

सोचा Snippets





WHAT THE BLEEEP

COMING SOON

When young people rise, amazing things happen. What the Bleep is an exclusive NMIMS SoBA (Mumbai) initiative that promises unbiased, unfiltered, and authentic news and entertainment. All of which will be relevant to the minds of Gen Z. A fresh YouTube channel made by the youth, for the youth where “news that matters” is delivered. WTB aims to connect with the young minds of today and bring about changes both small and large, domestic, and global. We aspire to present to you a plethora of perspectives across politics, culture, society, education, music & entertainment, technology, and any other influential topics.

It's high time our voices need to be heard.

So, join us in this magnificent journey and be sure to hold onto your phones because it's going to be a total package! Keep an eye out, we will be all around you soon.

TACTICAL PURSUITS

Poster Ad

The seniors received the incredible opportunity of creating an advertisement that would be critiqued by names as huge as Prahalad Kakkar and Pops (aka KV Sridhar). Before the actual advertisement was made, the students had a two week training session with Danesh Irani. With his immense knowledge about the entertainment industry, we were given tips and tricks on shooting ads. Then the real fun began! Approximately 14 of us all began to create our own advertisements. Some made it about Oreos, Puma, and other well-known brand names. One innovative ad made by one of our students was a promotion for an Anti-news Tablet. This was where only true and authentic news would be reported, filtering all the gossip and untruthful news out. Both Mr.Kakkar and Mr.Sridhar appreciated our efforts immensely and even offered us internship positions. The assignment felt more like an adventure and through it we learned that creativity has no boundaries.



Recreate Iconic Movie Poster

To thank our parents, our wonderful Pratish Sir thought of the activity where we would have to recreate iconic movie posters with our family members. In a very “SOBA” manner, through this activity we were able to thank our parents and appreciate all their efforts for participating in our cool activities, asking them weird questions that made them uncomfortable, recording them for videos, etc. Not only that, but because of this task we drew a ton of inspiration from movie posters and covers. It was so much fun as we imagined ourselves as these characters and then sat down to recreate them with our families. It tested our capabilities to use our own innovativeness accurately enough to fully depict the scenes of the poster with the resources available. Of course, it’s always so fun to see students goofing around with family in the scenes of a movie, especially if you know how hilarious the movie was!

Mask Activity

The second years at SOBA received a perfectly timed activity from our beloved Priya Ma'am a couple weeks ago. There were many tasks to be done before the final activity was done. She asked us to write the first animal that came to our mind on a sheet of paper. Then as everyone shared their giraffes, pandas, lions, etc, she again told us to write another animal that could be kept as a pet. Many of us wrote dogs, cats, birds and more. The final animal she told us to draw was again the first animal that immediately came to our head. People began to list off animals like a guide at the zoo. Then, for all these three animals we had to write their three major qualities. Finally, Priya Ma'am went on to explain that the first animal was who we are, second was how our friends viewed us, and the third one was who we want to be. The shock and realization in our faces when she was explaining this concept was so evident. Our sloths, our snails, our oompa loompa's all made sense. Then we made our own homemade mask and on it we drew one of our animals and a trait that described who we are like “Confident John”. Since at SOBA, our creativity never ends so we all drew cool animals and designs on the mask, took some selfies, made them into a collage, and sent them over to Sayali Ma'am. The animal activity really helped us with discovering our self perception and who we want to become as humans.



A person who would debit your brain with knowledge and credit all of your doubts, every meeting with him is surely a profit and not a minute would be at loss. Meet Mr. Sumit Pareek, he is not only an accounts and tax professor but is also an Indian folk dance choreographer. We had the opportunity to interview him and here are some of the great insights we got from him.

How important do you think accounts is, for a student of branding and advertising and why?

Money is an important factor of any industry. And accountancy helps to manage and present the finances in a much better way. So, yes we can say that it is quite important for the students of branding and advertising to know the basics of the subject. It will definitely help them to manage the finances applied on a particular project.

What motivated you to pursue teaching as a career? What is that one thing that keeps you going in this direction every single day?

The zeal to interact with new people made me a teacher. And the love and affection of students keeps me motivated in this journey.

Were you always good at accounts or were you as confused as we were when you were first introduced to the subject?

Well, I wasn't confused luckily when the subject was introduced. Entire credit goes to my teacher who put that foundation stone of the subject in my mind.

Accounts is one such subject that most people are afraid of and often students tend to dislike it, so how do you make it fun and interesting?

