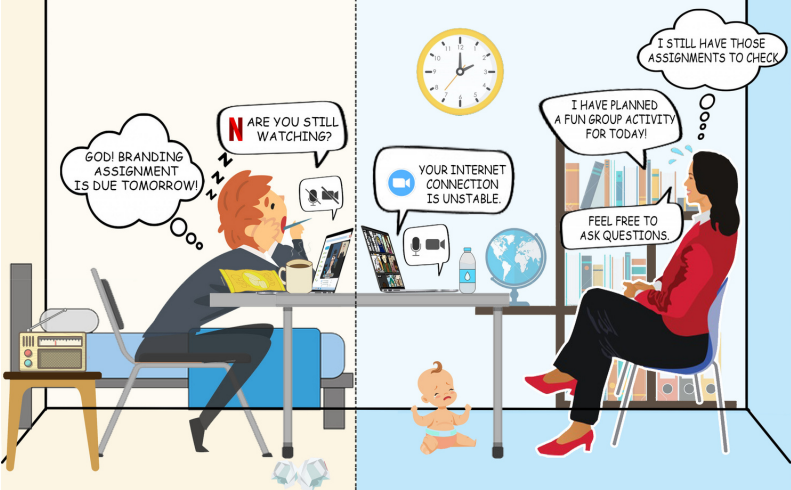


# Soba Snippets

TEACHERS MAKE EVERYTHING POSSIBLE



## Master Class

On September 8th, the students at SoBA had the pleasure of interacting with Mr. Jamling Tenzing Norgay, a true legend. In the session, he shared his experiences and knowledge of mountain climbing which seemed exceedingly fascinating because of how Mr. Jamling described it!

He also talked about his journey growing up, where he said he had decided early in his life, not wanting to work the typical office job. He had known that his path in life was not going to be "ordinary", and had identified that his passion was to climb; to be outdoors, and to pass on his knowledge to the younger generation. And so, following in his father's footsteps, he climbed Mt. Everest in 1996. He brought to our attention that while climbing a mountain, mental preparation is equally as important as physical preparation; because climbing gets more difficult as the height increases. Hence, it is crucial to be psychologically prepared to keep going.

Moreover, he believes that climbing a mountain and operating a business are closely intertwined. He said, "We must have a very defined aim, conduct extensive research before beginning anything, prepare as if our lives rely on it, and establish a firm deadline. Whether the intention is to climb a mountain or to establish a business. A laser-like focus must be maintained throughout." He also expressed how in any walk of life; fear often clouds judgment making things more complicated. As a result, it is critical to keep a positive attitude and avoid thinking about unfavorable situations.

All-in-all the session was immensely enlightening and Mr. Jamling had left everyone deeply motivated.



*Mr. Jamling  
Tenzing Norgay*

Mr. Rahul Vitekar is an executive coach and leadership consultant. He is an expert at organisational development and behaviour, and his ability to explain all concepts with practical examples makes for an extraordinary learning experience for the students.

## MINDSET MENTORS

**How would you describe Organizational Behaviour; and what are its key elements?**

OB is a research field, and when it comes to applying OB, the field that we all identify with is called OD, Organisation Development. Having said that, OB is a systematic way of studying why people behave the way they do in an organizational setting. Therefore, it's people who make up the organization; not the infrastructure, not the capital, not the technology- it's the people.

People animate it and make it come alive. In the final analysis- how people interact with each other spells out success or failure for the organization, and all good leaders, business professionals are aware of it.

**There are moments when we feel defeated while working on a project, when we feel that things are not going in the right direction, and the ideas that we give to our team are being rejected. So, how do we deal with that situation and overcome it?**

Clarifying expectations is key before you begin any work. If it's a project where you have to depend on others, then you are not totally responsible for it, you can only do your best. Clarify your expectations, know what you are contributing, and make sure you do your best. If you achieve all three, then you'll make peace with whatever the outcome of the project is, and if you have failed, the most important thing is to identify the lessons. What have you learnt, where can you improve; the expectations or the contribution? You thought you needed to do X, but you actually needed to do Y. When I say clarify your expectations, I mean also clarify it from others. It is your responsibility to communicate.

