored by Maybelline New York. The club SoBA Social and its heads Ashwathy Nair and Unnati Thakkar were the Event Chair.

A two-day promotional event from 27th-28th was held prior to the main event, wherein stalls were set up within the college campus as a promotional effort. A few notable ones being the free makeover booth by Maybelline New York, a waffle sundae eating competition by Belgian Waffle, Charged by Thumbs Up, Sbarro Pizza and Cinnabon.

The main event was formatted as a live talk show, with influencers discussing their personal brand building and image, and engaging in fun on-stage games. A massive LED photo booth featuring Double Tap and Maybelline's logos was set up on the main day, which proved to be a massive success among the students.

The success of Double Tap 2023 was widely appreciated by the faculty and students, leaving the core team thrilled with the response to their three-month long endeavor. SoBA can expect to see many more such events in the future.





# Red is the New Black

Period Society of NMIMS  
SoBA!



breaking stigma



donation drives



building  
awareness



**WOMEN'S**

**DAY**



RED  
IS THE NEW  
BLACK





## WOMENS DAY RITNBxSS

SoBA celebrated Women's Day on March 15th, 2023, through a joint effort event organized by clubs 'Red Is The New Black', the period society of SoBA and 'SoBA Snippets', our very own newsletter club. The event served not only as an opportunity to celebrate women in our lives but also as a donation drive for SNEHA foundation. The club heads, Prisha Sharma and Arnav Deshmukh (SS), along with Antara Prasad and Avanti Chande (RITNB), spent days meticulously planning & ideating prior to organizing the event.

The event included music, stalls, photo booths and many opportunities for the students to display gratitude for the women in their lives. Two women owned businesses within SoBA were also present - a food stall by Khushi Dewan and a jewelry stall by Soumya Goyal.

Students were seen across sections dressed in traditional attire and the event room remained packed until the end. Several students and teachers participated in the photo booths and wrote notes to all the special women in their lives. The jewelry and food stalls were occupied throughout the event and helped support women owned business in SoBA. The proceeds from the event were donated to SNEHA Foundation, a non profit organization aiming to create

health equity amongst urban poor while keeping women and children at the center of their change. The event served as a reminder for all students to honor and **cherish the women in their lives, beyond just one day, but throughout the course of their lives.** SoBA can expect to see many more such initiatives taken in the future.





# DR NEHA SINGH AGARWAL

## Speaks on joining SoBA, facing challenges and breaking barriers

Ms. Neha Singh Agarwal is the Program Chair at NMIMS School of Branding and Advertising (SoBA). She has a passion for academia and positively impacting the lives of students, which led her to pursue a career in teaching. After completing her master's degree in marketing, she started working in the corporate world but later realized that her true calling was in academia. As a woman in a leadership position, she has faced some biases and stereotypes along her journey. However, she overcame these challenges by staying confident, assertive, and focused on her goals.

To increase the representation of women in leadership positions in the education industry, she believes we need to address systemic biases and stereotypes by providing equal opportunities for women in terms of education, training, and promotion. Additionally, promoting diversity and inclusion at all levels and creating a safe and supportive work environment can be helpful. Mentoring and networking programs can also provide necessary guidance and support for women to succeed in leadership roles.

The field of marketing is rapidly evolving, driven by technological advancements, changing consumer psychology, and global trends.



"At SoBA, we strive to stay at the forefront of these changes by regularly updating our curriculum, conducting industry-relevant research, and providing hands-on learning opportunities to our students. We also encourage the faculty members to participate in industry events and collaborate with industry experts to bring the latest trends and practices into the classroom."

Balancing research and teaching responsibilities can be challenging, but effective time management, delegation, and prioritization are key. Ms. Agarwal allocates specific time slots for her research work, integrates her research findings into her teaching, and encourages her students to participate in research projects. Collaborating with other faculty members and delegating tasks can also help in managing the workload. Overall, it's important to maintain a healthy work-life balance and take breaks when needed to avoid burnout.

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# LIGHTS, CAMERA, LEARN!

