

Soba Snippets



ORIENTATION EVENT - 23RD AUGUST

On the 23rd of August 2022, SOBA held its orientation ceremony. The event was held in the NMIMS' Mukesh R. Patel auditorium and saw parents fly in from all around the country to accompany their wards. The event started with warm introductions from the hosts- Taher Penwala and Aryan Shah followed by NMIMS' very own anthem and the Sarastwati Vandana. Students saw the likes of their Dean sir Ramanan Balakrishnan and trustee Shri Amit Sheth grace the stage with their speeches.

This was followed by the introductions of all the clubs and committees within SOBA. The cultural committee introduced themselves first wherein the skit performed from 'SaReDrama' and the musical performance from 'Leharien' and dance routine by 'Zephyr' were all met with tremendous applause by the incoming first years. This was followed by the introductions of the Branding and Advertising committee, Social Responsibility Forum and Literary committee.

After the orientation, SOBA Snippets managed to interview a few first years regarding their thoughts about the orientation. Here is what 'Kavya Chadhuri', an incoming first year, had to say:

SS: If you could describe in one word how you are feeling, what would that word be?

Kavya: Excited

SS: Excited for what exactly?

Kavya: Excited to start my college life, excited to meet new people and excited to make new connections with the same.

Kavya's parents added:

SS: Your child chose SOBA, why do you think that is?

Kavya's Parent: My daughter is a very outgoing child, she's our family's spokesperson. I feel that it is her bent of mind that led her to this course and this is where she will truly flourish.

It did not stop there,,we interviewed a few more freshers to know how they felt:

SS: What's your name?

Interviewee: Siddhant Doshi

SS: What are you looking forward to now that the orientation is over?

Siddhant: I want to take part in clubs as soon as possible. Firstly, a sports club, then maybe the social service club [Saanjh] because I am interested in what it does. I will keep looking to join even more clubs to broaden my horizons as much as I can.



Mr. Ramanan Balakrishnan

SS: On a scale of 1 to 10 how excited are you to start your college journey now that you are done with the orientation?

Siddhant: 10, it's definitely a 10.

Here is what a parent had to say:

SS: Your daughter chose SOBA. What are your thoughts about that?

Parent: She's the first child in our family going to college so this is a first for me. Seeing the organization of the orientation and how it was handled by the students of the college has convinced me of SOBA's quality and value.

SS: SOBA is a relatively new institute, offering a relatively new course. There is a sense of uncertainty that comes with that. What are your thoughts on this?

Parent: Even though it might be a newer institute or course, it's something different from the standard. It's something creative, focusing on the advertising and branding aspect of the business world and it's something my daughter wanted to do so I wholeheartedly support her.

The orientation afternoon proved to be successful as it ended with the students signing up for the clubs they desired to be in. Parents were provided refreshments while the seniors were made overwhelmed by the enthusiastic response by the incoming first years.



- PC: throughthelens



- Interviewed by Dhruv Dangwal
Reported by Dhvani Venkateshwaran

CLUBS

Atelier - Fashion Club



"I joined Atelier because I have a passion for fashion - and believe it has no bounds. The club gave me an opportunity to express to people that everyone can be stylish and fashionable and there are 0 limitations I've always wanted to research and write more about sustainable fashion and that's exactly what Atelier helped me with :)"

Kalista Sampat
SY - C

SaReDraMa - Drama Club



"SaReDraMa is more than just theatre. It's a completely different world I've met some of the most interesting and creative people and learnt so from them during my time in the club."

Nidhi Goddumarri
SY - C

LivFit Club



"My main reason to join the club was to bring a change in the stereotyped thought process of body image in the minds of people and make them feel confident and good in their own skin. The club has provided me with the opportunity to research a lot of things, which enhanced and holistically broadened my horizon. The experience has been best with numerous opportunities including "Kadam"."

Neha Rajesh
SY - B

CLUBS

SOBA Social



"I joined this club to put my knowledge of social media to good use. Being a micro-influencer on Social Media, I knew I would be an asset to the team. This club has given me a platform to explore my creativity and gain more knowledge about social media marketing. My experience so far has been great, the reels I have posted have gotten a lot of reach as well."

Ashwathy Nair
SY - D

All BOOKED CLUB



"I joined the club because of my undying love for novels as it is a beautiful escape from reality and sometimes that's all you need from busy college life. We've built a small community for bibliophiles. And, talking about experience, it has been wonderful. We as a club have discovered so many different book genres which in turn gave us a different perspective on life and broadened our horizons."

Baishali Sharma
SY - A

LEHREIN - Music Club



"I joined the club as I was practically into singing, I mean it really is a kind of a thing where you go to the college, find a music club and go exploring for the love of it. The most important thing the club offered me was incredibly talented musicians, a really good stage and the entire idea of fusion music, so tryna blend in the genre and create mashups. It was a pretty fun experience."