**What is Business Ethics and how is it related to OB?**

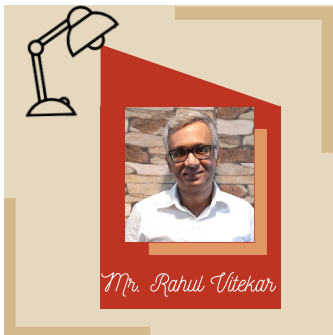
I go by this line of thought that there is no separate thing as business ethics. So there is ethics, and it's applicable everywhere. Now, if we were to define ethics, it is a guideline or a code or a way by which we conduct ourselves in life. We use this to try and bring about a positive world where people live in harmony, resolve conflicts and bring out the best in each other. Ethics is the bedrock of this aspiration. I don't link ethics with OB because then people get caught up in the right-wrong paradigm. We want to be in the right and avoid the wrong, which from the ethical perspective is understandable, but when it comes to analysing human behaviour, the minute we start thinking in terms of right and wrong, we become too attached, and form our own biases. That is why, I like to keep ethics away in my class also, for students must first begin to see reality for what it is, which is- we make, create our own reality. People are guided by a sense of right and wrong, even in organisations. My 'job' is to first analyse how people go about behaving, and bringing to light what they consider right and wrong. But as an 'educator', if I take a position, and impose my perspective as an influencer, then I'm not doing justice to the subject.

**What was your most recent setback?**

As a professional I was doing a project, where I knew two things had to happen, people needed to develop and the environment needed to change. And getting people to develop was in my hand, whereas changing the environment was not. In order to succeed, I needed to communicate with those who had the power; that the environment needs to change for us to achieve success. Knowing that it would be a difficult message to communicate, I decided to focus only on developing people. People did develop, but it was absolutely imperative for the environment to change. And since I didn't communicate this message, nobody worked at the environmental level. And therefore, we didn't succeed in the project. So since my risk, it was my responsibility. I overestimated what I could do alone, and underestimated how much of collective work was required.

**What made you choose to teach Organisational Behaviour as a career option?**

To me, teaching is not really a career option. Let me elaborate, one of the things that working professionals know is that when you work in the field and get a chance to interact with students or the upcoming generations and pass on certain things, you also improve your game, you also become better at what you do, because there is a healthy interaction happening. So, apart from coaching, I also am in consulting, teaching, and fond of writing, and trying out different things is something I am quite happy doing. Therefore, it is not a career option, it is one of the things I enjoy doing.



## AUGUST



I understand nothing

first day

## SEPTEMBER



Wow, my mind is going a mile an hour.

some time later

## OCTOBER



I am an early bird and a night owl so I am wise and I have worms.

24 hours are not enough

## NOVEMBER



And I knew exactly what to do... But in a much more real sense, I had no idea what to do.

10234 assignments/day

## DECEMBER



I'm not superstitious, but I am a little sititious.

when exams are near

## JANUARY



I'm ready to get hurt again

start of 2nd semester

## FEBRUARY



"Sometimes I'll start a sentence and I don't even know where it's going. I just hope I find it along the way."

found the hack to group assignments!

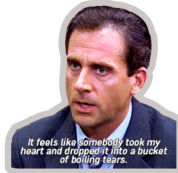
## MARCH



I am running away from my responsibilities and it feels GOOD.

self realization + panic phase

## APRIL



It feels like somebody took my heart and dropped it into a bucket of boiling tears.

as exams approach

## MAY

after 1st year...



I AM DEAD INSIDE.

### Disclaimer:

The following content is inspired by real-life experiences of the 2nd and the 3rd years, it contains visuals and brutal truths necessary for keeping sane throughout the year. Read at your own risk.

## SURVIVAL STRATEGIES

Apparently waking up at 9 a.m. will make your life easier, so maybe, be kinder to that snooze button.



