



Solo

Snippets

About

- Founded in 2019 • Over 3000+ applications • 100+ activities
- 100% internships from the 2nd year • 30+ Masterclasses till date • Industry professional faculty



Reah Irani

The compassionate motivator,
nurturing her students to grow
into leaders



Pratish Nair

An optimistic storyteller,
guiding students to be
exceptional entrepreneurs



Priya Menon

The spirited mentor, pushing
students to their very best limit



Prahlad Kakar

Ad guru,
Dream merchant,
Madman!



Mitali Dutt Kakar

Production professional,
Angel mentor!



SoBA uses unconventional and unique methods of teaching to engage our students. We employ a pragmatic, 'hands-on' approach delivered by industry professionals, brand managers and creative entrepreneurs. Our curriculum uses a combination of in-classroom teachings and real-world business simulations, along with perception shattering sports adventure to push students to think outside the box. And ultimately move Beyond Fear...Our endeavor is to nurture the minds of young individuals in a learning environment so that they grow into socially responsible, creative, passionate professionals and business leaders who impact our world in a positive way in the years to come...

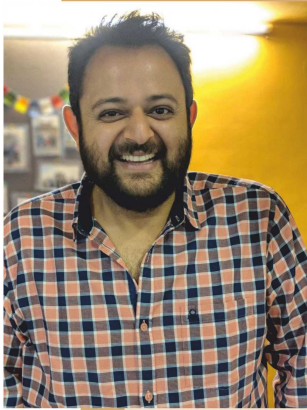
SoBa Snippets



Dr. Mukesh Sharma is a visionary in his own right, after decades worth of experience in film production, media management, and digital marketing. He has two lifetime achievement awards in his name and is one of the top industry pioneers in the field of media and advertising.



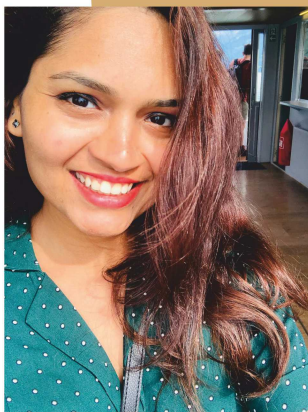
Dr. Mukesh Sharma
(Dean, NMIMS SoBA)



Vitesh Shah

(Program Manager, Head of Council, NMIMS SoBA)

A charming guide skilled at instilling optimism, excitement and ambition in his students.



Sayali Godambe

(Program Coordinator, NMIMS SoBA)

A reliable companion who guides her students to become independent, organized and better equipped to tackle any obstacles.



A warm welcome to the newest student's of the SoBA family.

Dear Newcomers,

We, the batch of 2022, would like to welcome you to the School of Branding and Advertising. We are thrilled to have you on board with us and look forward to working with you on various projects. We encourage you to get involved, participate and take part in the vast array of opportunities and initiatives our educators present us with throughout the year as it will aid in an all-rounded learning experience for all of you. We understand that the current situation is difficult but we assure you that we are always here to guide you along the way as you become the best versions of yourselves and hope to learn a lot from you too. So fasten your seat belt; you're in for the ride of your life! We're looking forward to all the adventures and fun we're going to have this year and we hope that you are too!

Best wishes,
The batch of '22

2019-2020 SCHOOL YEAR

Road Map



Dabbawala

2nd August, 2019

Our first ever strategic activity consisted of us learning about the functioning of the dabbawalas of Mumbai. We went along with them from door to door to help them deliver lunches to the people of Mumbai and learn about their brilliant system of communication and coordination that helps them feed the millions of people in Mumbai.

Beg borrow business was a unique activity where we were left out on our own without our phones and wallets into the real world to survive. We had to find unique ways of making money and getting around Bombay. It was an excellent learning experience that made us think out of the box for some innovative ideas to earn money.



Beg, Borrow, Business
23rd September 2019

Our next activity was to find any type of job for one day, we went around knocking doors at restaurants, shops and cafes asking them if we could help them for the day. This taught us about how to use our network and skill to convince people to give us chance, and the actual difficulty of finding jobs.