## SoBA Students learn about **Crafting Commercials** with **Ishaan Nair**

As the month of February ended and March began, SoBA students had the fantastic opportunity to attend a workshop conducted by one of the most renowned Ad film directors Mr Ishaan Nair and Entourage Films founder Ms. Garima Arora. They learned about the ins and outs of the Ad filmmaking industry, both from the production side as well as the director's side.

This three-day, jam-packed workshop helped enrich student's knowledge about what goes into making an ad film, from start to finish. From client briefing to execution of the agency-formulated idea- the workshop covered all grounds.

The workshop was divided into three parts- pitch, prepping and producing. Students had the privilege to go through multiple real-life agency briefs, their breakdowns, and final products, which helped them gain a new broad and detailed perspective of the back-end work that goes into filmmaking.

Students also got the chance to have one-on-one interactions with both parties and gain clarity on personal queries and questions they may have had regarding different aspects of filmmaking. And to make things even more interesting, as the workshop ended, students were enthralled by a special surprise competition with an extremely tempting incentive.

The students were given a task to create a director's treatment of any one of six ad-film scripts previously worked on by Entourage Films with the winning team having the opportunity to visit an actual ad-film set and assist, as well as, experience the process of shooting an Ad film.

And alas! with that, the three-day workshop ended, granting a newfound sense of passion and knowledge to the students, setting them apart and enabling them to make a mark in the industry.

-Anannya Deo



# STARTUP PIONEER INSPIRES SOBA STUDENTS

**Brijesh Tejani speaks on entrepreneurship, personal motivations, and performs musical medley at joint event organized by Livfit X SoBA Speaks.**



On March 6th, 2023, SoBA invited startup founder and public speaker Mr. Brijesh Tejani to hold a speaker session for the students. The event was a joint effort between two SoBA clubs - 'SoBA Speaks' X 'Livfit', and was held in the Mukesh Patel auditorium.

The event was open for students across all years in SoBA. It commenced with the Saraswati Vandana and NMIMS Anthem. This was followed by the hosts- Taher Penwala and Sana Jain, introducing the guest speaker. To honor his passion for music, SoBA's music club 'Lehrein', performed a musical medley to welcome Mr. Tejani onto the stage.

Mr. Tejani started the event with a question and answer session. Several students got the opportunity to ask him a variety of questions pertaining entrepreneurship, start ups and personal motivations. Mr. Tejani shared helpful insights and learnings from his own entrepreneurial journey and recounted impactful experiences he had.

Following a break, Mr. Tejani participated in a fun podcast-style interview on stage with the hosts, wherein he answered more questions.

The event concluded with Mr Tejani demonstrating his own passion for music by singing three songs onstage for the students. This was met by tremendous applause and appreciation by the crowd. The event was a success and SoBA can expect to have many more such insightful sessions in the future.


-Dhwani Venkateshwaran

COME JOIN

# ZEPHYR



THE DANCE CLUB OF SOBA

 : zephyr\_soba



## SHREYAS SAHAY

### The entrants playbook of making it as a professional

Shreyas Sahay, an alumnus of NMIMS SoBA and a successful entrepreneur, recently gave a talk to the current students about the key skills that every professional should have, as well as tips on how to bag a job interview.



Shreyas started off by emphasizing the importance of having a fundamental knowledge of your industry and the work you do. He said that having a solid understanding of the basics is crucial for any professional to succeed in their career. Along with that, he highlighted the importance of having problem-solving skills as well. He explained that problems are a part of every job, and being able to come up with innovative solutions is what sets successful professionals apart from the rest.

Moving on to the topic of integrity, Shreyas explained how it is one of the most important values that a professional should have.

### The secret ingredient

One of the most critical aspects of a job interview is how you present yourself, and he advised the students to always maintain honesty and transparency in their work, as it builds trust and credibility among colleagues and clients alike. Additionally, he emphasized the importance of soft skills such as communication, teamwork, and leadership, which are essential for any professional to excel in their job.

Shreyas gave some insights on how to do it right. He advised the students to focus on their vocal tonality, inflections, and pace while speaking. He also gave some tips on bridging the gap between the audience and the speaker, to draw commonality, and being concise and precise in speech.

