

ਸਰੋਤ Snippets



MEET OUR FOUNDERS!



Prahlad Kakkar

The cosmic energy, under whose safe haven, the other elements shine. Wisdom, creativity and dynamism are what he brings and that adds a spark to leadership.



Mitali Kakkar

She is the magnet that keeps all the elements in conjunction with each other. Like Earth, she gives structure and shape to all the programmes in SOBA.



Pratish Nair

He is the oxygen through which all strategic activities of entrepreneurial learning at SOBA breathe life. He can either be a gentle breeze or a whirlwind when motivating students to reach their potential.



Reah Irani

She gives the SOBA universe the much-needed tranquillity to tackle all problems with ease. Like water, she is an agent of change and counsels parents, teachers and students alike.



Priya Nair

She is the most vital source of energy at SOBA, who like the Sun brings light into the lives of its students. With her vibrant energy, she is able to nourish and transform student's lives for the better.

MESSAGE FROM THE DEAN



Dr. Mukesh Sharma

On behalf of all our faculty & staff, I welcome you all to NMIMS School of Branding & Advertising or as we affectionately refer to it, as SoBA.

Due to the ongoing pandemic, we are not meeting physically till things improve. But this too shall pass and you will be able to start your campus life smoothly and enjoy the independence that comes with it.

Our carefully constructed 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.

As Dean of SoBA, our endeavour will be to nurture your minds in a manner, that you grow into socially responsible, creative, passionate-professionals and business leaders who will impact our world in a positive way in the years to come. To achieve this, we will work WITH you, we will work FOR you & we will work ON you.

Let me share with you the parable of a Pencil

The Pencil Maker took the pencil aside, just before putting it into the box and said, "There are 5 things you need to know, before I send you out into the world. Always remember them and you will become the best pencil you can be".

"One: You will be able to do many great things, only if you allow yourself to be held in someone's hand."

"Two: You will experience a painful sharpening time to time but you will need it to become a better pencil."

"Three: You will be able to correct any mistakes you might make"

"Four: The most important part of you will always be what's inside"

"And Five: On every surface you are used, you must leave your mark". The pencil understood and promised to remember, and went into the box with a purpose in its heart.

With these words, once again I welcome you all to the NMIMS School of Branding & Advertising



Vitesh Shah - Student Connect Head

The moon. Calm and warm in every aspect. He is that part of SoBA which connects it with the world in the best possible way.



Sayali Godambe - Program Coordinator

Like a river, she is the one who provides SoBA with all the nutrition it needs. Helping students in every way, being the pillar of strength as they grow. She makes the student life at SoBA blissful.

Dear Newcomers,

Welcome to 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 promise to take you on a journey filled with curiosity, exploration and meaningfulness while making sure we bring out the future thinker and creativity in you.

We understand that this time of uncertainty is not easy for most of us, but we assure you to be your guiding lights throughout your journey, to be supportive in your success and to bring out the best versions of yourself!

So pull up your socks! You have a long path of adventure ahead of you!

Best wishes,
Batch of '22 and '23

Master Class

We hosted a living legend, Mr. Shyam Benegal, for the first think tank of the new semester. We couldn't have asked for a finer guide to the world of branding and advertising than a screenwriter and director.

The first thing he stated about branding was that you should sell the brand rather than the product, this gave us a lot to think about. To make things easy, he provided us an example of how butter is generic, but Amul butter is not since they don't sell just butter, but the entire brand.

Mr. Benegal told us about his filmmaking journey. During his summer vacation, he began creating home movies and realized he had found his life's passion. His debut film, titled 'Chuttiyon Mein Mauj Maza,' was well received by his friends and family. He went on to study economics because there was no such thing as a film school back then.

His tenacity is what has driven him to his current level of success. He never gave up on his goal of making films and continued to work on them after completing his post-graduate studies.

Mr. Benegal had a unique perspective on art. He feels that just expressing oneself cannot be considered art. Aesthetics are required in art. Despite this, expressiveness may occasionally make art everlasting. He used the half-smile on the Mona Lisa as an example of how people have been discussing it for ages. **Great art has the ability to endure in eternity.**

Towards the end, Mr. Benegal shared some very important thoughts with us. **He believes that we should unlearn everything and start again.** Learning is supposed to be a conscious process and many of us might have learned unconsciously.