With some stupid examples, with mixing local languages, by adding some overacting in the actions and at times with some stories. (I went kiddish while answering this)

Every subject teaches us a few lessons that can be applied in our day to day life. What is one such lesson we learn from accounts?

Principle of conservatism is something which can easily be applied by anyone in the day to day life. Book your losses on priority but book your incomes only when you are assured of receiving it.

MINDSET MENTORS

Apart from accounts you have a major interest in folk songs and dance which is such a creative field. Do you find any similarity between the 2 fields/subject or how different are they? Do you think there is any scope of creativity in accounts?

Hahaha, there is no direct connect in between the two, both are extreme opposite. And may be because of that only I can find a balance between technicality and creativity to keep myself motivated. The similarity which both the field has is the dedication. Both need a lot of it. You can't research into Folk Culture without a lot of dedication. And same applies for accountancy. Yes we can be creative with accountancy, you just need to love it.



How do you manage to keep your cool when students tend to ask the same questions again and again and you have to repeat the whole concept? What is the secret behind your patience?

It reminds me of one of my quotes that "Imperfections are the scope of improvements in you." Doubts come to the mind which is trying to understand. So yes it feels amazing when someone asks the doubt as the person is trying to understand and for that only I am there as a teacher. And yes I really enjoyed with you all while doing the same (seriously).

What does the word 'Accounts' mean to you? What role does it play in your life?

The word is chosen by me as a profession, hence, it means a lot. It shows a perfect balance between two aspects and that's what we all seek in life. So yeah, I love accountancy. And it plays a very important role in my life as I get paid because of it (literally).



Mr. Sumit Pareek

Mental Health Awareness Seminar (with parents)

One of the leading problems that youngsters and teens struggle with today, is mental health. SOBA decided to take the initiative to inform and help parents understand what their own children are struggling with.

Students were asked to fill a questionnaire asking them how they deal with stress and isolation and other such challenges. The results of this questionnaire were openly shared with all the parents present in the seminar.

Parents were shocked to see the alarming responses. Students had confessed about dealing with anxiety, depression, stress, fear of failure and much more. Some also confessed, contemplating suicide, while others confessed about struggling to talk to their parents about the problems they're dealing with.

Hearing what their own children were struggling with, parents were eager and determined to hear how they can help their children cope up with all this and what they can do to encourage them to open up.

To answer their queries, SOBA introduced a panel of experts on this topic. The panel included Anju Kish, founder of Untaboo, a company that educates people on topics related to sex education, safety and sexuality.

Sheryl Jacob, a marriage and family therapist, passionate about ending the stigmas around mental health.

And Raashi Thakran, a young girl who petitioned the court and got India it's first 24/7 National Mental Health Rehabilitation Helpline.

The panelists openly discussed with parents, answering all their queries, sharing their own personal incidents and experiences, helping parents, understand better, what their children go through so that they can help and support them.

The evening session was filled with enlightening knowledge, funny quips, serious discussions, and a somber exchange of stories.

After the session, students reached out to express their gratitude because their parents hugged them, told that they loved them, had a deep, meaningful talk with them and showed them that they are always here to support them. Parents too shared a lot of positive feedback- they were glad that they were finally able to have a long deep conversation with their kids, and were unbelievably happy to see how their kids opened up and talked to them.

Master Class

Janice Sequeira is a person with several feathers under her hat- an anchor, a content creator, a media consultant, along with which, she also has her super hit talk show, Social Media Star with Janice, where she has hosted an array of celebrities, content creators, comedians, etc, from the likes of Sonam Kapoor to comedian, Kenny Sebastian, to digital influencer, Prajakta Koli to Karan Johar and Kalki Koechlin, you name it and Janice has done it all.

We, the students at NMIMS School of Branding and Advertising had the delightful pleasure of getting to know her more, in a wonderful session that was full of insight, knowledge, fun, laughter and overall, it was such a treat for us!

We got to learn so much through Janice, her presence for one, was so inspiring, she is someone who really knows how to bring a room together and brighten up everyone's spirits. She spoke to us about a lot of things, as we are slowly gearing up to sharpen our anchoring and speaking skills for our newly launched podcast, The QnA Podcast (episode 1 is out now, go check it out !), we got tips on our interviewing skills, studying body language and on coming up with good questions to ask and topics to speak on. We also learned how we should deal with our podcast content, how to ensure that it doesn't die out with time, and remains relevant. We also learned the most important lesson of all- 'Finding happiness in our work so that we can flourish.'

