

POWER PLAYS ON FIELD. ON STAGE.



**NOV 2023
EDITION**



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SPOTLIGHT



SPL



ADMIRE



**NO BAG
 PACK DAY
 4AM FRENZY**



NOTE FROM THE ASSOCIATE DEAN

Season's greetings from NMIMS SoBA, where every class session is a discovery of new knowledge flavored with a spice of novel learning and engaging activity

As we buckle-up for a brand new year and of-course a brand new semester, there is an air of anticipation of what new knowledge brings. Our college is not just another campus, it is a vibrant cocoon woven with threads of robust knowledge embroidered with creative activities.

In this edition, our talented team of student contributors have narrated a canvas of our college experience. I thank the team for sharing their ideas that paint a expressionistic, vibrant narrative of the SoBA way of life. Our esteemed faculty mentor the students beyond the classroom into the sports arena, illuminating, mentoring and shaping the personalities of our learners.

I congratulate the AD- MIRE winners. You are an inspiration for future contenders of AD-MIRE24.

As you scroll through the pages of this newsletter, breathe in the victorious images of sporting triumph, the business savvy of influencer Leher, roam the literary lanes, and feast on the artistic brilliance of AD-MIRE capturing the ethos of Jhelum. Savor the diversity of ideas and voices of SoBA!

Here's to a new year filled with learning, brimming with a generous sprinkling of joy. Come aboard in the new semester – for new learnings. Do bring your backpacks and buckle-up to carry home minds filled with novel ideas!

Yours truly,

Dr Kiran Desai
Associate Dean SoBA.

SOBA PREMIER LEAGUE



In an absolute whirlwind of sportsmanship and sheer excitement, the SoBA Premier League unfolded its magic on the 5th and 6th of November. Hosted by Fairplay, the sports committee of NMIMS - School of Branding and Advertising (SoBA), the event brought the campus sports complex to life. Picture this – four dynamic teams, namely Rohan Ravens, Raj's Rebels, Bhasha Warriors, and Percy's Pirates, battling it out with grit and determination for the coveted title.

Now, before the teams even stepped onto the field, there was a whole other spectacle that had everyone buzzing with anticipation—the SPL auction. It was like watching a strategic chess game, but instead of pieces, they were bidding on players. Each team had a set budget to snag the players they believed would be their secret weapons.

As the dust settled and the matches played out, one team emerged as the undisputed champion. In a straightforward yet impactful twist of fate, Rohan's Ravens soared to victory, clinching the tournament with sheer skill and determination. The SoBA Premier League wasn't just a battleground for physical prowess; it was a testament to strategic planning, teamwork, and the pursuit of excellence.

With Rohan's Ravens etching their name in the winner's circle, the SoBA Premier League concluded as a celebration of sportsmanship and triumph. The tournament may have ended, but the echoes of cheers and the legacy of Rohan's Ravens as champions will resonate throughout the halls of NMIMS - School of Branding and Advertising for years to come.



RAJ'S REBELS TRIUMPH

Mr. Raj Shah's Dynamic Leadership Propels Raj's Rebels to Triple Victory in Cricket, Kho-kho, and Football at SPL, Setting the Bar High for Future Competitions

"Raj's Rebels, under the dynamic leadership of Mr Raj Shah, captained by Sharvari Mahajan along with vice-captain Vikhyat Gaur won three finals in total, namely in Cricket, Kho-kho boys, and Football boys. They were at the top of their game in cricket where they swept the field with the other teams winning three matches. According to them their biggest advantage on the field was the right mix of players and their commitment to win. In an interview with Mr. Raj Shah, it was evident how competitive his team was and their dedication to winning. On being asked about his mantra for Spl his response was "We play to win". Despite finishing as runners-up, the Rebels eagerly anticipate the next Spl, envisioning even higher standards. Their optimism extends to a hope that fair play will continue to set the benchmark, fostering an atmosphere of healthy competition. As the Rebels bask in the glory of their achievements, their focus remains on future competitions, embodying the spirit of sportsmanship and the quest for excellence in every endeavor.