Job for the day

26th aug 2019



Dharavi

30th September, 2019

For this task, we went to explore Dharavi to understand the booming businesses that people own there. We learned about the rich leather market, the textile industry and the many business skills of the people there.

2019-2020 SCHOOL YEAR Road Map



Alibaug

18th to 20th November, 2019

Our next activity was an invigorating 3-day Bootcamp that put our survival skills and endurance to the test. The bootcamp curated a bunch of activities meant to build strong bonds among teams, and work with people we've never worked with. We left the bootcamp as a more tight knit group, that could rely on each other in times of strife.

The TMM marathon led us to pulling our socks up to raise awareness and funds for various causes we were passionate about such as building toilets in rural areas, breast cancer awareness and sponsoring education. By raising over 7 lakhs under the Nargis Dutt Foundation and a lakh for Tata Mumbai marathon, we were able to sharpen our fundraising skills!



Tata Marathon

19th January, 2020



Kidzania

27th February, 2020

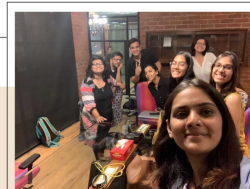
The Kidzania project required us to learn how to conduct a sales campaign to increase bookings for the Kidzania theme park. We presented new social media marketing campaigns and ideas for ad campaigns to drive sales and increase the amount of interaction with the Kidzania brand.



Business of Religion

7th January, 2020

Business of religion was designed for us to learn about how places of worship operate financially. We split up into groups of 3 and went to different places of worship around Mumbai, and interviewed the local shop owners in the surrounding areas, the operational team within the site itself, to understand how everything works. It was a fantastic learning experience as we got to learn about the business and trade of religion.



Creative Land Asia

13 to 14 February, 2020

We also had the opportunity to conduct a market research project for Creative Land Asia, where we learned about how to thoroughly conduct research and survey to monitor the sales and marketing of various Ice cream companies such as Naturals, Gokul, Amul etc.

Soba Snippets

How do you tell the story of a storyteller?

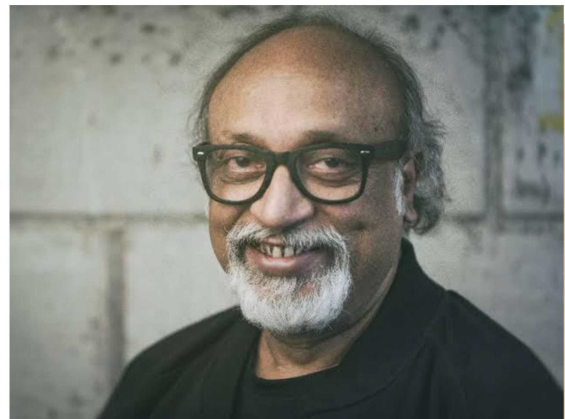
You can't. The world already knows. The universe is filled with infinite ideas and wisdom. And to acclaimed Film Director, Producer and Actor- Shekhar Kapur- it is the source of all his powers. He is Renowned for making the most unique films, with the most vivid beauty and most complex array of emotions that leaves people reeling. His session allowed us a glimpse into what it really means to be Creative. "Creativity should never be taken seriously, it should never be disciplined... You need to allow your mind to find things. You need to unlearn what you think you know. To allow your conscience to be in touch with your subconscious." A lot of times people struggle with coming up with creative ideas on the spot. "In that situation, I constantly send messages to my mind to panic it. Why? Because I'm trying to get my mind out of the way." "I use all sorts of tools to get my mind out of the way, get my ego out of the way, and get my skill out of the way. Because otherwise I'm just being skillful; I'm not being Creative." He shared his experience on the sets of Masoom, that helped him realize the essence of filmmaking, which is - "The one thing not to do when you make a film is to know how to make a film...because if you know then why do it? Why would Picasso paint if he knew exactly what the painting would look like? Making a film is an act of discovery of ourselves." His film stayed alive, he realized, because it came from a place of naivety, from a place of not knowing, from a desire to tell a story- a story that reverberates into our hearts. And this is a learning he takes throughout his career. His passion for storytelling and his unconventional thinking has made him one of the most sought after directors in the industry, proving that when creativity comes from the heart, success will follow. So dare to dream, dare to unlearn, dare to be creative.