Nothing will teach you multitasking like the 101234 assignments on your teams tab, yes, we are supposed to find a silver lining in that in order to survive anger-free.



### DO NOT EVER



Don't in the history of anything- underestimate the power of good naps! They might even be able to replace the 1000 cups of coffee. (on that note, till the time nothing is on track, I will be on my way to the 99th cup of coffee for today)



In the long run, internet stability will become the key ingredient in achieving mental stability. (ps: isn't rainy season the best)



Keeping your camera on is the holy grail to 90% attendance, well I know your five course meal is important too; just slowly-silently munch on that bag of chips :)



## TECH TIPS

Canva will become your 2 a.m. best friend, Netflix will soon run in the background and "friends" will feel nothing more than a podcast (but joey will still never share his food- well, don't worry all things won't change)



## YOU GOT THIS!



Bad presentations are the bedrock of good presentations; literally no one ever gets them perfectly 'right', and as moments will pass by; greeting good evening instead of good morning will feel more funny than tragic. (totally not based on real events)



Lastly, in the moments when nothing will make sense to you, you are absolutely right- there will be no sense, and when no sense will start making sense- you will have conquered it all. (ps: let's process the last pointer together, just like we process college together)

# CLUBS

## ***SAANJH - The Community Service Club***



Each month, Saanjh, the Community Service Club at SoBA picks a fresh, thought-provoking theme in pursuit of making a difference. For September, the club chose to touch upon "Mental Health" - a topic which indeed is the need of the hour!

To raise awareness on the subject, the club intentionally used a colour scheme revolving around red colour- where the aim was to highlight and make the audience understand the importance of mental health. The club's social media page was brimming with informative posts and reels. They also shared how one can cope with such issues and seek professional help to get through them.

Saanjh also conducted a survey to get a clear picture of the current situation in India in terms of mental health perception. The responses were overwhelmingly positive, indicating that individuals are willing to talk about it and help one another along the way.

## 4 A.M. FRENZY - The Event Management Club

4 A.M. Frenzy, the event management club at SoBA on the occasion of Teacher's Day put up a brilliant show, "SOBA on the Red Carpet". It was a Bollywood-based award show where the teachers were the "stars" of the event. SoBA had their very own celebrities host the event; TaJo (SoBA's Karan Johar a.k.a. Taher Penwala) and SRK (SoBA's Shah Rukh Khan a.k.a. Krishna Dhawan). The witty and charming hosts carried out the entire act effortlessly and kept the audience glued to their computer screens.

The event started with high-energy Bollywood music playing in the background as the "stars" boarded the plane to reach the event on the "Zoom Land" mentioned in the invitation. The event then took a straight jump into the award ceremony, which had loads of fun categories and nominations for the teachers. Ad-breaks popped in between too- from the sponsors, "SaReDrama", the drama club of SoBA who sold crazy, unique products for the "target audience" - the teachers, these short ad breaks were hilarious and left everyone laughing. Then there came the obligatory award show dance performance put on by SoBA's dance club, "Spirit of Dance."

They gave a rocking, power-packed performance (a fusion of classical and Bollywood dance) which made everyone sway along all the way. Following that, talented singers from the music club "Lehrein", gave two mesmerizing performances - one soulful performance appreciating the teachers and another one was



specially made by them for the teachers. Apart from these fantastic performances, there was also a special guest, "Bhau", who tried to make teachers fight among themselves, but the teachers were so sweet that they ended up praising each other! Also, a few Bollywood movie posters were customized for the teachers and dedicated to them. Lastly, because TaJo was in the house, the "Koffee with Karan" special-rapid-fire round was a must! As the round unraveled, some unknown cute and quirky facts about the teachers came to light, for this round, the hosts, TaJo and SRK chose teachers randomly, making the segment all the more exciting.

As the ceremony came to a close, movies and poems created by students for the dean, Dr. Mukesh Sharma, were presented, as it was his last day at the college.

Overall, it was a super-duper hit, blockbuster event! Everyone was satisfied and overjoyed with their Sunday morning.