ROHANS RELIABLE RAVENS SOAR TO VICTORY

The victorious team encapsulated their experience in a five-word summary: "Victory, best team fights, nail-biting finishes, and unity." When asked about expectations for the upcoming year, the response revealed a desire for diversity in sports, advocating for a broad spectrum beyond the commonplace, and embracing uniqueness.

Reflecting on the taste of victory, Mr. Rohan shared great thoughts on the transformative role played by the team's female members, particularly in the Kho Kho and Tug of War finals. Describing it as a blessing, they credited the success to the unmatched dedication and hard work displayed by the female athletes. The athlete identified their indomitable spirit on the field as a turning point, emphasizing the persisting life lessons learned, which extend beyond conventional classroom teachings.

Delving into the strategic aspects, the team disclosed that each game had a distinct plan, emphasizing strategies during crucial moments, where team captains played pivotal roles. Highlighting the importance of recognizing individual strengths, the team owner commends players like Chaitanya and Aayush for their significant contributions to the team's success.

In essence, the mantra revolved around creating the strongest team to secure victories, underscoring the collaborative effort that transformed the team into a supportive family.





PERCY PIRATES

SAILING THROUGH CHALLENGES

From Kavya and Jai's Leadership to a Fun-Filled SPL: Navigating Challenges, Embracing Success, and Unveiling the Next Chapter

The team owner, Mr. Percy reflected on the team's glorious journey through various challenges, emphasizing the pride derived from the female team's exceptional victory in football. Despite the men's team facing challenges, the response acknowledged the inherent unpredictability of the game, emphasizing the need for better preparation.

Highlighting the significant role played by the girls' team in securing victories, the team underlined their noteworthy contribution to football games. Captains Kavya and Jai were lauded for their dedication to their roles, contributing significantly to the team's growth.

When asked about the mantra for success in the SPL, it articulated the importance of good team spirit, teamwork, and the enjoyment of the game. The focus on these elements served as the guiding principles for navigating through the SPL.

Looking ahead to the next year, the team expressed expectations for a better-organized event, the removal of Kho Kho, and a greater emphasis on engaging activities, particularly indoor games. This forward-looking perspective seeks to enhance the overall experience of the SPL and broaden its appeal with diverse and engaging sports. All in all, it was a fun engaging event.





BHASHA WARRIORS

PULLING TOGETHER, WINNING APART!

A Glimpse into the Vision of Coordinators Mrs. Bhavika Desai and Mrs. Sayali Godambe

Under the adept guidance of coordinators Mrs. Bhavika Desai and Mrs. Sayali Godambe, Bhasha Warriors triumphed in the final tug-of-war boys match, with Aryan Raiyani as captain and Krrish Thakkar as vice-captain. While they attribute their exhilarating performance in tug-of-war to the stroke of luck during the auction, the true essence of their success lies in unwavering dedication and hard work invested in the event. Despite an incredible team, the emphasis remains on the sweat and toil behind the scenes. Mrs. Sayali Godambe, in an interview, hinted at the potential evolution of SPL into an intercollegiate fest, envisioning heightened excitement and raw competition adding a layer of anticipation, and promising even greater challenges and triumphs on the horizon. On a final note, Mrs. Sayali and Bhavika expressed their satisfaction with how well Spl was organized and credited the captivating success of the event this year to the sports club fairplay. They hope for a similar outcome in the future suggesting a commitment to maintaining high standards and ensuring the continued success of the event.

Janhvi Kumar (FY-B)
&
Shreya Sharma (FY-D)





ACROSS THE TABLE OF INFLUENCING BUSINESS



In the buzzing world of social media influencers, let's talk about Leher, who's making waves on Instagram with her totally unique way of doing things. According to her, cracking the Instagram code isn't just about geeking out on algorithms; it's about serving up seriously awesome content.