Master Class With Shekhar Kapur



A house cannot be built without a strong foundation. In the advertising industry, K.V. Sridhar (famously known as Pops) is just that. He has been around since the start of the Indianization of advertising in the 70s till now and is one of the key figures in the Indian advertising industry. With 4 decades of experience under his belt, this living legend is a force to be reckoned with. 'At SOBA we pride ourselves on connecting industry icons with our students so it was only inevitable to have Mr. Sridhar speak to our students. Author of the infamous book "30 second Thrillers", K.V. Sridhar tells us how an emotional story can be explained in seconds. When asked how he sells products through ads his response was simple yet revolutionary; "You can't fool people... stories which are authentic and people can relate to (influence buying decisions)". To give consumers the steering wheel is what Mr. Sridhar practices. Students were enthused to hear such humbling words coming from someone so accomplished. K.V. Sridhar entered advertising when the concept of advertising itself was not thought of as a career. Because of his time in this business, it is natural to think "Pops" would feel exhausted. Therefore, students asked him how he fueled his career for so long, and he replied with, "It's only when you look into the mirror it reminds you that you are old... Keep on learning everyday then you will never realize time passes by". What a brilliant man that emphasizes how a new day equates to new opportunities. Not just to students of branding but to people of varying backgrounds, K.V. Sridhar reasons his success to three main pillars that we all should incorporate within us, connection, forgiveness and generosity.

Master Class With K.V. Sridhar



We had the opportunity to interview Mr. Anirbaan Ghoshh, one of the top branding professionals in the Media and Brands industry and a brand enthusiast himself, about a various number of topics. The interview below was full of insight and extremely informative about everything to Branding related!

What are some challenges growing businesses may face, while trying to cultivate their brand identity?

Brand Identity is the way that a company conveys their product to the public with visuals, messaging, and experience. A brand strategy will influence how you present your identity and align it with your purpose for the most impact. The most common challenges a company faces while creating the brand identity are, what I call is 3Cs - Consistency, Connectivity and Communications. Let me explain: Consistency - Brands are created through a wide range of touch points; every time a customer interacts with a brand they form associations. This means that everyone in a company has an impact on the brand. Therefore the central objective of brand identity should be to keep the message consistent across all platforms, media and time. This requires keeping the brand relevant by finding new ways to articulate its message so that it stays consistent. This means making appropriate changes across the board consistently and adapting to stay on top of the current trends. Connectivity - The brand of a company is created by the company and its customers together. The strongest brands will be the ones to which consumers become so attached that they, in effect, become evangelists and actively seek means to interact with the brand and share their experiences with others. Communications - Due to the clutter in the market and rising expenses to build a brand identity in the marketplace, it is becoming much more important to ensure clear and consistent communication of Brand Identity and Positioning in the form of consumer-centric, relevant and contextual stories.

What are the top emerging industries in desperate need for brand managers?

The way Indian economy is growing for the past couple of years, it is certain that almost all product and service companies would need trained specialist professionals to manage their brands as a custodian for overall growth. FMCG, Pharma and Consumer Durables are three major industries where professional brand custodians are always in demand. Few categories, like real estate, pharma, where branding was never a primary requisites (it was always the pricing) for the growth of the business have now started thinking differently and have a dedicated team of brand manager due to various factors (Internal and external) in the business environment.

Best way to start a successful career as a brand specialist?

