

Saba
Snippets

OCTOBER '22

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Edition 17 | October 2022



Soba Snippets

Newsletter club

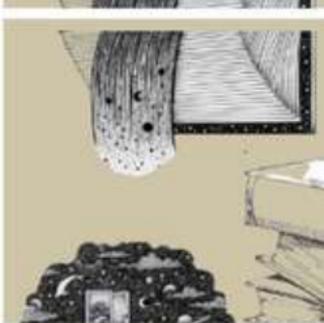


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Kadam '22

Kadam Fundraiser

No matter how humongous the journey is, every journey begins with a single step. You can't mount Everest if you don't take the first step or should I dare say, the first Kadam.

Menstrual hygiene has been a colossal social taboo in our country since the dawn of age. God bless Padma Shri Mr. Akshay Kumar for taking the first step by addressing this issue on the mainstream media with his blockbuster movie 'PadMan'. This started a revolution in the country.

'Padsquad' is a pan-India movement that provides biodegradable pads and sustainable solutions. It enables people to distribute menstrual health solutions to economically disadvantaged women. At the same time, they don't ignore the negative environmental impact and only provide these women with sustainable products.

The next collaboration for our college was with 'imPaCCT Foundation'. ImPaCCT Foundation is the Pediatric Department of Tata Memorial Hospital. imPaCCT foundation helps children in India get appropriate health care to fight pediatric cancer.

SRF committee of NMIMS School of Branding and Advertising believed in these non profit organisations and continued taking steps towards a brighter tomorrow by raising funds for these causes. NMIMS School of Branding and Advertising organized its very first fundraiser 'Kadam' on the 13th and 14th of September. Kadam Kadam badhaye ja!

The event was initially held to raise awareness around menstrual hygiene through a few performances and games however it turned out to be a great hit attracting all the different colleges in Mithibai. The two-day event began with a small message from the cultural committee and continued with various music and dance performances held by Zephyr and Lehrein.



IMPACT INDIA FOUNDATION

Kadam '22

The crowd gathered around the mithibai foyer area where music was played throughout the day both live and on speakers and the SRF committee collected funds for the entirety of the event. We were also graced by the presence of our very own dean Mr. Ramanan Balakrishnan sir who greeted the organizing committee members holding the 'free hugs' signs with exactly those. The performances on both days consisted of two routines from both the music and dance team in the morning and evening. For the rest of the duration of the event, students were allowed to participate in various games like 'Water brick challenge', '7 up 7 down', 'The corn hole game, and ' Lips don't lie which were organized by Fairplay the sports team of SOBA. The entirety of the event was beautifully captured in unforgettable moments by Through the Lens.

Fairplay's Co-Head Fahel stated that they had recorded over 150 participants who took part in the crowd's favourite attraction, the water brick challenge. One of the highest amount was raised by Fairplay closely followed by Zephyr and LehreIn.

Kadam had also seen a buzz in participation by small businesses who had put up their stalls for the event. Some of these were 'Rethink thrift', 'Finesse', and various other small businesses.

The event was a great success and helped raise funds for causes that most of us believe in and care about. Kadam will always be an event that allowed the students of SOBA to put their creativity and talent on display to raise awareness for a problem which is serious and very prominent in our country. We would like to conclude this article by dedicating the fundraiser's success to the organizers, sponsors, students, and our beloved dean Mr. Ramanan Balakrishnan



- Reported by Arnav Deshmukh
& Prisha Sharma

01 October 2022

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OCTOBER'22

SOBA STARTUP'S



INTRODUCING : THE BOMBAY COALITION

Music has a special place in everyone's heart. It's a sense of peace amongst the chaos or it's the life of every party but more than anything music has remained a constant throughout our lives. Likewise, 80's rock n roll has been a constant in the music industry since its introduction. The fan base of this timeless classic genre is passed from one generation to another. Our this month's interview for SoBa Startups focuses on two of our students - Aryaman Singh (SY-A) and Joshua Vaz (SY-A) who are a vital part of the 80s rock n roll band 'Bombay Coalition'.