Her journey started during the lockdown when she decided to flaunt her dance moves on Instagram. With the arrival of short videos and reels, she saw a golden opportunity to ride the trend wave. Fast forward, and she's gone from being your regular content creator to a bonafide influencer, marking a pretty epic rise.

A game-changer for Leher was teaming up with big-name brands like Bumble and Shyaway. It wasn't just a collab; it was her golden ticket into the influencer A-list, a real eye-opener to her digital potential. Leher credits her success not just to her quirky video editing skills, natural talent, and impeccable trend-spotting but, more importantly, to her deep connection with her audience. She keeps things personal, chats it up with her followers, and her genuine vibe shines through in every post.

In a social media landscape overflowing with influencers, Leher's story is a loud reminder of what really matters: killer content, staying true to yourself, and building legitimate connections with your audience on places like Instagram. Her journey is a pep talk for anyone dreaming of making it big in the digital game. With a sprinkle of confidence and a whole lot of grit, Leher shows that crafting your own Instagram success story is totally doable.

LITERARY LANES

The day was the 27th of November. The event was Ad-Mire.
The project was a documentary on streetside booksellers.
The club is AllBooked- The film is 'Kitsch and Kahaani'.

The making of 'Kitsch and Kahaani' is a story for the ages. The club head, Varun Varma had approached his members for the documentary, and several people had applied with full passion and excitement. It resulted in multiple trips across South Bombay, Starbucks, and streets filled with stories to enamor.

First came the writing—the writers—Kaamya Rawal, Urmi Taksal, Vanshika Shah, and Vansh Jain. The original idea behind the documentary was to follow a day in the life of local booksellers which then turned into what thoughts people had about them. Everyone had such contrasting opinions which made the story you saw on screen. Finally, a clear goal was in sight.

Second came the shooting. Varun, the leader of AllBooked was to shoot the entire film. But scouting had to be done. Wanting to focus on streetside booksellers, the team headed to Kala Ghoda.

There, interviews and conversations took place. Making sure we got the right content, Varun made sure that his vision was presented to the audience as he wanted.

Lastly, the editing. Richa Banka and Prina Kuckian were the editors. Prina made the trailer for the film and helped Richa as she coordinated and edited the entire film. Audio cleaning, color grading, subtitling, and making sure the shots fit together, Richa had handled it all and was termed the team's hero by Varun.

In the end, all this effort came down to a film that the members of AllBooked are proud of and love. A passion project that came to fruition and brought everyone closer.

Vansh Jain (SY-A)



FORGET YOUR BAGS!!



How our shoulders were tired of carrying laptops for ICA week, finally being told NOT to, carry our bags seemed like the best idea possible!! An event organized by our very own 4 AM club. It encouraged people to embrace their creativity and get playful with this initiative. From hangers to pillowcases, they found creative ways to carry their belongings.

This imaginative shift promotes a positive atmosphere, fostering a culture of expression and breaking the monotony of routine.

"No Backpack Day" becomes a canvas for students to showcase their personality and wit, adding a touch of whimsy to the learning environment.



-Twesha Chawla (FY-B)



AD-MIRE



AD-MIRE 2023

A Dazzling Event of Artistic Brilliance at NMIMS SoBA

On the 27th of November 2023, the second edition of AD-MIRE, the ADFeast organized by SoBA, was joyously commemorated. The event commenced with the Lighting Ceremony, setting the stage for an afternoon of celebration. The resonant NMIMS anthem instilled a sense of pride and unity among the attendees as they eagerly anticipated the unfolding festivities.

The host Baban Sher and Rocky Rabdhawa's charismatic entry captivated the audience, ushering in an afternoon filled with excitement and entertainment. Followed by a medley of Lehein's enchanting music performance further elevated the atmosphere, creating a spellbinding experience for everyone present.

Following a brief break, the event continued with a lineup of meticulously planned performances that showcased the diverse talents within the NMIMS community. Each act, carefully booked, added a unique flavor to the celebration, captivating the audience's attention.

