

Soba Snippets



hopefully in 2022...



Meet the team

Our Patron



The heart and soul of our newsletter, our dear patron, Ms. Reah Irani. Her positive energy is contagious. She never fails to encourage us to try out different things and step out of our comfort zone. Ma'am thank you for giving us the freedom to make mistakes and learn from them, you inspire us everyday.

The Editors



"A total believer in the concept of sab moh maya hai until 3 A.M. which is when reality sets in and she begins with checking off her to-do list."

Harshita Chaudhary, Batch 23'



"There is nothing special about me except the fact that I once slept for 20 hours straight."

Simran Tyagi, Batch'23

The Designers



"I'm Navya: jolly, elated and driven in life (just can't seem to drive)."

Navya Dhadda, Batch'24



"I've always been fascinated with books and music, and I secretly love to make playlists on scenarios I wish I could be a part of."

Prisha Sharma, Batch'24



"I am a vivid dreamer and always look at the positive side. Artist from heart, simple by nature. Catch me at @theartisticboy"

Amanpreet Singh, Batch'24

The Reporters



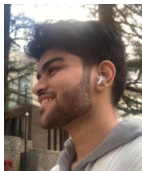
"A fashion and travel geek who enjoys indulging in anything artsy."

Isha Tolat, Batch'23



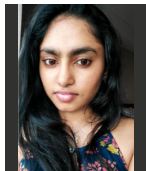
"Hi, I'm Tanishka, and I enjoy reading, cooking and watching movies!"

Tanishka Desai, Batch'24



"Sarvagun Sampan."
(he said it not us)

Abhinav Bali, Batch'23



"A full time workaholic who only dreams of perfection and of course the love of her life, chocolate!"

Aditi Rai, Batch'23



"You might think of me as a very serious guy but I am all fun and games, and a very reliable guy."

Shubam Goyal, Batch'23



"I am a sports and travel fanatic, and a gossipmonger at heart. I take situations as they come and solve it with perfection."

Jashith Sukhija, Batch'23



"Here is your friendly neighborhood overthinker, who believes in near perfection and horoscopes."

Anjali Nivedha, Batch'23



"I'm more invested in a fictional character's life than my own. Food, music and pretty skies are my happy pills."

Mitali Agrawal, Batch'23



"I'm an amicable person who knows how to find a way out of problems whether in personal life or my student life."

Dhruv Bhutra, Batch'23

Genius is Born - Not made

LEARNERS LAUNCHPAD

Work

We've done



Rohin Zaveri
Batch 23'



Ridhima Singhal
Batch 24'

- Collated by Prisha Sharma

IF MY POETRY WERE A PERSON

She would be the only daughter of a dysfunctional couple	- Rooted in blood, miseries and burns
A mom Who is tipsy till at least six in the evening And curls up close to unfaithful Upper East Side men In exchange for dinner	Skin burns From the one damned night When Mom's frequent lover forced his way in And charred her skin with his Bloody Mary lips
A dad {their first heartbreak} Who left for foreign lands years ago; Who knows where? Maybe someplace where lost things go; And never returned	With no dinner in return And continued so for much long after If my poetry were a person She'd be the high school kid Who ace all classes of Keats and Neruda literature
A not-so-happy A not-so-family	But would kill herself three months before graduation
During the days, My poetry would run screaming on the antique city- bridges Like a reckless fire In the middle of shiny breakneck cars With the tangy taste of youth on her lips	Because the curtains were an unknown Plath's blue And do schools ever teach How to read them through? Because nature never spoke to her And now she needed more friends Than mere readers To listen to the hissing sounds of the poisoned potions Her thoughts had brewed
Her hair, A poorly done French braid of metaphors, And loose ribbons of the past	Because depression isn't real And anxiety is just a facade
Clad in a colorful patchwork dress Made of boiling lies that she already knows the truth about	And dying is easier than breathing
But still running, Happy And hopeful	And after all, If my poetry were a person
And yet by sundown, She would pierce blades and screws from the junkyard into her veins	She would be an ordinary light hearted poem In the Sunny Sunday Columns
Because why live this life anyway?	With a million blots Of tragic stories buried between the lines
Poor soul, my poetry Home for her would be dawned alleys Full of eerie faces and lusty intentions	She would not be a love poem But you would fall still
A home full of art	-Anshika Kushwaha, Batch 24'

-Collated by Dhruv Bhutra

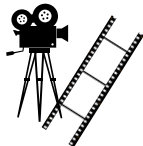
COMMITTEES

Branding and Advertising Committee

Express your Love for Story Telling

Take One (Filmmaking Club)

Take One organised a brand filmmaking competition.