Interviewer: Tell us about your band and how you all came together... the genre of music that you play and the locations where you all have had gigs in

Joshua: Let me start by introducing our band, we are known as the 'Bombay Coalition', Bombay because it sounds cooler than Mumbai and Coalition is a synonym for a group of people that share a passion. But in retrospect it does kind of sound like a political party's name. Our group comprises of 7 members. We have 2 lead singers - Aryaman Singh and Shanelle Ferreira, 2 guitarists - Enrico Rodrigues and I, Our bassist - Mikhail Pinto, Our drummer - Leander Pinto and our keyboardist - Brendan Alphonso. Enrico also plays the saxophone. Coming to your second question, I met Enrico and Brendan in school so I've known them for the longest and we have always been good friends. Then I met Shanelle in college and we started dating. So I've known these people but the find that completed the group and made the magic happen was when we heard Aryaman's voice. The six of us were smitten by his talent and immediately told him that you're the missing piece we were looking for and now that we've found you our band is formed. We all are retro rock music fans. I can not listen to any music that has been produced after the 2000's. I know this sounds sad but it's just how it is.

Aryaman: I met Josh in college itself. When I first met him I thought “There’s a talented guitarist and he would be a cool friend.” I wanted to showcase my musical abilities in college so I went up to him and he told me that he’s a grade 8 guitarist. I was awe struck and very impressed. I stalked him on Instagram for a bit later, not going to lie. Joshua came up to me one day and asked me if I would like to join one of their jam sessions at bay house. This was my first time jamming with proper musicians and I was quite nervous but we had a great jam session and had a lot of fun. I think it was fate that I met him in college because even if I saw him in one of his gigs I wouldn’t be able to approach him later.

Interviewer: What is the the genre of music that you play and the locations where you all have your gigs at

Joshua: Genre wise I’d say we play rock n roll, retro and pop music from before the 2000’s or some insanely popular song that the crowd demands us to play. We believe that there’s an audience for the music we play. We are a cover band so we are only permitted to perform at cafes that allow live performances, So far we’ve been called up by three of these. All three of them take their sweet time to pay.

Aryaman: The three venues are namely Stables in Andheri, Finch in Powai and High Spirits in Pune. These were the first venues we approached after we started off because they love having new bands. A lot of cafes that are commercial don’t usually get back to us. We have a gig coming up at High Spirits on 1st October at our favourite venue High Spirits. We just love the energy we get from our Pune paltan.

Interviewer: I’ve heard you both perform for Lehrein, our music club multiple times and we all know how much the students love you guys. But does it get hectic managing your academics and passion? Me and you both know how many deadlines we have to live to and from and the never ending tests

Joshua: I agree but the satisfaction that I get from pursuing my passion makes it worth it for me. There’s a certain high I get after each of my performance that I can’t describe in words. I try my best to find a healthy balance between the two but I always tend to prefer to chase this high over and over again.

Aryaman: Personally, sometimes it does get hectic traveling. We have 2-3 practices every week and these practices end up extending to 3-4 hours after we attend college for 5 hours. But like Joshua said earlier, it’s just so rewarding and I wouldn’t change a thing about my life.

Joshua: I see the exhaustion on Aryaman’s face after every practice session. His job is the most demanding physically but I also see how lit up his is face after every gig when the audience, fellow musicians, etc. just come up to him and praise him.

Interviewer: Can you talk a little bit about your future plans? Would you like to do more commercial activities or stay strong with the roots?

Joshua: Right now, we are 7 friends loving what we do. I would love to stay strong to our roots but that won’t put bread on our table. Aryaman and I are the youngest in the group so we just have to juggle between college and music. Older people in the band have jobs and it gets really difficult for them. For example, our gig in Pune will take 1 and a half days. I think if our band wants to survive, we will have to find a healthy balance between Capitalism and Passion. I don’t have a clear cut vision for what’s ahead of us but I believe in my colleagues.

- Reported by Arnav Deshmukh

- Interviewed by Prisha Sharma

BRAN



Joel James: about Nothing and more

Creativity and the ability to create art is quite literally a gift, and every now and then we come across people who have managed to make the most out of that gift. The best example of that person in SOBA is Joel James, a TY student at NMIMS School of Branding and Advertising who is a brand in himself. He's an artist producer, a verified artist on Spotify with over 370 monthly listeners, more than 10 singles, an EP, and most of all, he's a hustler. Basking in the celebration of releasing his newest single, Nothing, on 17th Sept 2022, we decided to sit down and talk to James about his music, his work, and more.

Joel James is an incredibly driven and talented artist who clearly wants to invest time and effort in his growth, and it's evident through Nothing. The interesting name of the song, the story of the song being centered around a suave, center-of-spotlight guy, and the chill beats make Nothing stand out immediately.

Our conversation with James about his creative processes of producing music revolved around two specific words: unique and fluid. In fact, everything about this stage in his music career seems to be centered around uniqueness and etching out a vibe for himself - he's still "finding his sound" and exploring the different worlds of music, and he believes it is an essential part of growing as an artist.

