

Soba Snippets

- ▶ the moments.
- || the memories.
- ↻ the happiness.



Master Class

Dr. Shruti Varma, a humble woman, a veteran therapist, and a yogini who has a Master's degree in Counselling Psychology. She holds expertise in dealing with a wide range of issues ranging from anxiety, anger management to relationship issues.

The session started with Miss Varma sharing a story about a sculptor criticizing his work to succeed, her point being that it is proven in psychology that people are at their happiest when they chase excellence. As the session progressed through the Q n A round - light was shed on important topics like how with the younger generation stigma towards mental health is closing as they believe therapy to be a safe space where they are heard. Aside from that, she gave helpful tips on how students can handle stress by being physically active, eating healthy, having a schedule, and indulging in hobbies that truly interest them. Another notable learning was for students who will be migrating from their hometowns for college. She shared how to deal with the anxiety attached to it. She suggested leaving out as many uncertainties as possible from the equation and finding ways to be prepared for challenges that will have to be faced. She mentioned that when far away, staying regularly in touch with near and dear ones back home will bring a sense of comfort.

Overall the session gave different insights regarding mental health issues and was a fantastic way to learn of changes that aid in achieving a more productive lifestyle.



Dr. Shruti Varma

-Reported by Abhinav Bali

Mr. Ayush Mishra is one of the most loved faculties at SoBA owing to his unconventional style of teaching. He makes concepts very easy to understand and teaches in a very interactive format, and so everyone really enjoys his lectures.

How do you deal with a creative block?

I go for a walk (usually without my phone). I almost always return with great ideas.

What has been your biggest learning so far in the Industry?

I'll tell you my two biggest learnings:

1. You can resolve absolutely any challenge, problem, or brief with common sense, perseverance, and a little help from the internet.
2. Good bosses and mentors are rare. They let you do your thing and polish you with great feedback. They're kind but won't go soft on you. If you find one, keep them around.

What do you think is that one thing that we as students should have, to do well in this business?

Be honest with yourself about what you want. Have the courage to go after it. Don't think about what others think of you - because they're not thinking about you at all.

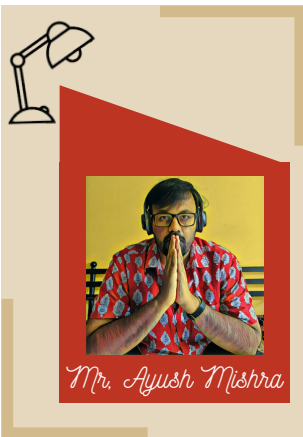
Being in the field of branding and advertising, how easy is it to make a career shift later on?

If you're looking to move within the industry, it's relatively easy to switch to the client-side. If you're looking to diversify and do something completely different, it will take effort, training, and time - just like anything else in life.

MINDSET MENTORS

How do you deal (with both) your team and yourself, with a campaign that does not do well?

I asked this question to Piyush Pandey once, and his answer was "har ball pe six nahi lagta". It's a fact that applies to cricket, to advertising, and life. Not all campaigns do great. I analyze what I could have done better and moved on to the next job with the learnings.



-Reported by Shubam Goyal

COMMITTEES

Literary Committee

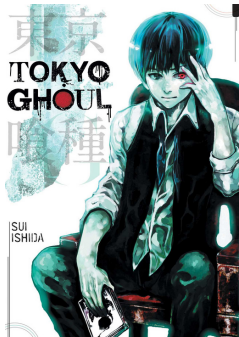
Book Recommendation

When the Prey becomes the Predator, Tokyo Ghoul by Sui Ishida

"I'm not the protagonist of a novel or anything. I am a college student who likes to read as you could find anywhere. But if for argument's sake, you were to write a story with me in the lead role, it would certainly be a tragedy," says Sowmya a second-year student at SoBA.