We are ever so grateful for our mentors and Mrs. Sequeira herself, for providing us with this opportunity, it was fresh, interesting and something that we really applied into our podcasting skills in the recent episodes. We really enjoyed the session and will carry these lessons with us for the rest of our lives!



Janice Sequeira

Master Class

When you stumble onto Big FM, and find yourself unable to switch to the next station because a loud, bubbly voice has grabbed your attention, that's Khurafati Nitin's voice holding you captive! And there is no escaping his charm.

The original prankster of the radio world, Khurafati Nitin's booming voice and hilarious personality has made him a darling of the radio junkies in Mumbai and Delhi.

Even his name conveys his impish humor.

"Khurafati is something my mom used to call me when I was a kid because I was very naughty, I used to play a lot of pranks. The word 'Khurafati' means "naughty". When I chose the name, I wanted to keep her blessings with me, so that's why I added the title Khurafati to my last name- Nitin."

While his voice and personality are gripping enough to hold anyone's attention, he also never ever compromises on the content nor the truth!

He says, "The best RJ's are those that talk about things that they strongly care about. That's the only way to get a reaction out of people". "The audience can very easily tell who is a liar and who is real. You have to believe in the content to talk about it."

He is also someone who believes in doing good deeds. Remember the "Ambulance First" campaign that took over Delhi? That was his initiative!

After hearing the story of a listener who lost their dad because an ambulance got stuck in traffic, Khurafati Nitin was deeply touched and so he started the initiative urging all those standing in traffic to simply move to the left when they hear an ambulance behind them and the whole city caught on!

"I believe every human being in this world has good in their heart but because of all the problems we face in life, we forget how to be good."

In a session filled with hearty laughs, Khurafati Nitin had us all captivated like he always does! He also left us with some very important takeaways – To always do good deeds, to do something new and different and to always speak the truth!



Khurafati Nitin

Master Class

When it comes to radio, Darius Sunawala seems to know all the ins and outs!

His deep fascination for the workings of the radio, his insightful knowledge about its history and his comprehensive understanding of the science behind it, had all of us stunned.

In this session, Darius Sunawala gave us an in-depth explanation of how the radio evolved to become an integral part of our media communications today. We delved into its history – from when the radio was first introduced to when it came to India, to how it evolved into the massive platform where the voices of today can speak their minds, share their ideas, play captivating music and advertise big brands through the most convenient medium there is.

As a person with a lot of experience in the field of radio—from starting his career from All India Radio to slowly becoming a popularly loved RJ, then a successful program director for Fever 104 FM and talented content creator, Darius Sunawala was able to share his stories and learnings on the job to give us a better understanding of the life at a radio station.

As the session progressed, students found themselves more and more intrigued by radio... Who would have thought that a radio platform could be so versatile?!

In a wonderfully engaging workshop, Darius Sunawala left us with a lot of invaluable advice and tips to use for our own journey with our Podcast, and a new found fascination with the radio platform that changed his life.



Darius Sunawala

Master Class

Who doesn't know about the iconic Vodafone advertisements featuring the Zoo-Zoos and we, the students of SOBA were fortunate to have the man himself, Mr. Prakash Varma, the director and producer of the Vodafone ads and other such popular commercials, and also the founder of Nirvana Films, one of India's most successful production houses of television commercials, to speak to us about the world of advertisement and how even the smallest of the ads, connect with the emotions of the millions.

"Simplicity is very difficult to achieve", says the man who brings forth the most beautiful emotions and picturesque on screen, in its simplest form. "I always try to keep it extremely basic in terms of what I am trying to say, so it's just always single, focused communication, instead of having multiple layered things, because it is difficult for people to understand then."

On being asked to give feedback on some of the ads made by the students and how they could improve on their filmmaking, Mr. Varma gave the most phenomenal answer, "Art is never finished. It is never finished in anybody's case. Filmmaking is also an art, it will never get finished. There will always be empty pockets."

Further diving in about the importance of improving oneself, he said, "That is very important to come from within when you look at yourself because that's the only way you can learn and implement it in every stage."

A man completely consumed by his craft of storytelling and filmmaking, Mr. Prakash Varma, just like the meaning of his name, Prakash (light), enlightened us with his vast knowledge and experience on not just the topic of advertising but also about life- from the importance of working under pressure to not running after fame and money but just focusing on giving our best at whatever we do, to following our gut, he truly inspired us in every way possible.