This is why you should follow artists when they're still small so as listeners you can follow the evolution of the artist and actually see the music shift and mould as they find their sound."



When talking about what drew him into the music industry, we expected an answer along the lines of a childhood obsession to a band or an artist. We didn't expect a touching story involving a school trip in which 10-11 year old Joel James, an acoustic guitar enthusiast who saw "Music like a best friend i always had", met a music producer-teacher and had an epiphany that playing and learning music aside, he wanted to create music of his own and tell the world his story. He spoke of that producer incredibly fondly as he recounted how seeing him made James realise that his space in the music industry would definitely tell stories somehow, and that would be his distinguishing factor in this industry.

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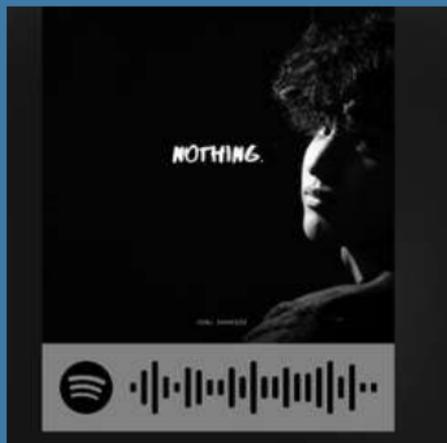
One of his biggest inspirations still remains that old teacher of his, along with some artists in the industry currently such as Lanie, blackbear and Tsumyoki, highlighting how each of them have such a personalised sound to their music which brands their work entirely and is unique to themselves, something he looks up to. Interestingly, he also talked about the broader idea of music - "It's also more about marketing of the music - Kanye West is an inspiration in this; controversy aside, his work is really interesting".

He loves the idea that whatever you create and produce is 100% yours and is a reflection of you every after you're gone.

He mentions how when you're starting on your own, promoting your work is essential, and he says the best way to go about it is to be absolutely besharam about it. No, seriously.

"It (promotion) needs to be constant and you just have to be besharam in selling your work, even if it clashes with your social personality. The battle isn't with the world, it's with yourself, the self doubt is real."

Battling self doubt and the "dying of your hunger" is real, and his advice is to just push through it and believe in your art, as he's doing. When asked about what was next from him, he lit up and talked about his upcoming album, featuring many different international artists, along with entirely fresh production elements and melodies, different from anything he's ever done before. "It'll be really exciting," he says.



One of the best things to learn from Joel James is his humility - we asked him for advice he'd give people trying to follow his footsteps and he chuckled and said he's still too small to give advice (stream Nothing on Spotify and prove him wrong please.). But upon further conversation, he gave some great advice: "just show up." Consistent and constant efforts, even when you feel demotivated, will help the most in the long run. "Align your long term goals with many short term goals - it'll help you stay motivated". He recommends the J. Cole documentary Applying Pressure: The Off-Season Documentary for people to get inspired about how to get started on their creative journey.

Joel James is immensely talented and open about his processes, being very approachable about his views on getting started on creating art and putting it out there. He talks about how mirroring your idols and inspirations is the best way of discovering your personal styles and your unique path, but none of it matters without the consistent efforts of showing up for yourself and believing in your idea and going forward with it. James is inspirational in himself and his work, and among many things to take away from this conversation, take away the testament to what hard work and believing in yourself can do for you.

Nothing

Joel Jameszz

- Reported by Purva Mehta
- Interviewed by Dhruv Dangwal



... And that's how our Clubs pulled up a great show!

It was not long ago, when there was all hustle and bustle in the corridors of 8th floor, with banners and posters all around, waving trail of kadam roundel, chantings of slogans, leaving the whole soba enchanted. And although the inception of this lies way back, which has its own incredible journey, having reached its destination as a big banger.

Also, it was not just a fundraising event wherein, we had stalls put up and donations happening; it was a full fledged event with performances to keep people engaged and captivated. All the performances literally brought life into the event, it was like they painted the event to become Picture-Perfect!

1 **Zephyr - Dance Club**

To start with Zephyr, cause they are the reason why the stage was on fire!

And I still can't get over the classical fusion, the mashup rocked like anything. The performance had the perfect combination of gracefulness and the funky bold mood which kept everyone hooked till the end. It was that kind of performance which got everybody like, you name it and they've got it: the moves, waacking, spins, splits, contemporary, classical, and last but not the least expressions. Coupled by formations with all the diverse dance forms looked like the best smorgasbord ever.

Moving to the next performance by Zephyr which actually moved everybody: the bollywood style.