Tokyo Ghoul begins with a streak of incredibly bad luck disguised as good luck. Reports of strange murders involving cannibalism and monster attacks have been haunting the city of Tokyo. Ken Kaneki and his childhood friend Hide continue to laugh the incidents off as superstitious rumors and continue about their daily life as they normally would. And then, Ken Kaneki is stoked about the date he's scored with his crush. That is until it turns out she's a ghoul who tries to eat him. But when he's saved through a questionable medical procedure, Kaneki is left teetering on the line between ghoul and human. He must now adapt to ghoul life with newfound allies as he also grapples with his loss of humanity and his newfound hunger for human flesh.

Courtesy - Book Club



Branding and Advertising Committee

Introducing - Brandstorm the branding and advertising committee at SoBA .

Hold on tight while they take the branding and advertising community by storm!

Studying in a college that is distinguished for its branding and advertising specialization, the branding and advertising committee will keep you all up to date with the latest advancements in this world of a gazillion brands! Through their Monday news bits and Thursday brand stories, they strive to acquaint you with both the past and the present of the branding world, hence helping in their way to help you keep pace with the ever-evolving world.

So, head over to their [Instagram](#) to experience the branding and advertising world like never before.

They are bound to keep you hooked!



COMMITTEES

Cultural Committee

International Men's Day

4 a.m. frenzy

Love, they say, is a friendship that's caught fire, and this love requires appreciation, which we often overlook. 4 a.m. frenzy on this International Men's Day decided to recognize all of the SoBA guys' efforts; big or small. This appreciation was divided into two parts: first, they compiled memorable moments of guys from all three batches into a 50-second reel, which they then uploaded to their handle, and second, they sent out goodies to guys at their homes as a sweet surprise.



Cultural Committee

Drumroll Presenting the Sports club at SoBA

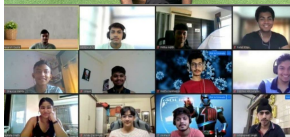
Fairplay

Sports have always been a crucial part of a student's life. Fairplay is the sports club of SoBA where participation and teamwork is promoted in all sports. Their club's vision is to provide a high-quality sports environment to give the players an opportunity to enjoy the sports and achieve their maximum potential as participants in all events.

Their club's mission is to promote various sports and provide opportunities for volunteers and players to enjoy, have fun and thrive while playing the game.

In this semester up till now, they have organized three offline football matches in different parts of Mumbai i.e. Juhu, Ghatkopar, and Kandivali. They also organized an eSports event (Call of duty mobile) for people who might be missing playing the actual sport as they aren't in Mumbai.

So, what are you waiting for, keep up to date on the events they organize and have the best time witnessing or participating in them!



-Reported by Tanishka Desai

LEARNERS LAUNCHPAD

Work

We've done



Chinmayee Kothawade
Batch'23



Arjun Bhardwaj
Batch'24



Anshika Kushwaha
Batch'24



Snigdha Sharma
Batch'24

-Collated by Dhruv Bhutra

LEARNERS LAUNCHPAD

The Qwicket Project

The second-year students were a part of yet another gripping live project with a brand named Qwicket. It is an online brand of trendy, sustainable performance sportswear. It was a mutually beneficial project that gave the students a hands-on opportunity to work and focus on diverse areas like brand building, sales strategy, pricing, market sizing, pricing, etc. The students were passionately immersed in working towards the project to yield effective results. Leaders were made and ten teams were made according to everyone's areas of interest. This is what some of the leaders had to say about their enriching experience of this project.



TESTIMONIALS

"Personally, I enjoyed working with this particular team the most. Our module was one of the most interesting and challenging ones to work on, everything required creativity and really smart ways to implement in real life for the ideas to work out without any hassle. I usually don't prefer taking up the leadership role but this project really attracted me, that's what made me become a leader."

- Samyak Kochar, Batch 23'

"Being a part of the Qwicket project was an experience that taught me a lot. I was heading module 4 of the project which dealt with the pricing aspect. Being a leader I believe is always learning, no two instances are ever the same. I was blessed to have an amazing team that shared the same enthusiasm as I did. Determination and teamwork were our mantras to make sure we performed to our fullest potential. One of the major learning we as a team had was how to deal with the client. Throughout the process, we had no middle man and were directly dealing with our client Vinit Oza. Overall, for these couple of past months, I am grateful to SoBA for providing me with this opportunity."