Let's first understand the meaning of a Brand Specialist. A brand specialist is in charge of implementing and maintaining a brand strategy for companies. They uphold brand consistency throughout numerous marketing campaigns and different communication departments. Brand managers work extensively with each department of a company to uphold the brand. The best way to start a career in this field is the associate with a company as an intern, probably to get first hand practical experience of the brand building process. A good brand will teach you amalgamate creativity with strategic business targets, justify branding efforts with data, built relationships through good communication practices across many departments within the organisation, ability to study markets and target audience of the brand and finally adapt and keep the core brand intact and maintaining brand consistency even in a volatile market scenario.

What is the scope in the branding industry for the next five years, for a fresher?

Tremendous. Advertising and Branding, is one of those industries, which is growing rapidly year after year and now all the more when we all are witnessing the digital revolution across the globe. India, each and every small village will get connected via internet within another three years time and that will open up that much more opportunity for all the brands to reach out and prosper. Branding will become a complex professional job which would need specialists for optimum results and hence, choosing branding and advertising as a mainstream career would be the most wisest thing to do.

What are some unique ways of telling a brand story?

Stories are a powerful tool in human communication. Our brains process not only stories, but the human emotions behind them. By understanding others' thoughts and feelings, we're able to empathize. This creates real emotional connections - connections that can turn into trust, and loyalty. That's why it's crucial to learn how to build a brand story - one that's unique to you and your brand. There's a compelling story behind every brand. A brand story represents who you are and what you stand for. It sets the stage for every interaction customers have with your brand, in-store (offline) and online. The brand story should define the purpose of the company to both their employees and the customers.

STICKY NOTES

What are some Brands that you admire?

In Indian context, I admire Amul and Dabur for their consistency and positioning in the minds of the consumer as true Indian grown brands.

From the international point of view, Nike is one brand which I have been following ever since my MBA days. Nike is a brand which teaches us how to communicate with the loyal customers and take care of their feelings and emotions towards life, at the same time it also conveys their contribution towards the society with a beautiful story which creates a unique positioning of "fulfillment" and "proudness" in the mind of the consumer while using the products.



Mr. Anirbaan Ghoshh

Soba Snippets



Genius is Born - Not made



Learners Launchpad

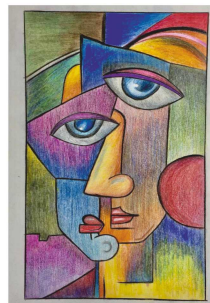
work

→ WE'VE DONE



A sketch in manga style from the famous Japanese anime - Boku no hero academia also known as My hero academia.

Manga sketch by Ravi Gothi



You're different. And that's what makes you beautiful. Your flaws and your imperfections are what make you, you. It's what makes you special.

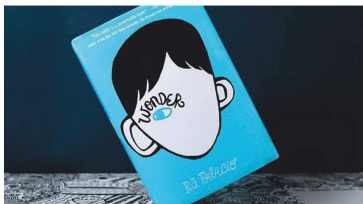
Abstract art by Shreya Anup

A poem by Rimisha Parida.

In the gloomy un-welcoming night the slender branches witnessed, the performing blue waves under the soothing moonlight, the canoe getting repulsed again and again by the adamant tides And, the merry tide playing and rejoicing in delusion. The waves pushed one another to the shore And, a little droplet was pushed by his own to the sand. He was caught In the clutches of the sand He was tied by fear, by norms, by desire All alone in confinement He looked at the merry tides playing and rejoicing in delusion and Innocence was valued at the cost of innocence. He was caught In the waiting, for the warm sun, for liberation. Each and every bit of the droplet cried and spread the arms to escape. The clutches of the sand granules seemed permanent. He was left confused. The wait for the sun seemed permanent.

stuff

→ We'd suggest



Wonder

Author - R.J. Palacio

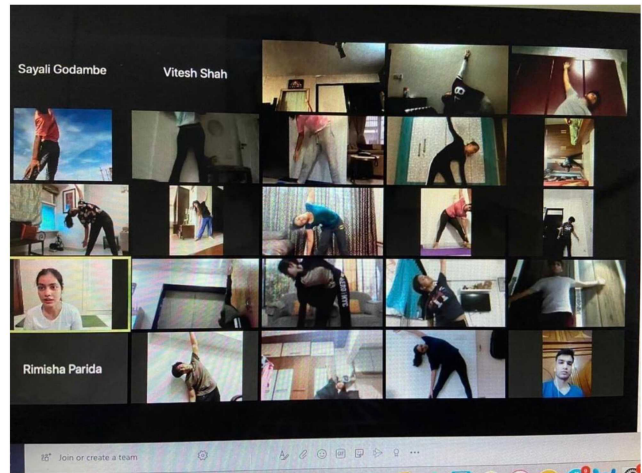
Book recommendation by
Saakshi Chadha.