The way they created the mood and vibe for audience through dance battle was beyond belief. And the moves they pulled, pushed people to groove with them. Followed by the routine, in which, it so happened that their moves were way too louder than the music blasting through the speakers. I mean they really made audience say "tumse se milke dil ka ye haal jo kya kahe, ho gaya hai kaise ye kamal kya kare". At the end of the performance they left everyone in an awe state and made an everlasting impression of how perfection looks like!



- PC : Tanya Agrwal
(@throughthelens.soba)

Soba Snippets **Clubs X Kadam**



Lehrein Music

Lehrein is up next: the one who lives right next to everyone's heart.

"I think I've seen this film before, and I know they stole the show again," it's just a taste of what they're capable of. Words can't do justice to the melody they play and slay because they kicked off with "watermelon sugar high," hitting the perfect high notes and taking the audience on a euphonious high. "NA, NA, NA, NA, NA..." you guessed correctly, as did everyone else in the room. Now, the following is what they said and I quote, "Alright everyone, so the next song, I want everyone to be screaming, but since this is a holy school, we can't be screaming a specific word... except for "mere dost," okay?! "Is everyone ready?!" And as soon as the baseline was heard, the crowd couldn't have gone any crazier or acted any more by their proclamation. The next thing they had prepared was for all the guys and girls who had a love story that went something like, "Why you gotta be so rude? I'm still going to marry that girl!" And the requested songs were breathtaking.

By now you know that the performances were remarkable and monumental which makes me want to know the backstage tale. So, let's hear it in the words of our club head- **Joshua Vaz** - 'Kadam was a great event, for the fact that it was about cancer patients and research for cancer, which was incredible and being a part of a cause like that and be able to give back in whatever small way we could in Lehrein was an honour. We were able to be to pull up this event because of a lot of practice and to make a good performance happen, it's very much important to know your audience and band members. Usually, you need to know the songs that the audience would like to hear, and songs you, as a band can pull off.



SaReDrama

SaReDrama: cause a little drama never hurts

This has to be the most fun and exhilarating performance. Cause you never know what comes next from them, and they never fails to leave the audience amazed. I mean not them only giving fantastic performances but also rallying and spreading the message was commendable. And having talked to the head of the club- Viven, threw some light on the behind the scene experience that they had. Quoting him "The P.O.V. on kadam is that it was great fun to be a part of such an event. College students having fun, playing games, performing and even running some business for a good cause. The feeling of working towards the betterment of healthcare in the country was a great one."

- Reported by *Urmi Jaksal*

CLUBS X SOBA SNIPPETS

Atelier



THROUGH THE
LENS



CLUBS X SOBA SNIPPETS

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BRANDSTORM X BRANDSPILL

After the successful event - Kadam, we got a chance to talk to the Brandstorm head - Anoushka Tripathi (SY B) regarding the behind the scenes work and outcome of the efforts.

How did you make Kadam a brand?

We wanted to stand out and make people aware. We wanted people to know what Kadam is because a lot of people were misinterpreting what Kadam really is. The design and the poster were not very clear. The main objective was to get the message of the event and what fundraiser we are doing. We started with a menstrual campaign and spreading awareness about what periods are, so we allotted certain content for every club. We came up with ideas such as using taglines and creating content to raise awareness. The content we were posting was getting a lot of attention. We suggested the culture committee to stand out by posting for example saare drama, we happened to conduct a nukkad natak. We used the physical form of attention to make kadam a brand.

What was your approach for the social media part of branding?

Like I said we allotted content to each club to post something relating to kadam and make it relevant. Students posted behind the scenes, interviews, covering all stalls, putting up all the brands up there. This way people could get any information they needed regarding the brand. So this way we had a lot of content on social media nobody could miss out on.

How did you acquire the sponsors?

The core committee would know more about this. We were working more on the relevance, spreading awareness. But we did have a sponsor who joined us after how successful the event became i.e., thumbs up super charged up. They noticed the footfall of the event, and how many students were attending the event which were more than 10,000 oh no 20,000, they came up themselves and distributed free energy drinks.



BRANDSTORM X BRANDSPILL



As it was the first event of soba, what was your experience as the Brandstorm club?

So, for the branding and advertising committee this was the most relevant activity for us. We got a chance to put a lot of time, effort, and knowledge that we have into actual activity. We could give back to the college. so, it was good for Brandstorm to work with real brands and promote them and make them stand out at our own event. We exceeded our expectations with the footfall, as the footfall was not only for SOBA, but for the whole school. We had a great time, the stalls did very well and the coordination of the event management team was excellent.