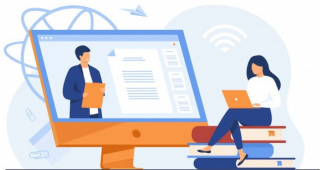
- Shruti Sinha, Batch 23'

"So the Qwicket activity was quite an interesting activity for all of us. Specifically talking about module 5, we were at the beginning very much confused about how, to begin with, this topic of Creation of unique and Repeating visual identity. My team and I worked on it for about 1 and a half months, it was a great experience we learned a lot during the entire period, we learned a lot concerning technical aspects of Visuals and sounds, on the other hand, we also learned a lot about teamwork, Consistent work ethics, I was a leader at the time faced challenges because of which I learned a lot concerning how to handle people during a task, getting the work done before the deadline. This activity has shaped us into better working professionals and also added a lot of skill sets."

- Akshata Shetty, Batch 23'

-Reported by Mitali Agrawal

offline or online ?



The much-awaited mails have been received! Finally, the door to NMIMS is physically opening in hybrid mode. We're soon shifting from laptop screens to the B city. Let the hustle and bustle begin! The excitement of the students to join the college is just incomparable. The newsletter team conducted a research. We circulated google forms to know how the faculty, management, students, and parents precisely feel about colleges opening. Whether it was the students, parents, or the faculty, there was an overwhelming majority supporting offline college. So, no one please jinx anything now!

Are you willing to go to college?



● Yes
● Still thinking
● No

What do you suggest is a better way of learning?



● Online
● Offline



Have you spoken to your child about which mode he/she prefers?



● Yes, online
● Yes, offline
● Not much in detail

-Reported by Navya Dhadha



Electric Vehicle: More than a Powertrain

An electric vehicle is a new concept in the world of the automotive industry. The Indian EV ecosystem is nascent. Ancillary product makers (which are still less in number) are in the process of settling down. These vital players of the EV ecosystem require all possible governmental support. Reduced import and customs duties, along with sops for ancillary players to set up manufacturing units will go a long way on this front.

State Governments can be directly involved in the electric vehicle manufacturing process. The Kerala Government is a trendsetter that recently tied up with a Swiss electric bus manufacturer - in order to locally assemble electric vehicles. As a price-sensitive market, the majority of Indian buyers look forward to attractive prices. The Government and all other stakeholders, especially manufacturers, should use all feasible advertising platforms to highlight the benefits of EVs. TV, online, and print—can make a remarkable impact. Outdoor advertising and educational workshops are useful avenues too. In addition to the obvious benefits such as anti-pollution and cost- efficie -

ncy, these promotions will mitigate myths, such as battery longevity, surrounding EV usage. If the above-made suggestions are implemented, customers will be the biggest beneficiary of attractive EV pricing models.



The Government's vision is to transform India into a global EV manufacturing hub. Backed by a determined Government, we have already made a good start. Tailor-made policy initiatives, rapid implementation, and industry-friendly regulation are essential to ensure that the Indian automotive market assumes pole position in the EV race.

—Reported by Jashith Sukhija

Influencer Marketing v/s Celebrity Endorsement



Marketing is a complex field, not because it is difficult to implement, but because it has so many branches that it is difficult to determine which strategy works best for which brand. The most common debate in the marketing community is influencer marketing versus celebrity endorsement, which one's better than the other? Well, we did a survey to find out just that! Therefore, we bring to you a glimpse of what some of the students had to say :

"Influencers are not trustworthy when it comes to brand evaluation. Influencers do get paid for collaboration a lot as their main income comes through it. Also, to increase their followers, they do everything in trend (good and bad). Celebrities on the other hand have a reputation due to which they pay a lot of attention to which brands they are associating with. It's right that they do get paid for advertisements but most of them are true talks of the brand. It is also not that I completely trust them but when compared it's the celebrities. Otherwise, you decide better which brand to trust and which to not through reviews and personal experiences. Just because a brand has a huge name in the market doesn't necessarily mean they are all good."