Prakash Varma

20 UNDER 20

Prapti Jain
Division – B
Batch 23'

Prapti and her mother have taken on a joint venture to deliver cakes and give out weekend recipes for various food items. Both of them share a passion for cooking and baking. You can find them on Instagram at [momdaught_com](https://www.instagram.com/momdaught_com)

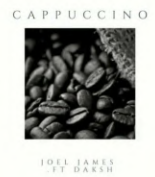


Sanskar Chhaparia
Batch 22'

Sanskar has started a totally-organic business of producing a rare product known as 'Morniga' or the Miracle Tree. This is a part of the 'goodlyfeproject' – 'good for you. good for the planet. good for the community.', where he works in partnership with three others. They are absolutely authentic, do not exploit farmers during the process and give back to the society by donating 40 % of the profits for supporting women empowerment and eradicating child labour.

Joel James
Division – A
Batch 23'

Joel is an 18-year-old pop artist based in Mumbai. He aspires to create a mark in the industry by producing a unique style of music driven by a vibe. He has recently released his single 'Cappuccino'. It is featuring Daksh Kumar. Go check that out! You can catch him on Instagram at [@joelijameszz](https://www.instagram.com/joelijameszz)



Varnika Mehta
Division – A
Batch 23'

Varnika gave the concept of masks embellished with Swarovski Crystals in her father's company. The customers appreciated the creativity and loved the comfort the masks provided.

Shubb Baheti
Batch 22'

Shubb launched her western wear line in the previous month and sold out the entire collection in less than 20 days of the launch! She received a truly overwhelming response and has been getting orders from all over India ever since.



Shubb Parekh
Division – B
Batch 23'

Shubb is one of the founders of the 'Youthopia' - a start-up that prepares young minds for their respective choices in career and life. They organize numerous workshops on public speaking skills, etc. for the same. His teams' next initiative is 'The Corporate Consortium', a corporate simulation conference for school students is about to begin shortly!

Disha Parikh
Division – A
Batch 23'

Disha along with her four other friends has a clothing line - 'Ivy Threads'. Their vision is to create trendy and comfortable clothes at reasonable prices to fulfil the desire of young girls. They plan to release a new collection every three months and to collaborate with others as well. They are launching their personal website super soon!



20 UNDER 20

Bhakti Dresswalla
Division – A
Batch 23'

Bhakti's homemade food delivery system took off during quarantine. The business provides restaurant-quality food for those who cannot eat out. She tells that the happiness she feels in my heart after providing 'ghar ka khana' to folks who cannot cook or are busy is inexplicable. This has contributed to her ultimate goal of opening up a restaurant. For now, her plan remains to keep this business running for a foreseeable future.



Ribhav Pruthi
Division – B
Batch 23'

Ribhav and his sister have started a cloud kitchen called 'A Chef Chronicle'. He says that his passion for food is uncanny and to prove its worth he has taken up this journey. They serve top quality food for a variety of cuisines. After a corona free India, they have thought of converting to a commercial kitchen for they received a very heart-warming response.

Ujjuwal Thakur
Division – B
Batch 23'

Ujjuwal deals in reselling sneakers and street-wear. He runs it through Instagram at 'Kicksking.in' This started because he was very passionate about these and found it difficult to get his hands onto limited items. He created this platform to cater to other fellow 'sneakerheads'. He tells us that this project has helped him become self-sufficient to some extent.



Medha Kanoria
Division – B
Batch 23'

Medha started 'state of art' this April as she knew it would be a great time to showcase her art techniques and create out of her hobby. She generally deals in mandala, doodle arts, personalized drawings or faceless art. Follow her amazing page on Instagram – (_state.of.art _) and place your orders!

Aks Khurana
Batch 22'

Aks' brother founded the luxury loungewear brand 'berryberryindia'. There is a team of four people working for the brand. Aks handles the marketing and logistics part including their page on Instagram – 'Berryberryindia'. Customers are absolutely loving their product. He says that the loungewear market is at its peak and this is a great opportunity to market it.