In conclusion, Shreyas Sahay's talk was a valuable learning experience for the students. The students were grateful for the opportunity to learn from a successful entrepreneur and were inspired to work hard and succeed in their chosen fields.

-Prisha Sharma

# Atelier

## Vision

Innovating style,  
inspiring creativity,  
cultivating community

## Future of Fashion

Sustainability drive  
the future of fashion



Effortless • Conscious • Sustainable



# ADVENTURE BOOTCAMP

**SECOND-YEAR STUDENTS OF SOBA EMBARK ON A THRILLING DRONE WORKSHOP TRIP TO LONAVALA**

---



The crack of dawn may have been a painful wake-up call for the second-year students of SoBA, but the excitement and anticipation of what was to come propelled them out of bed and onto the bus. Armed with their bags and a thirst for knowledge, they were about to embark on a thrilling journey to Lonavala, where they would participate in the college's first-ever drone workshop.

The students were buzzing with ideas, from brainstorming Ad film concepts to going MIA on the trip. It was a rollercoaster of an experience for everyone involved, as they split into groups and worked tirelessly to bring their visions to life. Some students focused on the script, while others took charge of the camera work and editing. Each group had drone workshops with Rajesh Sir, who worked tirelessly to help everyone film their drone shots for the Ad film. (RIP the drones that didn't make it back)



But it wasn't all work and no play. The first day of the trip was filled with ideation exercises and brainstorming sessions, but it also fostered a sense of unity and camaraderie among the students. Sharing meals together near the food hall four times a day, the students enjoyed each other's company and delicious food. The stunning surroundings of Lonavala only added to the atmosphere of warmth and friendship.





As the sun set on the final day, the students gathered around the park to dance the night away with the faculty. The trip had left a lasting impact on each and every one of them, filling them with newfound confidence and a sense of accomplishment. They were eager to apply their newfound skills to future projects and cherish the memories of this trip forever.

The faculty, including Rishabh Sir and Neha Ma'am, left no stone unturned in making sure that every student had a hassle-free experience. Their commitment to the student's well-being and enjoyment was evident in every aspect of the trip, from the seamless coordination to the wholesome meals.

For the second-year students of SoBA, this trip to Lonavala was much more than just a drone workshop. It was an opportunity to learn, grow, and bond with their classmates and faculty. It was a trip they would never forget, and one that would stay with them for a lifetime.

-Dia Valecha





**#FREEANDREW TATE**

*Disagree?*

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"It's hard not to love a person, who's so beautiful that you feel them radiating their sunshine every now and then; it gets even easier when they are just being themselves, and reciprocate the respect, care and love." And there is your fairytale-like beginning of the relationship. The mist of affection dangling around, the breeze of comfort finding you like a lost child. More like a puzzle that's finally been solved. But not all stories manifest a happily ever after. Now, do they? Sometimes all you want is love with no commitment or labels because not every story is about 'Monica and Chandler' right? There are also 'Ross and Rachel' out there. And they are doing just fine. Welcome to situationship, here it's more like 'I could never leave her/I could never keep her.' But all this boils down to what? What is better? A Relationship? A Situationship? Okay, so now we are on the same page as "It's Debatable" Club, where they had a groundbreaking debate on this very topic.



## Situationship V/S Relationship

March  
13th 2023

Situationships define hundreds of stories of lost love, one-sided affections, the bond that could never be and even 'tu mera koi na hoke bhi kuch laagey' scenarios." After the introductory part, the most sought-after - 'Question and Answer' session took place. Now, this was the point where all the powerful arguments were put up, and everybody's combat mode got turned on. The skills were tested, the battle was fought, the audience went crazy and the debate was on fire. Here Team Relationship was with the lead as they came up with a bold soliloquy stating "Instead of playing with people's feelings, go get a life, a dream and die chasing it." Team Situationship claimed their relationships had less chance of cheating, but Team Relationship won by pointing out that successful situationships often lead to relationships. This made Team Relationship the winner.