This book is about a boy (August Pullman) who is born with a facial deformity called the Treacher Collins syndrome and he hasn't even been to school until he reaches grade 5. This is a story about a boy who deals with his world living with the Treacher Collins Syndrome. The novel has been written in fluctuating perspectives and that, time and again, proves how different people have different opinions about us. Being born with a facial deformity doesn't stop August from being funny, compassionate, grateful for his family and his life. It shows how we pressure ourselves with unrealistic norms society sets for us when we grow up and forget the things that really matter. This book teaches us to be empathetic and have compassion in our hearts, and this is why, I think it's a must-read!

TACTICAL PURSUITS

YOGA

Yoga is a practice of the betterment of self in all aspects of existence—emotional, physical and mental—within the confines of your homes. We, the students of SoBA, not only strive to be active during our online lectures but also when it comes to our body's wellbeing. In light of the COVID-19 pandemic, the importance of yoga as an art has escalated. Be it keeping your oxygen levels intact with Pranayama or bolstering your biological defence system with basic Asanas, yoga offers a quick-fix to an issue that is affecting the world at large. Brushing aside our contemporary needs, yoga not just aids physical well-being but also our mental health. Whether you consider it a breather midst a day of chaos or a strict ritual that sustains your best-self, the practice of peace and patience that yoga promises to its practitioners helps relieve everyday stress that students undergo. To the average man, yoga offers a break—a much-needed anomaly in a world that is hustling to outdo itself. Yoga, therefore, is a means to a better self. The light of better holistic health, as it turns out, passes through the tunnel that is called yoga.



Jam

It all began with a simple class assignment. Who knew we would be budding entrepreneurs by officially registering ourselves as partners in a company? Stepping into the real business environment, turning our ideas into our earnings, we valued our little Jam Companies as our babies. Just like an infant, we realised our company needs constant attention, feeding and changing to become healthy and grow. With SoBA's aim to keep the students enthralled throughout, we were exposed to this opportunity with the aim to learn business with a practical and a hands-on approach. We learnt the process of running a legal business, from what resources we need to begin with to the skills we will need to develop to run long into the future. We see growth and development in almost every sphere of our daily lives, and we realised that age is no-longer a limiting factor—even for starting up your own business. If you have the right knowledge, skills and passion—no force on earth can stop you from stepping closer to your dreams!

TACTICAL PURSUITS

Letter

With plethora of opportunities, SOBA never fails to keep our minds active and constantly functioning even in midst of a pandemic. Through delivering exciting lessons and making e-learning highly engaging, we were given a task in our 'Business Communication' session to post hand-written letters to influential heroes of the world. Through this exercise, we not only learnt the importance of grammar, style and structure but also the gravity that handwritten letters hold. We, consciously, took advantage of our natural thinking processes by gathering our feelings and emotions and were competent to put them into words and deliver our message in an efficient manner. This task charged our bundle of creative nerves, forced us to dwell deep and ruminate over how communication is perhaps one of the most important life skills and developing, modifying and transferring it is a crucial need.

Social Entrepreneur - *Sujith Jacob* responds to students' heartfelt letters :

'Your youth lies ahead of you and think about all the people you are yet to meet and all the ways the world is waiting to be impacted by you.'

- *Mr. Sujith Jacob* to *Pearika Chorida*

'Failure and regrets are hard taskmasters and will teach you quite a bit than moments of success and accomplishments.'