He told us that **whatever we do in life, we should do it with common sense, compassion, and empathy.**

We are grateful to SoBA for providing us with the opportunity to learn from Mr. Shyam Benegal.



Shyam Benegal

Mr. Krishnan Subramanian is a strategist who enjoys challenging situations. With his years of experience as a chief strategist officer and planning director in branding he brings a lot of knowledge to the class.

What made you choose branding as a career option?

Well, I've always been intrigued about how I can influence people to think what I want them to think and that's been there since my late childhood and branding is one profession that allows me to do that. It allows me to influence the way people think about the products that we are communicating about and it gets them to think about it in a way I wish they think about it and that particularly is challenging and that's what made me choose this. I started my career in sales which is another job where you do that but it's just you do it one on one and try to sell them things in which you have to tell them why they should buy what you are selling, branding is really just sales in a one-to-many kind of role, where you are trying to sell to many more people than just one person.

Do you have a company whose branding you admire, which is it and why?

There's so many of them, I deliberately don't want to give you the classics like Nike, Apple and Starbucks as examples which everybody says even though they are few my favourites too. But let's look at the fringes, the ones that are doing really good work but are not quoted that often like Levi's, Converse, Fossil, G-Shock or Diesel. Diesel is a personal favourite of mine, purely because it takes an approach of saying what you thought is right, is not right. It challenges your linear thinking with each and every piece of work they do; it is a favourite of mine purely because I like challenging thinking.

Any recommendations from where/ how we can learn more about branding?

Well, there are so many books and so many sites you can learn from but I think this book called 'Hey, Whipple, Squeeze This: The Classic Guide to Creating Great Ads' by Luke Sullivan, it's an easy read in fact it is also available as a PDF but it is a very no nonsense no jargon, a Straight way of understanding branding and understanding the job that needs to be done book. I was recommended by my mentors early on in my advertising career to read this book it's a bit of a classic but it's a good read.

What are a few aspects to keep in mind while branding a company?

Well somewhere this is the module that I am teaching all of you, you need to have extreme clarity on what you're actually selling and what you are manufacturing may not be what you are selling, there is a distinction between the two but if you have clarity about what you are selling and if you have clarity about who you are selling it to, who is the person you wish to affect, who you really want to connect with then you might just get it right. These two things are incredibly fundamental, if you don't get this right then the rest of which is pretty much like a stack of cards that will fall down in the slightest breeze but if your foundation is strong then broadly you will get it right. It sounds very simple but it is very difficult in practice because there is much uncertainty in these areas which is why founders and owners of companies tend to have much more clarity because it's their own baby so they know why they have created that.

MINDSET MENTORS

Why is brand identity important? How important is it to have a personal brand Identity? How can one do it correctly?

Brand identity is important purely for people to recognise you. Any identity, even your personal identity is important so you stand out and that's why you try to create an identity for yourself through the way you dress, the way you communicate, the people you hang out with, the places you go to, what you put up on your social media, all this is a way of trying to project an identity of yourself to both you and the world. Us individuals we all want to belong at one level but at another we want to not be the same as everyone else. Well to brand yourself correctly first try and identify for yourself what is your core belief, what is it that fundamentally drives you, what is it that turns you on. So 1st identify your true north. Identify your own purpose, 2nd ensure that the personality that you have the language and media you are using all of that is consistent with your purpose and then go out and use all the possible opportunities to let the world know that this is who you are. For example, Greta Thunberg when you see her you see how consistent she is with whatever she does it is because she knows her north is in ecology and activism. As they say 'what dent will you make in the universe?'



What is something you think you should give utmost importance to in branding?

Well, I'm a strategist so I must say get the strategy right, the rest will follow but there is no one single answer, you've got to get the design, media, audience, product and strategy right. There are multiple things, which is why the failure rates are so high. The fact that you need to get all those things right and get it right in a collaborative team environment. You know when you work in large companies and organisations you can't do it all by yourself, you have to depend on other people to do it for you for example I can strategize but can't design and create a product or do a media plan for which I have to depend on someone else while they depend on me for strategy. So it's almost how you ensure that all these pieces of the jigsaw puzzle will fall in place and create a beautiful picture which is really where you will appreciate great branding and iconic brands because they managed to get it right and some of them really get it right repeatedly, so to me the answer is not a one thing answer. But it is to get a lot of things exactly right to get a brand to be successful and the correct answer to me is that it is like a jigsaw puzzle, you need to get multiple things right and ensure that it clicks perfectly together so that a beautiful picture can be made and that requires to work in teams with other people. And ensure that there is great leadership. Multiple skills are required to get a brand of the ground correctly which is equally both frustrating and enjoyable. It is delightful and enjoyable when you get it right but frustrating when you get it wrong. It's exactly like what Mr. Shyam Benegal said, it's like making a movie and saying that the actor did very well but it's just not the actor but there are five hundred to thousand people Behind him who have to get it exactly right so that the movie does well and a good movie is made, brands are pretty much like that you have to get a team and multiple things coming out right that's what really makes a brand great.