Shubhika Agrawal
Division – B
Batch 23'

Shubhika has her own photography page where she portrays her skill. She loves to capture the moment and her page has some very beautiful pictures of the wildlife and many others. Check out her Instagram page – 'artsy_lens06'

Nandani Taparia
Division – B
Batch 23'

Nandani has a blog about thoughts every teenager might go through during some point in their lives. She started writing her thoughts down during an extremely difficult time in her life and eventually decided to put them into a blog! She writes only when she is going through a phase or any kind of her self-reflection thoughts. She has had her friends/ acquaintances walk up to her and say that it is something they relate to and it has helped them.

Find out more on her blog: www.readtofindyourself.wordpress.com

20 UNDER 20

Shreya Sanghvi
Batch 22'

@theunoplate is an Instagram food page, where Shreya shares her recipes through food photography and videos. It has been around a few months since she started it and has about 400 followers.

Help her grow more!
Follow and share her page.

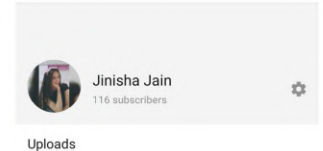


Sameeksha Somani
Division - B
Batch 23'

Sameeksha's Instagram page (._.funkaar._.) is the brainchild of three magical minds who believe art is the foremost means to express the infinite creativity of the human heart. she has taken a little initiative for her fellow lovers of art! Sameeksha says, "The best way to say it, is through colours!" Her page got over 100 followers in just a day so she was off to a great start and people have been loving it since then. Join the community and help her reach out!

Jinisha Jain
Batch 22'

Jinisha has started her own YouTube channel which features creative content like dancing, etc. Go and subscribe to her channel and help her grow!



Rishab Suri and Nitilaksh
Batch 22'

They have jointly started a sock subscription service and the biggest sock marketplace known as 'Indian Sock Exchange'. In a time where people are trying to add different layers to their clothes for aesthetic appeal, they are trying to modify an existing piece of real estate aka your socks. Make your black outfit stand out, complement your expensive sneakers. With this you up your clothing game in general. They are going to launch this super soon so stay tuned!

Shubh Bhatia and Sumeet Koka
Batch 22'

Shubh and Sumeet have started a clothing line together. They focus on selling trendy clothes at affordable prices. Go check out their Instagram page and help them expand - ss_clothing20.

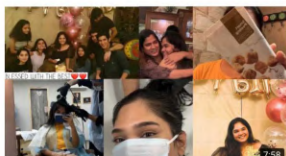


Yashvi Singhania
241 subscribers
SUBSCRIBE

Yashvi Singhania
Division B
Batch 23'

Yashvi has a YouTube channel where she puts out beauty, lifestyle and fashion related content. Sometimes she also makes vlogs for important days. Every video teaches her something new and she has acquired a new skill because of it. She plans, shoots and edits the video on her own.

Like, share and subscribe to her channel!



ART OF BUSINESS COMMUNICATION

Here is a very special letter written to Mr. Amrish Patel by Ali Khan

Adarney Amrish ji

mein aapke ek bohot bade, aur bohot aadarney institute ka ek student hu!. Wo student uske sansthapak ya bani ke baarein mein aakhir kya likh sikhta hai. jab maine aapke baarein mein padhna shuru kiya toh, mujhe laga. Aap jaisi hastiyon ko ek khat likhne ka zindagi sirf ek mauka deti hai. itne bade kaam, itni badi soch, itne bade sapno ko mein kis tareeke se, kis zubaan se sarah sakta hu?

Main ek student hu jo bohot bohot bade sapne dekhta hai, aur main un sapno ko khuli aankhon se dekhne se ekdum nahi darta. aur unhi sapno ko apna banane ki, koi kasar nahi chhodna chahta hu. Aapki bohot mehnat, vishwaas, naitikata, aur dard pe jo aapne ye itni badi instiution khadi ki hai, iska hissa hokar, mein bohot bohot shukurguzaar hu.

Mere paas alfaaz nahi hai, ye baayaan kardene ki mein kitna shukurguzaar hu, ki mein aapki university ka ek hissa hu, aapka ek hissa hu. chhota hi sahi, lekin hu!

NMIMS woh naam hai, jo mere saath zinda rahega jabtak main rahunga. Ye legacy jo aapke institute ne di hai, jo nishaan aapki iss soch ne mujhpe banaya hai, wo hamesha hamesha ke liye kayam rahega. Aur chaltahi rahega.