What did you learn from it, what changes would you make for the next event?

One thing I noticed was the potential that our event had. The potential would have been way better if the location of the event would have been different like a bigger space the footfall would have increased or multiplied just because of the space. The potential of kadam would also increase if we collaborated with other schools of nmims and other deans of nmims maybe because if we all come together and have a bigger event. We also could have had a lot more sponsors if we collaborated with other schools because the connections would have increased and networking would have been better.

Final thought for kadam

Kadam by SRF was an initiative to not only collect funds but to bring together all the students of SOBA. It was also a day where everyone came together just to have a good time, to collect funds, and to raise awareness for what really needs to be done, to spread knowledge about taboos like menstruation. They learnt many practical skills regarding business and networking . So I think it was a great event for everyone to connect with each other and learn and just have a good time. As a student of branding and advertising, I feel like things that we learn in our classrooms we got to see them in real life. Messaging strategy, learning how footfall works, how social media strategies can be put together to make an impact. How we got to go beyond the classroom for the first time was a good experience.

- Reported by Nimisha Ramade

01 October 2022

Sidemen edge YTAS in thriller of the century charity match

The game raised more than £1m for four different charities

The much awaited match between star studded Sidemen F.C. (a team of YouTubers and childhood friends from United Kingdom) and YTAS(YouTube All Stars) began with the new YouTube sensation IShowSpeed sliding into a brutal but fair tackle on YouTube mega-star KSI. The showdown between the two was a constant source of entertainment for their fan bases largely based in United Kingdom, India and the U.S.A. Speed won the duel. The match was played at Charlton Athletic's stadium The Valley. Biggest YouTuber in the world Mr. Beast was also present in the Sidemen lineup. The game started at 7:30pm IST on 24th September 2022.

The match saw some great goals, a lot of amazing memories and a performance both the keepers Pieface and Callum The Dragon would like to forget. First blood was drawn by Chunkz from YTAS when he netted an absolute belter of a strike from 40 yards out. Little did he know at that time that the game will go on to be a 15 goal thriller with the winner coming from Sidemen star Miniminter's magical right foot, when he chipped YTAS goalkeeper Callum The Dragon from 35 yards out in the 87th minute. Miniminter scored a sizzling hat-trick and assisted his teammates 3 times to achieve a perfect 10 rating. Miniminter's perfect rating has only occurred once before in the FotMob heritage when PSG megastar Neymar jr. took on Toulouse. Neymar scored a brace and assisted twice in that game. Other great goals included Yung Filly's 28 yard screamer in the top right corner VIKKSTAR123's madness of a finish in the bottom left corner followed by a summersault celebration. The match ended with a score of 8-7 in favour of KSI captained Sidemen F.C.



The event was a huge success with over £1m raised for four different charities. Teenage Cancer Trust and Campaign Against Living Miserably will receive 40% of the money raised each. The remaining 20% will be shared by children's charity Rays of Sunshine and M7 Education. Ethan Payne a.k.a Behzinga was made an Ambassador for Teenage Cancer Trust. Just a few hours later he and his girlfriend Faith Louisak welcomed their baby girl Olive Otlie Payne to the world. It's safe to conclude by saying that Miniminter might have been the undisputed man of the match but Behzinga was man of the day.



- Reported by Arnav Deshmukh

01 October 2022

WHY FIT IN WHEN YOU WERE BORN TO STAND
OUT

OUTFIT OF THE MONTH

October 2022



- Kaavya Chaturvedi (FY)



- Aryann Khurana (SY)

Retro Fashion

A group of eight young people are posing in retro 80s/90s fashion. They are standing and sitting in front of a large, textured stone wall. The group includes four women and four men. The women are wearing crop tops, high-waisted jeans, leather pants, and sequined pants. The men are wearing leather jackets, plaid shirts, and dark clothing. The overall aesthetic is nostalgic and trendy.

The 80s/90s
are back!

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Recognition of talent

NMIMS CENTRE OF INTERNATIONAL STUDIES

Through the Lens Team at the orientation of NMIMS Centre of International Studies Three members of the club got the chance to go and cover the orientation program of the NMIMS Centre of International Studies on the 19th of September 2022. This was a great opportunity for the students to learn and put their photography skills to use as it was the first time our club got to work outside of SOBA. The students learned how to take briefs from the clients for any project and how to go about the pre-production, production, and post-production process. Following the success of this project, our team also got the opportunity to cover the incubation ceremony of NMIMS faculty which took place on the 27th and 28th of September 2022. A team of six students worked on this project and got hands-on experience working as an outsourced team. Activities like these help the students to go out of their comfort zones and work in a professional space.