Aryaman Singh
SY - A

CLUBS

Saanjh - Community service



"I joined Saanjh in my first year because I loved the idea the club stood for - giving back. I found happiness in helping those who needed my help making things better. I made a real difference in the world and in the lives of many people during my time at saanjh."

Prithiv Adith PraveenKumar
SY - A

4 am Frenzy - Event management



"4 am frenzy worked really well for me. I have always been a creative and outgoing person this was the right platform to enhance my skill sets.

Lastly I want to say, if you want to be the minds behind the exciting events in soba, this is the place for you. It'll help you network and channel all your creative energy."

Paridhi Bajaj
SY -

Through the lens



"Joining Through the Lens was a no-brainer for me because the club covers all my interests, from Video production to photography and editing, it has it all. The cherry on top was the people involved in the club; all of them are insanely talented and incredibly hard-working so there's always so much to learn just by hanging around these people, and Through the Lens through its various events, gives me an opportunity to do exactly that."

Aditya Kumar
SY - C

CLUBS

Brandstorm Club



"Brandstorm for me the past year was not just a club, it is in fact the beauty of being a Branding and Advertising student; How we can't help but observe how brands grow and what their story is. Brandstorm by SoBA aims to be your personal business encyclopedia. Every brand has a story to tell, and experiences we can all learn from, and this will help me create one of my own."

Vansh Sharma
SY - C

FAIRPLAY - Sports Club



"FAIRPLAY is more than just a club for me its like a family. I love playing football and it gives me an outlet to channelise my energy. I've been playing football for the past 7 years and the team spirit of this club has helped me grow as a person."

Samanyu Singh
SY - A

Zephyr - Dance Club



"Zephyr has a bunch of wonderful dancers. With everyone having a different style, there is so much to learn from one and other. Moreover, practices and events help interact with a lot of people. For anyone who holds love for dance, Zephyr has been a great club!"

Nandita Bhaiya
SY - A

- Interviewed by Nimisha Ramade
& Urmi Jaksal

LEARNERS LAUNCHPAD

Work

We've done

REMEMBER ME

You were standing there all tall,
With innocent little brown eyes.
And I was trying to read you,
like a fav book I already had.

I put myself out there,
Only to realise, that maybe it was a mistake,
But a beautiful one for sure.

You were sugar, ice and everything nice.
Mastered kindness' like a sacred art
But my delusional soul got trapped,
Wanting for something it never had.

Which led the mist into the smog.
And maybe it was a mistake,
But a beautiful one for sure.

One step forward, three steps back.
You talk to me once and ignore me for hours
I gave you the power to hurt me
And now I'm taking it back.

But I'll always remember the moment,
like, the song "As it Was"
So, should I call it a mistake?
Or it never was!?!?

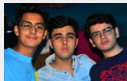
- **Urmi Jaksal Batch'25**



Prisha Sharma
Batch'24

SOBA STARTUP'S

BREAKING NEWS



NEW • NEW • NEW • NEW • NEW

Glitch Mumbai is an event management company that has received a lot of positive response from the public, founded by none other than the students of SOBA. SOBA Snippets got an exclusive interview with its founders.

Interviewer: What Inspired you guys to start this company?

- **Pranet:** We used to work with another PR company. We learned the basics of the industry and after getting everything out of it, I felt like it was time to be my own boss and start our firm. I texted Vedant and Vansh about the idea and got them onboard.

- **Vansh:** I did 2 events as a PR members for a PR firm. After gaining some valuable experience and receiving Pranet's proposal, I thought it through and felt like I was ready for this new exciting opportunity.

Interviewer: What's your business model? Can you explain it to us.

- **Pranet:** So the 4 of us founders (Me, Vansh, Vedant and Amol). We have a PR team, a Social Media team(handled by Tanay Singh), a Creatives team and another PR team which is a subsidiary of our PR team which means we don't have direct control over them but they still work for us. Different PR companies contact us for collaboration and vice versa. We also contact different club owners for business enquiries and therefore, organise events.

Vedant: We bring crowds to clubs and help with their sales by planning events. Recently we conducted an IP "pink city" which was a massive hit and we have an IP coming up for the next weekend as well. We hope to see you all there!

It takes us a week to plan the IP. We organise everything from planning the entry fees, promoting it on social media in such a way that it reaches the correct audience, how to cater the crowd. We have pre planned IP's as well because it is not easy to come up with new and authentic ideas every time.

Interviewer: Sounds like a solid business model to me. Lastly, What are your future plans? How do you all plan to take your firm to the next level?