## LEARNERS LAUNCHPAD

# Work

We've done

### REMEMBER ME

Remember when we looked for logic in everything  
we used to find  
Sitting close to the television will make you go blind  
The thought gave us a scary nightmare  
And we got to know the facts about which we were  
unaware

Remember when we were all free as a duck  
Eating seeds of fruits will grow a tree in your  
stomach  
We carelessly slept under the blue sky  
Just can't imagine how fast the time fly

Remember when we were as buzzed as a bee  
You will become dark if you drink too much tea  
Another saying that we heard  
Realising now how we can be this absurd

Remember when playing too much made us red  
Horns will appear if you bang head to head  
Going to the playground was our only key to  
happiness  
We were in our own wonderland without any stress

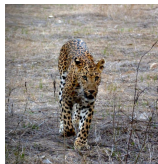
Remember when a small scratch made us weep  
A dangerous old man will appear if you don't sleep  
Sometimes these words took away our breath  
And trust me we got scared to death

Back then all these myths seemed real  
But today they don't appeal  
Our childhood was a time, a time of golden hen  
I wish I could continue this loop of remember when

- **Kanishka Kapoor, Batch'23**



**Ridhima Singhal**  
Batch' 24



**Dhruv Bhutra**  
Batch' 23



**Ashwathy**  
Batch'24



**Nishi Vagrecha**  
Batch'24



## Learners Launchpad

Over the course of the summer vacation, many students at SoBA took up internships. The students were given a task to describe their experience through a comic strip, and they did not fail to deliver! The newsletter picked up a few comic strips and experiences from the students.

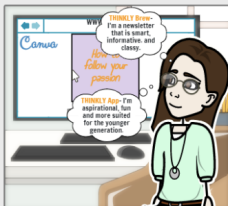
### Comic Strips



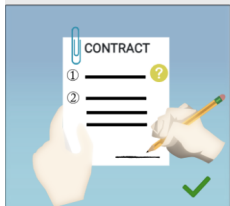
'Exams are over!! The version of Naisha before her internship is listening to the briefing of what she going to learn in the coming months from the version of Naisha after the internship has ended.



'Time management and the importance of valuing time



'How to work for 2 brands with different brand personalities simultaneously



'The importance of checking and questioning a contract before signing



'How to say 'no' when required



'The importance of rest and setting boundaries between work and free time

Naisha Aswani, Div B, 89012000008 (Thinkly internship)

## LEARNERS LAUNCHPAD

### WFH - summer internship edition

agency: Insomniacs | duration: 2 months

Day 1 - was all set to join the Social Media team.  
(I chose it as ig & fb are the ultimate advertising hubs these days)



Started off by reading on digital marketing & understanding the 'how' of advertising on social media



Day 7, Task 1 - suggest & improve on clients' social media side note: all clients belonged to real estate market



took about 15 days + 5 research reports to soak in the know-how of the industry



Day 40 - started handling clients' social media pages, working on audit reports, etc.



Also, the words "it is marked urgent" can be nerve wracking & fact says data = sparkle in reports

$12/20 \times (1 - \text{profit})$   
 $10 = \text{rate} \%$   
||  
♦ ♦



by Day 45 - wanted to try my hands at copywriting, this term had me fascinated every time I heard of it



Spent the rest of the internship studying, rewriting copies to practice the skill

takeaway: right syllable at right time will always manage to steal the show



Day 60 - had me feeling lucky, knowing the marketer in me had grown in terms of skill & knowledge



by @harshitachaudhary, division -A

## LEARNERS LAUNCHPAD

### Internship Experiences

Quite insightful I'd say, I saw a lot of things I studied about in work, beautifully implemented. I understand the meaning of the term 'work culture' and also that the traditionally set up companies don't really mean that they aren't modernizing, they are just staying as it is, because it benefits them.

**-Anjali Nivedha, Batch'23**

My internship journey was just like the way a child learns to ride a bicycle. Being supported and guided by my mentor, I worked hard and removed the support wheels i.e., paved the path to being independent where my work was acknowledged and approved with little corrections. I truly enjoyed the journey!