- *Mr. Sujith Jacob* to *Ah's Aaurana*

'Isn't it interesting that we live in a moment where we have access to so much knowledge and information within a fraction of second that the previous generations put together?'

- *Mr. Sujith Jacob* to *Saakshi Chaddha*

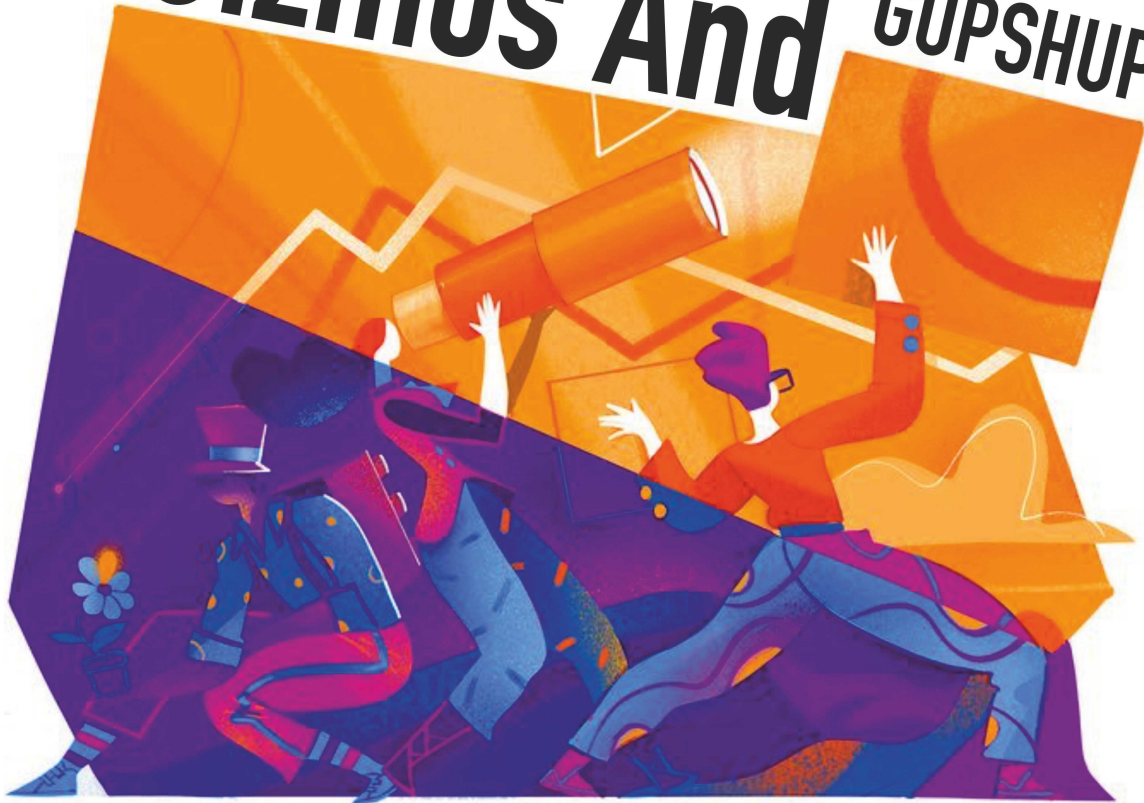
'Remind yourself that people matter and that there are stories worth hearing.'

- *Mr. Sujith Jacob* to *Manya Kumar*

'Everyone is in a position to contribute something to someone towards thier flourishing, it takes intentionally to know your own story and the stories of others around us to discover how you could live with that kind of purpose.'

- *Mr. Sujith Jacob* to *Arya Sivaram*

Gizmos And GUPSHUP



“

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

”

Must have productivity apps for all college students :

1. *Focus*

The free app [Focus](#) helps you set timers of 25 and 5 minutes to work and take a break respectively so that you manage your time more efficiently. Studies have shown that breaking big tasks into smaller and more doable tasks and working in short and frequent periods with breaks in between is more effective and helps you get more work done.