Prit Kamani and Mini Mathur graced the stage, bringing star power to the event. Jhelum's performance highlighted the cultural richness of NMIMS, leaving a lasting impact on the audience. After Prit Kamani's departure, Mini Mathur seamlessly integrated awards into the program and hosted a talk show with Atelier, offering insights into the artistic world.

The screenings of FY, SY, TY movies were a highlight, with "Escape the Matrix," a captivating music video, and "Times of India" securing top honors. SaReDrama's compelling drama skit further showcased the depth of talent within the NMIMS community.

As the event concluded, it left an indelible mark, celebrating the vibrant spirit of NMIMS and the creative prowess of its students.

- Khushi Parekh (FY-C)



BEYOND THE CURTAINS

CAPTURING THE ESSENCE OF 'JHELUM'

Last year's Ad-mire set the bar high with its musical extravaganza: Patricide the Masquerade, a first-of-a-kind play put together with the combined efforts of SaReDrama, Lehein, and Zephyr, which became the show's highlight in no time. The pressure was on again this year as the three clubs put their heads together to succeed last year's performance.

After much deliberation, it was decided that this year the enchanting melodies and captivating tales of 'Jhelum' would be brought to life in Soba's unique style! The auditions and practices began soon after the conclusion of the second ICAs in full swing.

The postponement of the event from the 23rd to the 27th of November proved to be a boon in disguise due to the Diwali holidays hindering the preparations. The participants were soon accustomed to the rehearsals extending from morning to night, leaving no stone unturned in shedding their blood, sweat, and tears to bring perfection to the final show.

The day finally arrived with the guests gathering in the Mukesh Patel Auditorium to witness the grand SoBA musical. Graced by the presence of the highly renowned Miss Mini Mathur and actor Prit Kamani, the show turned out to be a great success with its flabbergasting visuals and jaw-dropping energy!

With innumerable memories created, one cannot forget this day filled with creativity and excitement, be it a participant or a spectator. The wait for the next edition begins as we bid goodbye to Ad-mire 2.0, hoping for the next set of creative minds to exceed all expectations!

-Ronit Singh (FY-A)



AD-MIRE WINNERS

BEST SCRIPT



TY:
PARKER AD FILM
RAHUL AMBEGAONKAR & TEAM

SY:
AFTAAB
MANAV MODI, BHAVINI
KHANNA, ANGAD BALI &
AABHAS SHARMA



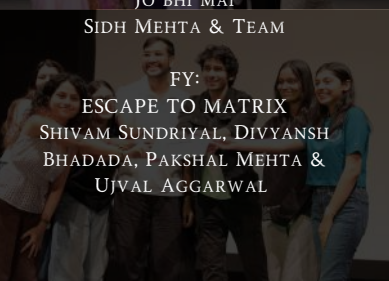
FY:
FIVE
MANNAT KAPOOR & DHRUVI
VAISHNAV

BEST EDITING




TY:
TIMES OF INDIA AD FILM
VYSHNAV GR & ASHWATHY
NAIR

SY:
JO BHI MAI
SIDH MEHTA & TEAM



FY:
ESCAPE TO MATRIX
SHIVAM SUNDRIYAL, DIVYANSH
BHADADA, PAKSHAL MEHTA &
UJVAL AGGARWAL

BEST CINEMATOGRAPHY



TY:
HIMALAYAS WIPES AD FILM
DEVANSH AGARWAL & TEAM

SY:
GUANTANAMO
KRISHNADEO KHANDELA & TEAM

FY:
REALITY BITES
SAARISHA, KOPAL & TEAM



BEST DIRECTION

TY:

MANYAVAR MOHEY AD FILM
MIKHAIL RODRICKS & ADITYA KUMAR

SY:

ISHQ RISK
MEHUL ARORA & SUKANSH KATARIA


FY:

SILENT SHADOWS
AKSHAANSH & URVIKA



ORIGINAL MUSIC AWARD

TERE SAATH (SY D)



JANVI BHATIA
DIYA KAMLANI
MAHI SARAF
ARYAN RAYANI
MAHI GUPTA
KISHIKA MALIK
AMAN JAIN

BEST FILMS

TY - MANYAVAR MOHEY AD FILM

Mikhail Rodricks, Aditya Kumar, Kalista Sampat, Kavya Garg, Nalin Maheshwari, Kartar Kaur

What would be your advice to the FYs and SYs?