*Subramanian
Krishnan*

United By Emotions

The month of August has been historic for our country, this year our nation had a pivotal reason to feel a sense of pride in our hearts. India had once again triumphed, with the highest ranking in over 4 decades at the Tokyo Olympics.

1 gold, 2 silver, 4 bronze: The incredible people behind this glorious victory; Neeraj Chopra, a humble 23-year-old from a small town who bagged the gold for India in javelin throw and outshone everybody. From gathering winter fuel and carrying logs, Mirabai Chanu is now a silver medalist in weight lifting. Ravi Kumar Dahiya, epitomised unbelievable strength as he gets a silver for the nation in wrestling. PV Sindhu, Lovlina Borgohain, Bajrang Punia and the men's hockey team performed with zeal as they grab the bronze in their respective fields. A special shoutout to the brave hearts of the women's hockey team who defied the odds and brought honour to their country by doing the inconceivable in women's hockey. They might have missed the bronze medal, but they undoubtedly won everybody's heart and respect.

India- a home to plurality of traditions and yet the biggest and most vibrant democracy. This Independence Day, Indians had a plethora of reasons to yet again feel proud and honoured to be a citizen of this country. Together the whole country has fought against years of injustices and predicaments, and together we shall continue to rise.

CLUBS

SAANJH - The Community Service Club

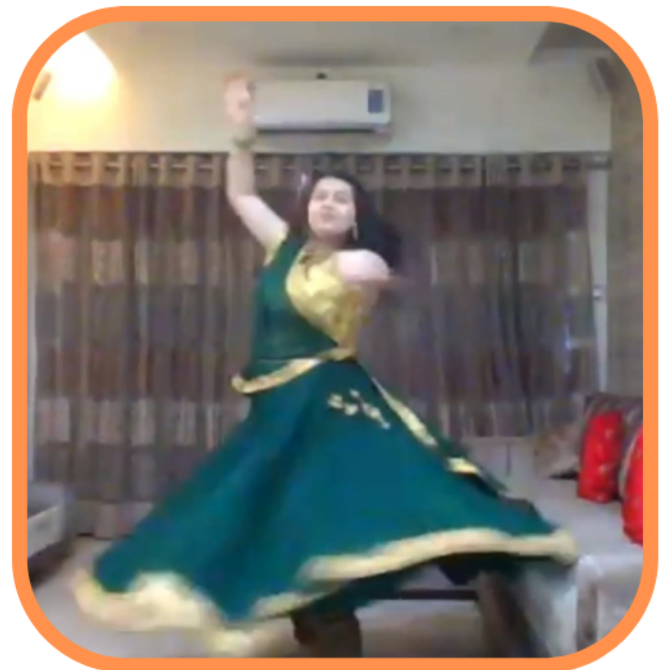
Every month, the community service club of NMIMS SOBA chooses a new and sensational theme to work on, in the pursuit of making even the smallest of difference in the world. For the month of August, Saanjh chose the subject 'Climate'. Every member of the group planted a sapling in a recycled object or in a waste object. They also had an exercise in which all of the participants recycled plastic waste from their houses. The club's social media page also created several posts and reels to raise awareness about climate change and how we as humans can take care of the climate, as well as how critical it is to focus on climate change across the world.



The members of Saanjh planted more than 30 herbs and plants as our initiative towards climate change

4 A.M. FRENZY - The Event Management Club

We kickstarted our 1st ever event of this academic year with patriotic tunes awakening a sense of pride and love for our country. To celebrate India's 75th Independence Day we hoisted our tricolor flag with everyone standing up to sing our national anthem. The event was carried forward with a live kathak performance by one of the 2nd year students putting everyone in a trance. Following our not not-so-old tradition, the music club mesmerized the audience with their talent as they sung our national song, 'Vande Mataram'. To make things more fun, games such as 'Spin the Wheel' and 'Mannequin Challenge' were played which was enjoyed by all. The event ended with a bang with a group dance performance.