My Experience at UMANG - Le Tour De Mumbai Shaurya Mehta

My experience at Umang was really good, I got to learn a lot. This was my first videography event - Le Tour De Mumbai in which I participated with my classmate Maulik Bansal, who was cooperative and an experienced editor. The management team was really good and supportive and provided us with all the necessary things without any questions. The location we decided on for the shoot was South Bombay, the invigilator who accompanied us was also really cooperative. This event was overwhelming and fun in which I gave my 100%. The results were declared on the spot, in which we managed to acquire the 3rd podium, which was unexpected and made us happy. The judge announced the results in a very fair manner, the best part was that he reviewed every contestant's work and gave his suggestions for the same. In the end, we were gifted with two things namely a ring light and a travel lens. To summarise, this whole event was a great confidence booster for me and I practically got to learn many new things this has also generated more interest in my towards videography. Thank you!



BOOK REVIEW

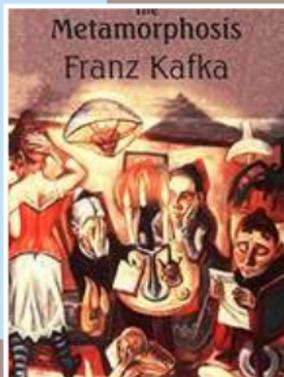


'Metamorphosis' by Franz Kafka

Metamorphosis is a novella written by Franz Kafka which was first published in 1915. One of Kafka's best-known works. Metamorphosis is defined as "a change of the form or nature of a thing or person into a completely different one", in short, a transformation. This being fiction, often referred to as 'absurdist fiction' because it's humanly impossible for a person to wake up one morning to find out he has transformed into a vermin and that's actually how the story begins.

The story is about Gregor Samsa, who is a travelling salesman and the only bread-earner in the family. The story slowly unfolds introducing other characters that are mainly his family members, Greta being his younger sister of seventeen and his parents, Mr and Mrs Samsa. The story revolves around the struggles they face to cope with his transformation, including himself.

Talking about the writing style, I would say if you read it and take up its literal meaning, that might not completely make sense to you. Every narration consists of his struggle to adjust to his newly transformed body; especially his physical state but you need to read into the lines and relate to it, more in a psychological way. For example: "he had all those little legs continuously moving in different directions, and which he was moreover unable to control. If he wanted to bend one of them, then that was the first one that would stretch itself out; and if he finally managed to do what he wanted with that leg, all the others seemed to be set free and would move about painfully."



If you go beyond the literal idea and relate it to real-life situations, it really gives a very profound cognizance. This same thought process follows throughout the whole story.

A very important point that I would like to bring to the table is the perspective of other family members, especially Greta. The way she actually is the one to understand, care and empathize with the state of Gregor. She did not appreciate the situation but had a kind of soft corner for him and how it eventually changed to extreme dislike later.

BOOK REVIEW



Here are two parallel concepts for this narrative. First, on a bigger picture, involving all the characters like the whole concept of him turning into a vermin, symbolising the dark elements of one's life. You can perceive it in any way you wish, call it isolation, depression, resentment, or imposter syndrome. And Greta being the one, having them in the form of the vermin. Gregor is symbolising Greta's inner self which has turned into vermin and is struggling to survive, to which she's sympathizing and is involuntarily fostering him, although he is being a hindrance for her. She realises the same and the existence of vermin extinguishes and the story ends on the lines of, "she felt comfortable with her own body," which contrasts with the beginning of the story. And by which we can reckon she overcame those dark emotions/feelings and embraced herself with regality.

The second perspective is from the point of view of Gregor himself, about his state, he being treated in a very humiliating way, and how he becomes a liability from an asset to his family members. And the thought that it's not only money or wealth that a person can survive on, emotional needs are also of the same importance, (eg: for Gregor) contrasting with the same idea, as the whole reason for treating him that way, was that now, he was no more bread-earner or an asset for the family and was just a mere burden.

Overall it was a very deep and insightful book. I would definitely recommend people to read it at least once. And it's like you get new inferences, in a new light with each read.

Here are a few quotes I like from the book:

"Calm consideration was much better than rushing to desperate conclusions."

"How about if I sleep a little bit longer and forget all this nonsense".

"Was he an animal, that music could move him so? He felt as if the way to the unknown nourishment he longed for was coming to light."

- Reported by **Urmi Taksal**
(All booked club)



From fights to heights

Kudo Karate State Championship Winner – Kashin Shah

The 13th Maharashtra state Kudo Karate competition was held in Pune on 26th August. Kashin Shah has made SOBA and the state proud by winning the state-level competition for which he has been training his entire life.