Khaaskar, education ke saath employment esi cheez hai jo, bade bade turamkha soch bhi nahi sake, jahan saare log sarkaro ko dosh dete reh gaye, aapne badlaav lana shuru kardiya. Bina ruke, bina thake, apni khushi se. Chahe wo ek pura gaon badal dena ho, ya ek student ko achi education deke uski puri generation badal deni ho. Aapne dono bakhobi kiya hai, Mere paas kuch nahi sirf aur sirf aapke liye samman hai, you're a role model to me, amrish ji a perfect role model.

jaate jaate main aapko majrooh sultan puri ki ek chhoti si shayeri kehna chaunga, mujhe patanahi esa kyu lagta hai, ki ye aapki shakhsiyat se puri tarah milajati hai! "manzil toh milhi jayegi bathakte hi sahi, gumrah toh wo hai jo ghar se nikalte hi nahi"

Thank you for everything you did and made in my life, without even realizing:)

Shukriya,
Ali.

Genius is Born - Not made

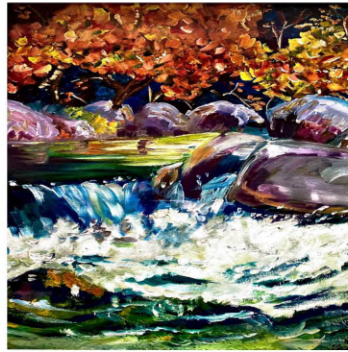
Learners Launchpad

Work

We've done



Divya Sharma
(Batch '23 Division A)



Maahira Jain
(Batch '23 Division A)



Anjali Nivedha
(Batch '23 Division A)



Gargi Bagul
(Batch '22)



Shamit Trivedi
(Batch '22)



Daksh Kumar
(Batch '23 Division A)



Genius is Born - Not made



Learners Launchpad

Work

We've done

The Blue Eyes

They loved my blue eyes
This is all I could scrutinize
They adored my blue eyes
This is all I could memorize
They said my gleaming blue eyes
Always left them mesmerized.

With my ambitions unleashed
And my virtues unseized
I penned down my expectations
Hoping to fulfill my aspirations
But suddenly all these memories told me
goodbyes
When I finally opened my blue eyes.

I still remember that moonless night
They bruised me and held me tight
My unwrapped body was ruthlessly scanned
And all I could feel was a big bulky hand
With no tears left for my cries
All I could feel were my swollen blue eyes.

Now these four walls demarcate me
Even if I want my soul to be free
Nightmares and screeches are an ordeal
And speechless nights are spent under my
mother's veil
The candle stride is on its rise
But the prejudice already blinded my blue eyes.

How will I face that rumor, which only lies?
But what if on believing them my spirit dies?
Haven't I lost all those whom I prized?
Was it really the fault of my blue bell eyes?
Was it really the fault of my blue bell eyes?

- Suhani Agarwal
(Batch '23 Division B)

Your Dreams

Hold on to your dreams
because if your dreams die
your broken wings will not have
the power to fly high

Hold the dreams fast
and don't let them go
Don't let the barren field
take away your flow

- Vamika Aggarwal
(Batch '23 Division B)

Book Review - Becoming

If you don't see that your story matters, chances are that no one else will either. So even though it isn't always easy, it's important for you to find the strength to share your truth. Because the world needs to hear it.

- Becoming, Michelle Obama.

This book was absolutely unputdownable which is so rare for a memoir/autobiography. Contrary to people's beliefs, this book is not about politics. It only includes politics as long as it played an integral part of her life. This book is purely about a woman who went on to becoming one of the most powerful women on earth.

The book is not preachy by any standards. Every word seems to be written with a pure genuineness and nothing else. She isn't trying to be someone she isn't. This book is so beautifully articulated that even by the end, it feels like you just spent your time reading about Michelle Robinson - from a working-class family in South Side Chicago and not Michelle Obama, former First Lady of the United States of America and that speaks volumes about her humility.

- Sakshi Chadha
(Batch'22)

CLUBS

Drama club

The students of the drama club, 'SaReDraMa', exemplify brilliant artistry and innovation. This inventive lot has an intent to inspire people to dream, explore, think and connect through imaginative storytelling. They have frequent improv workshops in order to hone their dramatic skills and establish good bond between them. They also organised an event wherein two teams of their club had an improv battle in which everything was unscripted and thus displaying their exemplary expertise in this field.



Book Club

The book club of SoBA, aims to inculcate the vital habit of reading among individuals. The avid readers select one book and after reading the book, they deliberate about the scenes that intrigued them, the characters, usage of literary devices and so on. This promotes reading books of varied genres, grind their reading skill and stir their thought process. This furthers their idea that along with reading voluminously, it is reading deeply that makes a difference.