# All Booked

In the pages of a book, a world awaits,  
Where characters come alive and stories relate.  
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# ANSWERS ASCERTAINED

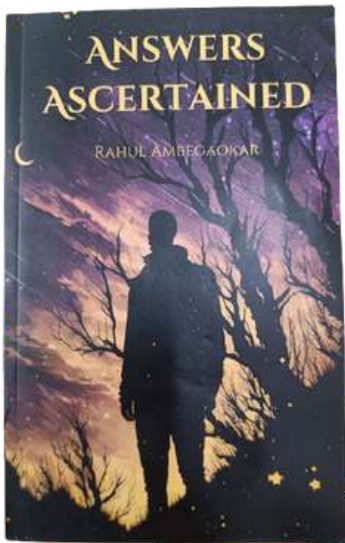
## Rahul Ambegaokar

Author

SoBA is thrilled to showcase the achievements of one of its own budding entrepreneurs, Rahul Ambegaokar from SY-A, who recently published his first-ever collection of poems titled "Answers Ascertained". In a recent interview, Rahul shared his experience of writing the book, the inspiration behind it, and his future writing plans.

When asked about what inspired him to pen this collection of poems, Rahul revealed that his poems cover a vast range of topics, but they all provide an answer to a unique question. His primary aim was to offer answers to those burning questions that everyone has at some point in their lives. His book comprises four categories, namely Life, Self, Platonic Relationships, and Romantic Relationships, catering to all readers' interests.

Undertaking the task of writing a book is never easy, and when asked about the most challenging aspect of writing Answers Ascertained, Rahul disclosed that he had challenged himself to write one poem each day for 21 days. It was a fun yet arduous challenge, but he loved every moment of it and is delighted with the final product.



Rahul hopes that his book will offer readers a chance to find their interpretation of the poems since they are written in a poetry format that allows for personal interpretation. He wants his readers to be happy with the book and find answers that resonate with them.

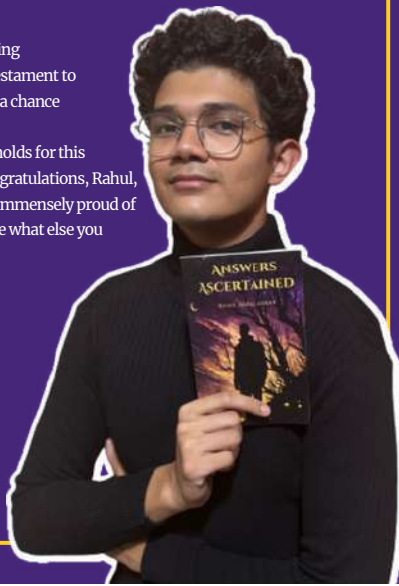
Aspiring writers often find it challenging to get started, and when asked for advice, Rahul suggested that taking a chance on oneself and putting oneself out there is always better than wondering about "what ifs." He emphasized the importance of setting a time limit or a daily schedule and sticking to it to push oneself further.

Finally, when asked about his future plans, Rahul shared that he has always harbored a passion for writing, both personally and professionally. He is currently working on a novel and a collaborative non-fiction effort on the personal front, while professionally, he is working on writing scripts, copies, and any other written projects he can get his hands on.

In conclusion, Rahul's journey in writing *Answers Ascertained* is an inspiring testament to the power of perseverance and taking a chance on oneself.

We are excited to see what the future holds for this talented entrepreneur and writer. Congratulations, Rahul, on your first published work! SoBA is immensely proud of your achievement and can't wait to see what else you have in store for the world of writing.

-Anjali Singh



# Proudly Indian

Final Year Students Launch Unique Brand for Each State

KASHMIR



MADHYA  
PRADESH



MAHARASHTRA



KARNATAKA



GOA



KERALA



# Breaking Barriers and Shattering Glass Ceilings

When it comes to feminism and women pioneers, Maharashtra has a long history of women making their mark in the social sphere. In this article, we highlight the stories of inspiring women who made a significant impact on Indian society.

## Savitribai Phule

Recognized as the mother of Indian feminism, she is celebrated as the symbol of women rights in India. A Pioneering figure in promoting education for girls and marginalized communities.

She made history by becoming the first female teacher in the country in 1848, and together with her husband Jyotirao Phule, she founded a school for girls. She also established a shelter for destitute women in 1864.