- **Vansh:** We plan to continue this PR team forever but at the same time we won't neglect our academics and continue with education in the field that interests us individually. We understand that in order to take this company to the next level, we have to develop some necessary skills through academics.

- **Pranet:** And to answer your second question, we are growing as a brand and receiving recognition from clubs. As a result, we are collaborating with more places. In order to expand our business, we need enough people in our workforce to handle bigger events and cater to a bigger crowd and therefore, we are hiring more employees.

- **Vedant:** We recently received an offer from sunburn and supersonic. These are some of the biggest names in the industry. Our firm is getting recognition sooner than we thought. A problem of plenty is a problem we want to have and continue to have in the foreseeable future.

Interviewer: Thank you all for the interview, we wish you all the best for all your future endeavours.

-Interviewed by Dhruv Dangwal
Reported by Arnab Deshmukh



ZARA'S METACOLLECTION 'LIME GLAM'

Having previously stepped foot in the virtual universe last December through a partnered project with the South Korean creative collective Ader Error, Zara continues its expedition into the metaverse with its new "Metacollection" called Lime Glam. The fast-fashion retailer debuted the spring collection which can be worn in real life, and in Zepeto's virtual world.

Zepeto is the same digital platform where Gucci launched its 'Gucci Villa'. A digital capsule has been made for the Lime Glam collection which includes digital walls, floor and a photobooth for an immaculate experience. The vision is to provide the customers who buy the physical attires, a chance to access their digital versions. The official Zara website has a section dedicated to a list of different avatars who don the entire collection and give an idea to prospective buyers of what the collection looks like.



The perfect for spring collection includes season's biggest trends in the form of eight designs. Denim jackets, tote bags, hot pink platform sandals and a silk top are just some of the statement pieces of the collection. The physical/digital creations of the brand don't just end with clothes, the line also includes an array of nailpaints which can be tried and tested on the avatars. Along with the likes of Gucci, Louis Vuitton, Nike, Givenchy, Dolce and Gabbana, now Zara's entry into the metaverse only speaks to one thing: brands are now innovating to build a more distinctive experience for their customers through the virtual world and this could very well be the beginning of a new era in the fashion industry.

-Reported by Anjali Singh

The rise and fall of Nike, Inc. stock prices

. The famous swoosh needs no introduction. Nike, Inc is an American multinational corporation that is engaged in the design, development, manufacturing, and worldwide marketing and sales of footwear, apparel, equipment, accessories, and services. Arguably the biggest and most influential sporting brand of our generation, Nike promotes body positivity, healthy lifestyle and celebrates athletes by keeping them at centre of everything they do. Based in Beaverton, Oregon, Nike proudly states its mission to be a leading sports brand that brings inspiration and innovation to every athlete in the world. Brands like Jordan and Converse are subsidiaries of Nike, Inc. This article talks about the different factors that have affected and continue to affect the stock prices of Nike, Inc. Rise in Nike, Inc. stock prices

During the Pandemic of 2020 - 2021, a lot of businesses without an adept online presence were struggling to make ends meet. But on the other hand, Nike was amassing better numbers than ever before. Thanks to their amazing website which made it easier for all the consumers to order safely from the comfort of their home in the middle of the pandemic.



But the main reason why Nike managed to achieve their best ever quarter was because of the rise of sneakerheads. During the pandemic, everyone was bored out of their mind and mindlessly scrolling through hours and hours of social media. One trend that emerged during this time was of sneaker collecting and the sneakers occupying a monster share of this industry were Nike Air Force 1 series, The Air Jordan series, Nike Dunk series, etc. In 2021, Nike occupied roughly 55 percent of the Market Share in this multi billion dollar industry as shown in the chart and picture given below. On 4th November 2021, Nike managed to attain its highest stock prices ever recorded when each Nike stock would cost a staggering ₹179.10.



Why did the Nike, Inc. stock prices crash?

Nike positioned itself as a luxury brand but outsources its manufacturing for cheap labour. Nike had trouble explaining their brand positioning as a "luxury brand" after the consumers realised this and Nike, as a result took yet another massive hit.

- Reported by Arnav Deshmukh

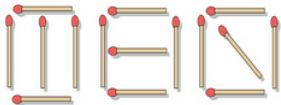
Ready, Set

Source: Business Standard



Games

GUESS THE CORRECT ANSWER!



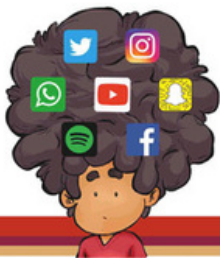
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$$\triangle + \triangle = 6 \quad \triangle = ?$$

$$\triangle + \circ = 5 \quad \square = ?$$



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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 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