Book review:

Rich Dad Poor Dad

Rich Dad Poor Dad is a book about a man named Richard Kiyosaki who grew up under the influence of two fathers. One his biological father and another who taught him life lessons and made him financially literate. Kiyosaki was about 9 years old when he realised, he had the knack for money. Since childhood, he was surrounded by children who were richer, far more well off than him. His biological father always emphasised on the importance of education and how vital it is to get a good job to survive in a harsh world like this. On the other hand, he could not understand, despite his father having an excellent academic background and a decent paying job, why they struggled financially. He was then introduced to the rich dad who had absolutely no academic background but knew how things worked. He relentlessly worked under his rich dad gaining as much knowledge about him as he can. The author explains the importance of having financial education. The difference between an asset and a liability is clearly explained and how many people buy liabilities thinking it is an asset for them and then struggle to pay off debts, their entire lives. The author explains that before buying a house, which people think that it is their greatest asset, it is important to invest in assets that generates enough cash flow to enable a person to buy a house. For even a layman, who is just starting out, this is an excellent book that helps you get the basics right. As Kiyosaki says, 'An investment always comes in handy!'. This book is like an investment that will mature in some way or the other. It leaves you thinking, it leaves you asking for more. At the end, it's all about making money work for you instead of working for money.

CLUBS

Community service club

The community service club of SoBA, 'Saanjh' encapsulates their eternal vision to give back to the community bit by bit. This altruistic team has been working fervently in uplifting the community as a whole. Each month, they select a global adversity and undertake little initiatives that can cause to bring about a change in the present status quo. With environment as their theme for the month of September, they successfully organised a plantation drive where in all the members planted saplings from their own home with an aim to make the planet cleaner and greener. They also had a fruitful session with Ms. Tiasa Adhya, a wildlife conservationist, where she talked about how the youth can work towards the animal conservation and her experience in this field. With education as their next theme, a group of students took a sweet initiative of teaching English to their house-helpers. As often heard, education most definitely begins at home and thus, some members of the team made the effort of having a conversation with their parents about an extremely stigmatized topic i.e. sex education. They believe that no contribution is small, because it is these miniscule efforts of ours that contribute to a stirring change.



Event Management

The event management club of SoBA, '4am Frenzy', is a group of thoughtful and dedicated students that are set to organise events that cut across different realms, that will make the student's experience here at SoBA worthwhile. Through intricate planning and well harmonized execution, they have organised multiple events. On the World Mental Health Day, they organised a webinar with Ms. Kaveri Dhar where different facets of mental health were discussed. A series of fun events with regards to Halloween was organised comprising- a cooking workshop, a makeup workshop and finally the Halloween culmination night.

Gizmos And GUPSHUP



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Innovation distinguishes between a leader and a follower

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Impact of innovation on film and animation industries:

There is little doubt in the fact that technological change is driving pretty much everything around us to change, therefore, there is little surprise that this innovation and technological change has shaken up the film and animation industries as well and spurred them onto new heights. These art forms are now increasingly using technology to push the boundaries of their imagination while simultaneously bringing delight to audiences across the globe.

Animation in particular has seen a massive change over the last three decades- from hand-drawn artists using 2D images on the screen to computer generated images with a more rounded 3D feel, the animation industry has come on in, in leaps and bounds, now churning out hundreds and thousands of hours of content a day. Not just that but repetitive work can now be done using AI and machine learning to ensure that the human artist can better spend time on more creative processes to bring out the very best. From Disney's Snow White in the 1930s to Pixar's brilliance today, animated films remain about amazing story-telling.

The difference now is that the filmmaker's and animator's imagination can be so much widely expressed using today's technology and techniques. In terms of process, cloud-based workflows have helped hugely. Now people across the world can collaborate to produce films and animations in a much quicker time-frame. Very often animation films are directed by someone in the US working with teams of animators and artists in India or Europe. This has allowed the scale of these movies to increase hugely and reduced production time to make the projects more cost effective.

The use of VFX has revolutionised the filmmaking process. The breakthrough in VFX shots came in the 1970s but with the advent of faster processing in the 1990s, the scope and scale of VFX images in a movie became almost as wide as that of shooting in a live location. Wider even. I mean the film 'Gravity' was entirely shot against a green-screen and used VFX to create the claustrophobic environment. No way they could have actually shoot an actor in space for that! Some films that are made now, were just not possible 30 years ago.