2. *Duolingo*

Ever get these sudden bursts of emotion when you wish you could speak another language? Or how cool it'd be if you went for a vacation and spoke to the locals in their language in front of your family? I did too. And I used [Duolingo](#). I learned a little Spanish on this app through their quizzes and conversational chats. They offer quite a few different language options so check them out and start learning a new language which you can practice even while you're on the go!

3. *edX*

edX offers a plethora of courses for you to do from top universities. You can do them for free or pay a small fee if you want to earn a certificate for your course. It offers you material to study from, quizzes and tests, and assignments which you must complete before the course expires.

4. *Photomath*

[Photomath](#) is app that amazes me. It's an app which allows you to scan a math sum you're finding difficult and the computer will immediately give you a solution to the problem. Sounds too good to be true? Well, it is. Try this.

5. *Bunk Manager*

[Bunk Manager](#) is an app that proves to be very important for us keeping in mind that our college requires us to have 80% to be able to appear for our exams. All you have to do is enter your total number of classes & set the minimum requirement and each time you bunk a class, record it in the app.

6. *Productive*

When you're a full-time student or if you work long hours, you might forget to do a certain task you had to/want to and the next time you remember it, you feel bad about not doing it. [Productive](#) is an app which allows you to tell it the habits you want to form like reading a book for an hour every day, or exercising thrice a week. It then sends you reminders for these things. Now you may ask how this app is different from any other reminder app. Each time you complete a task and log it in the app, the app marks it as done and starts forming a streak. The more you do it, the longer your streak gets and it sort of motivates you to do a task & not break the streak.

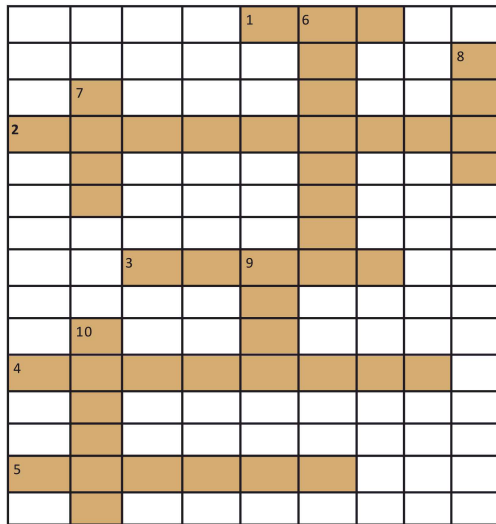
Itch summit

Ever felt a restless need to solve a problem? To change the world? To be someone worth listening to? The Itch Summit Is the platform for you! Held every year by NMIMS School of Branding and Advertising, The Itch Summit is the center stage for people whose stories, experiences and struggles has brought them unimaginable success and fulfillment. Their stories can inspire you, empower you, change the way you view the world, and drive you to take the road not taken. The Summit calls upon people from all walks of life- with different beginnings, different career paths, different purposes- and tells their story to anyone willing to listen. Our aim? To inspire risk takers, dreamers and problem solvers to take a step towards being World Changers.

Here's a sneak peak of the Itch Summit 2019!



Ready, Set



Across

1. Tyres with muscles
2. Swad zindagi ka
3. Yahi hai right choice baby
4. The Indian multinational
5. Dimaag ki batti jala de

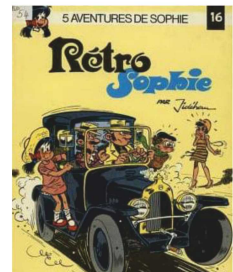
Down

6. The complete man
7. No one can eat just one
8. Bleed blue
9. The mint with a hole
10. Express yourself

What's the jingle

1. Oye _____ - Pepsi
2. Humara _____, alag hai _____
3. You and I in _____
_____ - Vodafone
4. Googly _____ -
Ponds
5. _____ si safedi _____ se
aaye

Citroen Greatest Advertising moment



Answers-
1. Bubbly
2. Bajaj, Milaf
3. This beautiful
world
4. Woogly woosh
5. Doodh, nirma