- Muskan Sinha, Batch 24'

"Influencers are more trustworthy because they come from a background similar to ours, they've lived through what you call the normal life and also getting to live somewhat like a celebrity status symbol. Not to say actors don't come from outside but once they reach a certain stage in their career, they don't tend to interact with fans daily and we have these YouTube influencers or even Instagrammers who share their day or their week through stories and videos keeping us more engaged with their life, hence making them more trustworthy. I think everyone these days be it a Gen Z, millennial, our parents and I think also grandparents are on social media or are engaged in it somehow. So, we're all influenced by someone."

- Neha Rajesh, Batch 24'

"Celebrities are often more popular because of their profession like actors, athletes, singers, etc. Influencers' job is to promote brands and they get paid for it. So, if a celebrity endorses something, I still might give it a thought (but that is also extremely rare). I have nothing against the influencing concept. I understand that becoming influencers is a job today and they promote brands and products. I just don't get affected by them, nor do I follow any truthfully. I prefer to choose my purchases."

- Sowmya Iyer, Batch 23'

Now for those who are still confused or are on the fence, let us help you out by explaining what exactly is the difference between Influencer Marketing and Celebrity Endorsements:

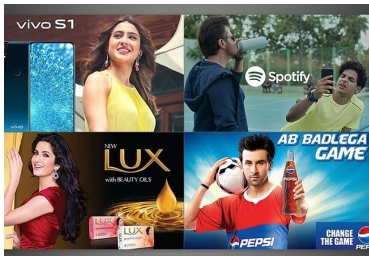
Influencer Marketing

- Influencer marketing is a marketing effort that uses social media influencers who are specialists in their niche and are internet trendsetters.
- Their insight, experience, and surveys sway the buying conduct of their followers.
- The main part of an effective influencer marketing effort is to guarantee that the brand and its product/service lines up with the niche of the influencer.

Celebrity Endorsements

- Celebrity Endorsements is a marketing effort that uses the popularity of celebrities to give a push to a brand's service, product and raise more awareness.
- The consumers recollect a brand by the names of their cherished celebrity who endorse a certain brand.
- The greatest benefit of celebrity endorsements is that they can assist a brand with accomplishing a tremendous reach.

As we can see both have their pros and cons, traditional marketing techniques have merged with the new media strategies. For instance, celebrity endorsements are still highly used, both via traditional media and social media but brands that first did only celebrity endorsements have started using influencer marketing. Also, TVC advertisements have now moved to video advertising via social media. The greatest shift and the most apparent one is that now storytelling is focused on significantly more, whichever medium a brand decides to pick, the key is to know how to keep their consumers at the heart of each choice.



-Reported by Isha Tolat



OFFLINE OFFCAMPUS THINGS

GOOD FOOD. GOOD FRIENDS. GOOD COMPANY

The pandemic made us realize how important people are - didn't it? The past year we have all adapted to the new normal, which according to my favorite 'RJ' is "SMS" (Soap, Mask, and Social Distancing). But nothing healed our aching hearts that longed to hug and hold our loved ones, the only cure was actually meeting them. So, of course, when we finally had the green light to go out and meet our dear ones, we jumped at the opportunity and did not waste a second! Can you believe that a stranger you met right about a year ago is now your best friend! I certainly can't. It is in these moments we realized the importance of friends who stay to witness our goofy side, this goofiness blossomed into something beautiful - irreplaceable!

And now, oh, where should I begin! From going to one another's place to attend the online classes - offline, to visiting each others' houses to stay over for Ganesh Chaturthi because your friend's mom prepares the tastiest jalebis! From throwing the best parties to turning dancing in the rain on prom, we ended up making the craziest memories! We discovered something priceless, something that could only be found offline! (and we would not have it another way)

Now that we have found this love and attachment (after much struggle), we should be mindful of not being irresponsible and losing it all! Therefore, be safe, stay happy!



-Reported by Anjali Nivedha

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