**-Saloni Acharya, Batch 23'**

I interned at Thinkly, worked for their app, and their newsletter, Thinkly Brew. My experience was great! I learned about how to optimise my usage of Canva, write suitable captions keeping in mind the brand personality and the social media platform, how to communicate effectively, how to write in the right tone for the newsletter etc. I met some amazing people and have built the first connections to my professional network.

**-Naisha Aswani, Batch'23**

My two-month internship experience at Insomniacs was full of valuable lessons; especially, on digital marketing in the real estate space. A few of them being, the significant amount of influence social media has on purchase behavior, the essence of good copywriting as a skill in today's world, and the fact that, above all, lies research. This opportunity was an excellent way to get started in the field of digital marketing!

**- Harshita Chaudhary, Batch' 23**



# Gizmos And GUPSHUP



“

*Innovation* distinguishes between a *leader* and a *follower*

”

## **Google found Guilty of Anticompetitive Behaviour in Mobile OS Market**

The investigation arm of the Competition Commission of India (CCI) has accused US tech giant Google of adopting anti-competitive, unfair, and restrictive trade practices in the mobile operating system and related markets.

A two-year investigation by the CCI found that Google India suppressed competition and innovation in the industry to retain its dominance in search, music, browser, app library, and other key services. The investigation also accused Google of imposing one-sided contracts on device and app makers, to ensure that its products and services were pre-installed as well as default options to achieve the highest user preference.

The investigation report has been placed before the CCI for consideration and if found guilty, Google could face penalties or be asked to discontinue such practices. Google has faced and is facing such investigations across the globe from the US, European Union, Germany, and Japan.

Source: Business Standard

## Itch summit

Vidya Balan, a persona that everyone knows! A role model and versatile actor with over 90 films under her belt. The quote, "Courageous do not live forever but the cautious do not live at all" rightly justifies the magnificent woman. She has fulfilled her itch of becoming an actor while advocating for environmental and social causes, such as woman empowerment, drug abuse, child education, housing, children with HIV.

She developed an itch for acting at the tender age of 11, drawing inspiration from Madhuri Dixit's performance in "Tezaab". She also holds an itch to "Destroy Perceptions" which stemmed from her performance as "Silk" in the 2011 Bollywood film "Dirty Picture". The role correlates to her itch due to the controversial story of the character and her directors' advice, "if you respect Silk then the audience will respect Silk," which paid off when the audiences' perception changed after knowing Silk's story.

She believes that if an itch is nurtured, it strengthens. She relieves herself of the guilt of not being a perfect person by seeing beyond fear and believing "being weird is great; as that is what it means to be different."



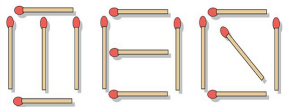
*Vidya Balan*

## Ready, Set



## Games

### GUESS THE CORRECT ANSWER!



$\square + \circ = 10$     $\circ =$  ? ? ?  
 $\triangle + \triangle = 6$     $\triangle =$  ?  
 $\triangle + \circ = 5$     $\square =$  ?

	4	3				1		
8			9					4
2		9			3	6		
		6	7	1			3	5
		7		8	4	9		
					9	7	8	
7			2			5	1	
	9		4	5	1			6
		2		3				4



6	4	3	8	7	5	1	2	9
8	1	5	9	2	6	3	4	7
2	7	9	1	4	3	6	5	8
9	8	6	7	1	2	4	3	5
4	3	1	5	6	9	7	8	2
7	6	4	2	9	8	5	1	3
3	9	8	4	5	1	2	7	6
1	5	2	6	3	7	8	9	4

**ANSWERS:**  
 (Q1) You can make the word 'ten' by removing the bottom matchstick and two side matchsticks from the first letter. The far-right matchstick on the second letter and the top and bottom matchstick on the third letter.  
 (Q2) Circle = 2, Triangle = 3, Square = 8