We met with Kashin to get a little insight into his performance and understand how he paved his path to success.

SS: Could you start by telling us about the competition and the training boot camp you attended?

Kashin: The entire competition and Bootcamp was 5 days long, consisting of a 4-day long training camp and one day for the match.

SS: How long have you been training for this fight, and what was your daily routine?

Kashin: I have been practicing Karate for 13 years and it was a hobby at the beginning which eventually developed into a passion. Currently, I train in Kudo, Karate, and mixed martial arts. I trained for 2 months continuously with a strict diet for the state championship but weekly, I train every 3-4 days.

SS: What kind of training did you follow?

Kashin: I followed this routine called power training where we focused on striking and ground combat sports. In power training I was sparring with different opponents and followed a regimen diet where I was restricted to eat only vegetables and stick to a liquid diet.





PC - Kashin Shah

Kashin had also previously suffered a back injury just a month before his competition, and despite being severely injured, he still managed to win such a big fight.

SS: How did you manage to win despite your back injury?

Kashin: So, about a month ago, I suffered a bone trauma in my back while training and was unable to train for a few weeks. The doctors had told me that if I fought for another match in the future, I might not be able to fight again. Despite knowing the risks, I used my willpower and determination to propel me to success.

SS: What words of encouragement would you give to someone afraid to pursue their passion because they are afraid of failing?

Kashin: I believe it is critical to believe in yourself, and I always followed a mantra before any match in which I focused on breathing for 5 minutes before the match as it gave me a clearer perspective of what I wanted from the match. "Life is too short to let fear make big decisions for you," I say.

-Reported by Prisha Sharma

Soba Snippets

→ *Genius is Born - Not made* ←

LEARNERS LAUNCHPAD

→ **Work** ←

We've done

LIFE

Short life

So take time to read,
And travel as far,
Dreams might not be fulfilled,
Goals might not be accomplished,
But we still gotta try,
With the hearts that are filled,
With so much pain, yet we don't cry.
Scars filled with pain,
Surely, it's not fake,
A silent scream and a loud silence,
While it rains,
Has it all gone in my veins?

I Guess I'm invisible,
Rarely even noticeable,
Barely any existence for some,
Was I in the first place?
I think it was you
Now I ask myself,
who counted on you?
I can't take this anymore
Sell all my thoughts
And Let me go,
A promise I can't hold for one
A promise that you hold for none.
I can't keep letting my thoughts and
memories eating up my present
Now I'm a dead star
Or just a star who is down until a dusk?

- Arpit Mishra Batch'25



-Through the Lens

ROOKIES ROUNDUP



Interviews of the First Years experience so far at SOBA

Having been one month since the commencement of classes, SOBA Snippets decided to catch up with first year students to gather insight about their experiences in SOBA so far. Here's what a few of them had to say:

Manav Modi, FYB

SS: How would you say your experience in SOBA so far has been?

Manav: It has been brilliant! I am really enjoying myself so far!

SS: Any memorable moments so far you would like to share with us?

Manav: Definitely the first day I'd say!

SS: Why is that?

Manav: Just to see everyone introduce themselves was interesting!

SS: Any professor so far you really like?

Manav: There is no competition, it is definitely Percy Sir!

SS: Finally, is there anything you would like to say to your fellow first years?

Manav: Well, anything you do, give it your 100%. There is no room for mediocrity here.

Vanshika Sinha, FYD

SS: How has your experience in SOBA been so far?

Vanshika: Well, to be honest, it has not been amazing, but has been good.

SS: Any memorable moments you've experienced so far?

Vanshika: My most memorable moment would be when I opened the Kadam event for our band, Leherien's singing performance!

SS: Is there anything else you would like to see in SOBA?

Vanshika: I would like to see more SOBA events for sure! More events like Kadam done by committees or clubs would be really great!

SS: And finally is there anything you would like to tell your peers?

Vanshika: Yes of course- don't judge anyone. Everyone is trying to fit in and find their crowd. We are all trying to be comfortable with each other. So don't judge anyone, be kind to everyone.



ROOKIES ROUNDUP

Nimisha Ranade, FYB

SS: How would you describe your experience in SOBA so far?

Nimisha: Well, it has been fun! The people have been...interesting.

SS: And why would you say that?

Nimisha: I just feel like not everyone is as social as a few of them are. Besides that, the people who are social are incredibly nice!

SS: Any professors you like so far?