Genius is Born - Not made



Learners Launchpad

Work

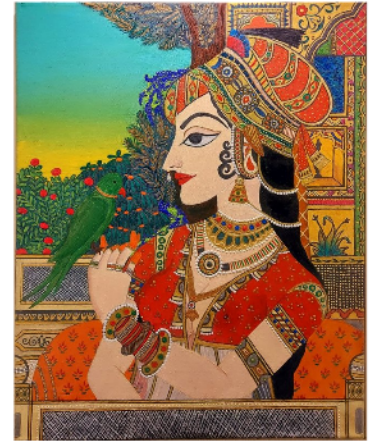
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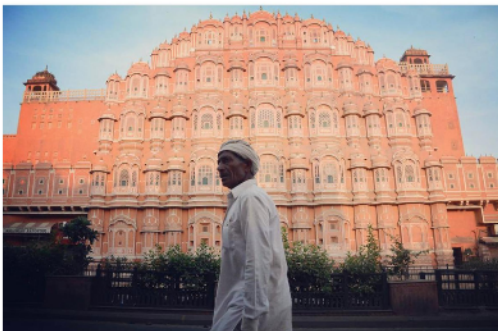
Aashvi Agrawal
Batch'23 Division A



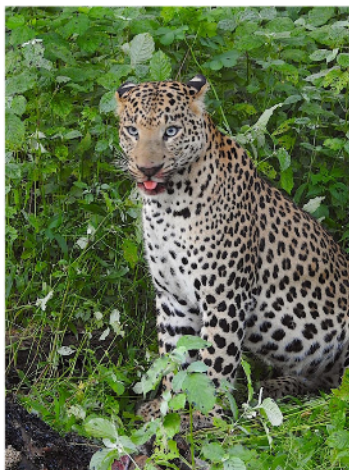
Shreya Anup
Batch'22



Anjali Nivedha
Batch'23 Division A



Dhruv Bhutra
Batch'23 Division A



Rohin Zaveri
Batch'23 Division B



Aditya Sharma
Batch'23 Division A



Learners LaunchPad



Notte Di Terrore

The clouds tried to hide the moon, but she fought back, shining brighter than ever. It was a silent night, quieter than usual, which was making Hope feel unsettled, she was startled when she heard a noise, "hooo", she turned back, whilst her face was becoming pale. "who...who is there?" she asked, shaking, she hasn't seen a single human in days now. She woke up one day, to find everyone she knew vanished, since then she's been moving one place to another in her car, till she entered a forest and her car battery drained. Now she was on her feet, walking through the forest, yet she didn't even encounter a single animal, not even a rat!

"Hooooooo..." she heard it again but, this time she was able to locate where the sound was coming from this time. It came from behind a tree, Hope slowly moved towards the tree, with a fairly large stone in her hand. She swiftly looked behind the tree, ready to attack, but to her astonishment, it was an owl, hooting in pain. She didn't know what to do, so she tried to pick up the owl and sat down. She slowly patted its head which surprising almost comforted her, she hasn't felt this way for a long time, suddenly she felt something on the owl's stomach area, she turned the bird around trying to find out what's going on. Out of the blue, a gruesome black shelled creature with ten legs ripped its way through the owl's body, blood and flesh splattered everywhere...

yea, no, not going to happen said Jane, "I'm not reading this damn book if I want to sleep tonight" she sighed. She closed the book and put it in her nightstand, turned off the lamp and went to bed.

**- Anjali Nivedha
(Batch'23 Division A)**

Mistake

I didn't hear the "hell" in your "hello"
I wasn't prepared for your little show
defended by your smile

My eyes were too innocent to see the plan
you made to ruin me
I've been pouring salt on my fresh wounds
I've been hurting myself over and over again

I don't have the power to face this unbearable
pain
What was between us is dead
I remember how after plotting against me you
left me on read

After all I have made peace with my past
I am alive and what I need is happiness

**- Vamika Aggarwal
(Batch'23 Division B)**

Gizmos And GUPSHUP



“

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

”

SAMSUNG NOW

Samsung in the month August 2021 to launch a live online shopping platform - "Samsung Now." Heralding, the pre-booking event of Galaxy Z Fold3 5G and Galaxy Z Flip3 5G on August 23.