Her life is heralded as a beacon of women's rights in India.



## Anandi Gopal Joshi: First Female Doctor

Anandibai Joshi was married at the young age of nine. Things changed dramatically when at the age of 14 she gave birth to a boy who could not live past 10 days due to lack of medical facilities in Kolhapur.

In this period of darkness, she took a bold decision: to become a doctor. She traveled to the USA alone to study medicine, graduating as an MD.

Despite her diagnosis of tuberculosis upon returning to India, she continued to practice medicine for four months before passing away, leaving behind a legacy of breaking barriers and inspiring future generations of women.



## Tarabai Shinde-

This 19th century feminist tarabai shinde challenged patriarchy.

When a widow aborted her unborn child, a criminal case was filed against her and she was sentenced to death. Tarabai decided to speak up against this act through her writings. This was the inception of India's first modern feminist text, *Stri Purush Tulana*.

Tarabai, in her writing, exposes the hypocrisy and flaws of men in society and promotes gender equality and women's empowerment.

These trailblazers challenged patriarchy and fought for gender equality, leaving behind a legacy that continues to inspire generations.

-Nimisha Ranade



SAREDRAMA PRESENTS

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# B2B VS B2C STARTUPS

## WHICH HAS A HIGHER SUCCESS RATE?

In the world of entrepreneurship, there are two main categories of startups: Business-to-Business (B2B) and Business-to-Consumer (B2C). While both types of startups have the potential for success, their approaches and success rates can vary.

B2B startups focus on selling products or services to other businesses, while B2C startups focus on selling products or services directly to consumers. B2B startups often have a longer sales cycle and require more upfront investment, while B2C startups can be launched with less investment and have a shorter sales cycle.

So, which type of startup has a higher success rate? According to industry data, B2B startups tend to have a higher success rate than B2C startups. The reasons for this are varied, but one of the main reasons is that B2B startups have a more defined target audience and can tailor their products or services to meet the specific needs of that audience. This makes it easier for them to create a loyal customer base and generate consistent revenue.

Additionally, B2B startups often have longer-term contracts with their customers, which provides more stability and predictability in terms of revenue.



This can be especially important during times of economic uncertainty, when B2C startups may experience fluctuations in consumer behaviour and trends.

Another factor that contributes to the higher success rate of B2B startups is that they often have higher profit margins. Because they are selling to businesses, they can charge higher prices for their products or services, which translates to higher revenue and profits.



However, this does not mean that B2C startups cannot be successful. In fact, some of the most well-known and successful startups, such as Airbnb and Uber, are B2C startups. The road to success for B2C startups can be more challenging, as they must constantly adapt to changing consumer trends and preferences but as Branding and Advertising professionals, a B2C startup might be more intriguing to you and trust me you're better equipped to take on this space because after all, how to penetrate the human mind and stay in the subconscious of consumers is what we learn and thrive on!

So, if you're thinking about starting a business, which type of startup should you choose? The answer depends on a variety of factors, including your target market, the product or service you're offering, and your long-term goals. But if you're looking for a higher success rate and more stability in terms of revenue, a B2B startup may be the way to go.

In conclusion, while both B2B and B2C startups have the potential for success, B2B startups tend to have a higher success rate. This is due to a more defined target audience, longer-term contracts, and higher profit margins. However, with the right strategy and approach, B2C startups can also achieve success. Ultimately, the choice between B2B and B2C comes down to your individual business goals and market conditions.

-Arnav Deshmukh

## EDITORS & CO-HEADS

Prisha Sharma, Batch 24'  
Arnav Deshmukh, Batch 24'

## HOD'S

Dhruv Dangwal , Batch 24' - Reporting  
Aditya Kumar, Batch 24'- Designing

## REPORTERS

Nimisha Ranade, Batch 25'  
Urmi Taksal, Batch 25'  
Dhwani Venkateshwaran, Batch 25'  
Anjali Singh, Batch 25'  
Dia Valecha, Batch 24'  
Anannya Deo, Batch 24'

## DESIGNERS

Tanya Agrawal, Batch 25'  
Richa Banka, Batch 25'  
Jiya Shah, Batch 24'