However, this is not the end. The next big shift in technology is coming soon with VR and interactivity entering the story-telling process. Imagine watching a war movie and actually being on the battlefield as explosions and gun-fire echo around you or being on the sinking Titanic as it slowly begins to submerge.

Filmmakers have the opportunity to weave amazing stories and the viewers could now be a key player rather than just being a passive observer. This is where interactivity comes in. There was a Black Mirror film that was released on Netflix called 'Bandersnatch' which was a first in this regard allowing the viewer to make choices about how the story should continue.

3D printing has also reduced the need for expensive props. Now a 3D printer can allow a production designer and a director to create the prop exactly how they envisioned it, and do not have to compromise by sticking some things together to create something that is half of what was thought of originally.

I think there is no doubt that technology has helped filmmakers push their art into places which a few decades ago they could not even imagine. Animation, VFX, digital techniques and processes have all become a huge part of how films are made now and they have to go in sync with the creativity of story-telling and the composition of the frame. Story is still the king in movies but without these technological advances, perhaps the telling of the story would be a little bit less interesting.

01 November 2020

Itch summit

Amar Mucchala, a man with an itch to overcome fears.

Born into a conservative Gujarati family in the city of Bombay, Amar Muchhala grew up with restrictions and having to be careful of all that he said or did. Having lived this way with limitations, he started stammering at a very young age.

He spent a part of his childhood being bullied by the kids in his school, thus, grew up terrified of public speaking. He wouldn't mingle with his classmates because of this fear - he couldn't even say his name without stammering.

However, fortunately, this phase of his life came to an end when he went to the US to pursue his graduation. The reason he felt comfortable in the new environment was that he didn't have to try very hard, and that helped him get rid of his stammer.

After overcoming his fear, he joined his college choir and finally began exploring music. Music had been his fascination since a very young age, but he had held back due to his stammer. However, as time passed, there was nothing that could've stopped him.

Eventually, he went on to study music from the Guildhall School of Music and Drama, which was a disappointment for the family as they expected him to take care of the family business.

It wasn't an easy decision for Amar to take as he did not even know what tenor meant before his choirmaster recognised his talent. He never consciously wanted to pursue opera, but his teachers encouraged him as his voice sat rather high.

His stammer reduced over the years as he went around the world singing opera. Amar is the first Indian to perform in the history of chamber opera, and has also mastered 'Komm, O Holde Dame', considered one of the most difficult tenor arias.



Amar Mucchala

Itch summit

'Think big, live bigger, lead with vision, be the best version of you' – a very simple yet a very meaningful statement by Ron Malhotra, a brilliant speaker who graced us with his presence in our third edition of the Itch Summit held in February 2020.

Let us tell you something about Ron Malhotra—he's a wealth specialist, a global speaker, a business advisor, a thought leadership mentor, an author and the list goes on and on. He is not just renowned for his titles in the country but also loved by people for his willingness to improve lives by educating people on managing and achieving financial security.

His mantra is to inspire people to achieve unimaginable things, teaching them to use their capabilities to the best of their abilities and impacting their lives by empowering them to bring about positive changes. His belief in raising one another and channelling the power of collaboration through the means of advising, consulting, and mentoring makes him a great visionary leader.

His hard work, zeal, and passion have brought him to unparalleled heights. He has been featured in various magazines such as Australian Financial Review, Money Magazine, Smart Investor, Entrepreneur, ABC, Australian Financial Planner, and The Huffington Post.

The world lacks such people; people who derive their happiness by providing a sense of support to others. He is a gem, who is set on a path to make substantial differences in the world.

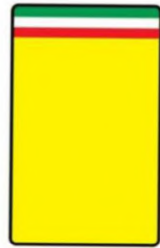


Ron Malhotra

Ready, Set



Logo Quiz



GO IO RM I

Answer:
TISSOT
FERRARI
GIORGIO ARMANI
DUCATI
AUDI
HUGO BOSS



H O S
H G O O S

Find the fashion code



1. 7,21,3,3,9
2. 16,18,1,4,1
3. 22,5,18,19,1,3,5
4. 3,8,1,14,5,12
5. 6,5,14,4,9
6. 8,5,18,13,5,19
7. 12,15,21,9,19,22,21,9,20,
20,15,14

Answer:
Gucci
Prada
Versace
Fendi
Hermes
Louis Vuitton