Nimisha: Well they all have the potential, but Percy Sir is a clear favorite!

SS: Anything you want to share with your fellow first years?

Nimisha: Be more social!

Aditi Singh, FYA

SS: So how would you describe your experience in SOBA so far?

Aditi: SOBA has been great! I feel it is a really creative course and the people here have been really interactive and sweet to everyone! I really feel my peers are very genuine people.

SS: Do you have any memorable moments so far you would like to share with us?

Aditi: Working with my teams for our OBHR assignment has been most memorable so far! Hopefully there are many more to come!

SS: Anything you would like to tell your peers?

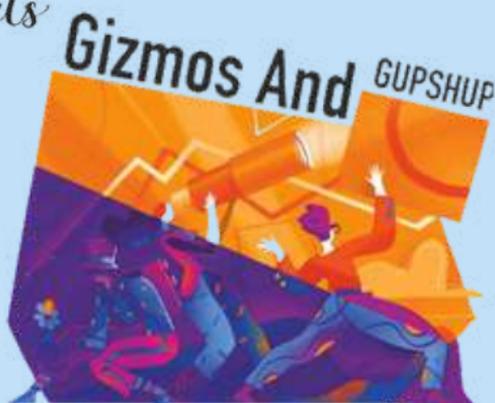
Aditi: Just be nice to everyone! You don't know what's going on with people in their lives. Just be kind to everyone!

SOBA Snippets' Advice!

Following the interviews from the first years, SOBA Snippets has decided to share some of our advice to help make college a better place for you:

- Join as many clubs as possible! This will help you not only socialize but also build better connections in the future
- Stay organized, it is not uncommon for several ICAs and assignments to have the same due dates. If not taken care of before, work can get very overwhelming in college. Try to stay on top of your deadlines.
- Take advice from the seniors when confused, they are there to help and advise you.

-Reported by Dhvani Venkateshwaran



The Breakneck Rise of Advertising in India

From the early days in the late 1700's where Indian Advertising was just hawkers who used to call out their goods using clever messages and slogans to the first print ad that appeared in Bengal's Gazette- India's first news paper to now, where advertising has taken over the country at large. From every channel that you switch through, every turn that you make driving your way back home after a long day and every website you click on, its safe to say that the Advertising Industry has taken over India and progressed like no other! And it all comes at no surprise considering the rich history, diversity and culture in India where art is cherished in all communities and creativity runs in every Indian's blood.

The Indian advertising industry is talking business today as it has evolved from being a small scale niche business to a full-fledged Industry. This statement has recently been back up by a report released by Dentsu International where they predict that the Indian Advertising Industry will remain the fastest growing market in the coming two years. With a growth rate of 16 per cent in 2022 and ad spending that will increase by 15.2 per cent in 2023 and 15.7 per cent in 2024, India will surpass markets such as China in terms of rate of growth, the Dentsu "Global Ad Spends Forecasts" said. Despite hurdles like COVID where majority of industries suffered, the Indian market has grown almost over 22% over the previous year and in monetary terms, for the upcoming future, the Indian market is said to surpass 11 billion by the end of 2022. The report also mentioned that In 2022, The Unites States would be the top ad spending region at USD 329.6 billion and the most dynamic region with the spending increasing by 13.1 percent.

However, in terms of growth, India (at 16% YOY) will stay ahead of the United States (12.8% YOY) as the fastest growing market. The report further mentioned how ad spending in the Asia Pacific is forecasted to reach USD 250 billion with digital accounting for much of this amount. CEO Media APAC, Prerna Mehrotra said in a release, "The latest Dentsu Ad Spend July 2022 points to a continued recovery despite another year of economic uncertainty, with APAC 2022 ad spend of US\$250.0 billion, based on a growth forecast at 5.1%."

However, at the end of the day, how this may play out may differ depending upon continued lockdowns in key markets, geopolitical tension and ongoing supply logistics issues that could add pressure on businesses with a cascading impact on marketing spends, the report added. Regardless, the truth of the matter remains that, The Indian Advertising is on a rapid upward slope and there will be no stopping anytime soon.

-Reported by Anannya Deo

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Ready, set **QUIZ**

GUESS THE CORRECT ANSWER?!



1. *Against which football team cristiano suffers from nose injury while playing.*

- A spain
- B czech republic
- C france
- D Qatar

2. *china succeeded to setup the best debt trap for which of the following country.*

- A india
- B taiwan
- C Pakistan
- D usa



3. *Who is the current president of india?*

- A yogi adityanath
- B amit shah
- C rahul gandhi
- D draupadi murmu