“To make a film you have to be very well planned out, about the story, script, shot division, set design etc. This made the process for us very smooth.”



SY - ISHQ RISK

Mehul Arora, Sukansh Kataria, Urvika Lahot

What was your approach towards choosing the song?

“At the beginning, we had a different song in mind, but we lost the major clips for that particular song. This song and story were a last-minute idea!”

FY - HELP/LINE

Saloni, Akriti, Vaibhavi, Nishit, Saanvi, Tvisha, Aneasha, Rounak

What do you think stood out in your film in comparison to the others?

“We made sure to incorporate different camera angles in each scene which reflected on the different character stages in the film.”



-Kopal Jain (FY-D)

DIWALI TO REMEMBER

Diwali, the festival of lights, holds a special place in every Indian's heart. This year, the celebration took an unexpected turn as it coincided with the excitement of the Cricket World Cup. Team India's stellar performance, led by the phenomenal King Kohli, added an extra layer of joy to the festivities, making it a Diwali to remember.

My own Diwali experience was unique and unexpected. Instead of the usual home celebration, my dad decided to spend the auspicious occasion in our ancestral village, away from the hustle and bustle of the city. Initially resistant to the idea, I couldn't fathom being away from the comfort of my home during Diwali. However, my dad had a plan – to renovate our village home during this time.

Upon reaching the village, I was greeted with chaos. The renovation work was in full swing, and our modest village home was in disarray. I questioned the decision, wondering why my dad chose Diwali for renovations.

But as I saw the happiness on my grandpa's face, celebrating Diwali in the place of his birth, and witnessing my dad renovating the house he had built with hard work, everything fell into perspective.

I realized the significance of our roots and felt proud to be a part of this unique Diwali celebration. The small village became the backdrop for unforgettable moments with family, bonding with cousins, and listening to tales of the past from my dad and grandpa. It turned out to be a Diwali filled with tradition, cricket joy, and unexpected renovations – a celebration I'll always cherish and a heartfelt thank you to my family for this wonderful experience.

-Nikhil Sharma (FY-A)



NAVIGATING EXAM SEASON: A GUIDE TO MANAGING STRESS

Exam season can be a challenging time, and most of us run on little sleep, lots of caffeine and late-night pizza. Despite the pressure we feel from looming deadlines, working to manage our stress levels can be key to doing well!

Here are some tried-and-true ways to help you sail through the storm of exams with a cool and collected mindset.

1. **Prioritize Self-Care:** This can mean anything from clean sleeping habits to eating nutritious meals, or even a facemask and skincare! A well-nourished and well-rested mind is better equipped to tackle challenges.
2. **Break It Down:** Exam preparation can be overwhelming- Try short, focused study sessions and regular breaks to make the workload seem less daunting and boost your ability to retain information.
3. **Stay Active:** Incorporate regular exercise into your routine, even if it's just a brisk walk or a quick workout. Exercise can help clear your mind, leaving you more focused when you hit the books.
4. **Practice Mindfulness:** Take a few minutes each day to engage in mindfulness practices such as meditation and deep breathing exercises. This improves concentration and enhances your ability to handle challenging situations.
5. **Connect with Others:** Reach out to friends, family, or even the college counsellors to share your thoughts and feelings. Discussing your concerns with others can provide a fresh perspective and alleviate feelings of isolation.

Remember, exams are just one aspect of your academic journey. Approach them with a positive mindset, and don't forget to celebrate your achievements, no matter how small. You've got this!

-Akriti Shrivastava (FY-D)



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