The company believes that Samsung Now is a unique live shopping platform on that will redefine the online shopping experience.

"Young shoppers in India are seeking real-time and interactive shopping experiences. Taking their cue, we are introducing Samsung Now, which will make Samsung now the coolest and most rewarding destination for our young shoppers," Asim Warsi, Senior Vice President, and Chief Marketing Officer, Samsung India, said in a statement.

The live commerce event for the pre-booking of the revolutionary devices; Samsung Galaxy Z Fold 3 5G and Galaxy Z Flip 3 5G smartphones- will start at 6 p.m. on August 23 on Samsung.com, and consumers will be eligible for additional benefits such as early delivery, free Galaxy SmartTag, Galaxy Z Fold3 5G Flip Cover with S Pen and Galaxy Z Flip3 5G Silicon Cover with Ring-till midnight, the company said.

Source: Business Standard

01 September 2021

Itch summit

Now a retired Indian Army veteran, Lt. Col. Manoj Kumar Sinha is a battle-injured and gallantry awardee soldier who believes that we are nothing without our nation, and for us to be powerful, our nation must be too. He is also a motivational speaker, writer, and poet, and has featured on various platforms such as CNN, News 18, and many more. He's been an inspiration to many and a **true reflection of the saying 'When the going gets tough, the tough get going'**.

Lt. Col. Manoj Kumar Sinha says that while we believe that a soldier walks into a battlefield to deal with their enemy, they're actually going to deal with death - either their enemy's or their own. When his men have been injured in battles, he has picked them up and rushed for help. For him, it has always been a race - a race against the death of his men. He himself has sustained two bullet injuries where the enemy's bullet hit his chin, and tore through his jaw, throat, and neck, breaking his jaw bone. It was after this near-death experience (which is also symbolized by his battle scar), that he really understood life.

Having lived through many difficult experiences, Lt. Col. Manoj Kumar Sinha now believes that to survive through each of these, you need to be able to discover, grow and evolve. **He has an itch to break stereotypes** and had recently been featured in Gillette's ad campaign wherein he said boys can cry, men can cry, and soldiers can cry too. He aimed to encourage men to be vulnerable and break the stigma linking expressing emotions to being weak.



Lt. Col. Manoj Kumar Sinha

Ready, Set

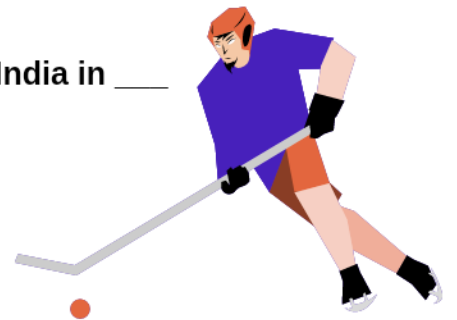


GUESS THE CORRECT ANSWER?!

Games

Saikhom Mirabai Chanu, women weightlifter is representing India in _____ category at Tokyo Olympics 2020?

- A.49 kg
- B.55 kg
- C.64 kg
- D.59 kg



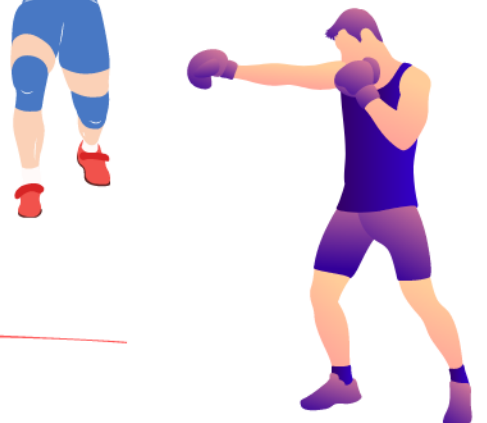
Who is the first ever Indian fencer to qualify for the Tokyo Olympic Games 2020?

- A.Kabita Devi
- B.CA Bhavani Devi
- C.Shilpa Garg
- D.Pooja Mishra



What was the distance of Neeraj Chopra's Javelin throw?

- A.87.58 m
- B.86.67 m
- C.85.44 m
- D.87.03 m



ANSWERS:
Q1 - A. 49 kg
Q2 - B. CA Bhavani Devi
Q3 - A. 87.58 m