The Winning Team Featured:

Simran Tyagi, Batch'23

Maulik Bansal, Batch'24

Mikhail Rodricks, Batch'24,

They chose the theme 'AI Speaker for the Blind.' The team said that this was an excellent opportunity for them to think outside the box and create an impactful film. Simran created the script, Maulik directed it, and Mikhail edited it. The actors in the film were recruited from outside of SoBA, allowing them to incorporate other individuals besides the students themselves.

Cultural Committee

And the Boys have done it Again

Fair Play (Sports Club)

Recently our college football team had participated in the "University Turf Tournament" which was held on the 23rd and 24th of December, organised by the NMIMS University. To our extreme delight, the boys from our football team showed exemplary skills, winning the 2nd podium and getting the trophy home with their energetic performance!

A very hearty congratulations to the team on the big win.

Team

Suyash Kamtekar, Batch 24'

Fahel Khan, Batch 24'

Aditya shah, Batch 23'

Shlok Bhosale, Batch 24'

Om Divate Batch, 24'

Hriday Kapoor, Batch 24'

Samanyu Singh, Batch 24'



-Reported by Isha Tolat

COMMITTEES

Literary Committee

It's on You

Sometimes we wonder what life is. There are times when we have breakdowns and there are times when we are on top of the world. But have you ever thought while being happy, what if something goes wrong and then you get anxiety attacks, Well life is all about learning the art of going with the flow and learning from all experiences, good or bad.

Sometimes I wonder what life is
Life is all about having new experiences and learning
something new out of each experience
Life is all about facing challenges
And that feeling of a satisfactory smile when you
overcome a challenge
It is all about discovering yourself
Meeting a new version of yourself after every passing
hurdle
It is all about day and night
And different seasons
When everything tends to change but what remains
constant is the fearless you who refuses to give up
When people fail to understand you, it is you who
reminds yourself that I am not alone.
New experiences bring the new you
And it's time to start embracing every new version of
yourself even if the world fails to do so

By,
Akshita Gupta
Batch'23



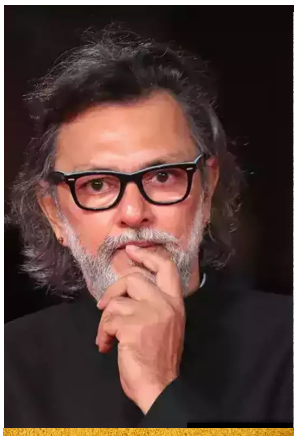
Courtesy : The Black Quill, Poetic Department

Itch summit

A two-time National Award Winner for Best Popular Film Providing Wholesome Entertainment, Rakesh Omprakash Mehra is a man who doesn't need an introduction. He started his career as an advertisement filmmaker, in 1986 he established Flicks Motion Picture Company Private Limited and directed countless television commercials for Indian as well as International clients like Coca Cola, BPL, Toyota, and American Express.

Best known for writing and directing movies like Bhaag Milkha Bhaag (2013) and Rang De Basanti (2006), he spoke about his experience of shooting the song Rubaroo for Rang De Basanti and how his itch to create something extraordinary resulted in making one of the best cinematic climaxes ever shot in the history of Indian cinema.

His movies are known to have a subtle socio-political message as he is deeply moved by whatever happens in the society, he makes sure that his work is not repetitive. Sharing insights of his journey in writing, filmmaking and storytelling he strongly believed that movies should be given the time they deserve.



Rakesh Omprakash Mehra

-Reported by Isha Tolat

73rd REPUBLIC DAY

After much debate the club realized that Republic Day is the day that made the month truly unique. This year SoBA couldn't have an event so I went around asking what people tend to do on Republic Day.

on this day you used to/do...

"Cook tricolor dish with my grandma. Could be sweets/rice/shakes etc."

-Anshika Kushwaha, Batch 24'

"Sing national anthem and flag hosting."

-Sharmishtha Bhatt, Batch 23'

"Flag hoisting, remembering the people who got us independence, perform skits, dances, etc."

-Priyamvadha, Batch 23'

"Flag hosting, choir singing, dance performances."

- Nauvya Bhutani, Batch 24'

"School- national anthem,
Society- little children dress up as leaders and give speeches, Patriotic songs, Races."

-Neha Rajesh, Batch 24'



-Reported by Shubam Goyal

THE PERFECT TWO-DAY TRAILER

From seeing faces in rectangles to being able to embrace one another, from typing for hours to using notebooks and pens, from virtual hangouts to eating food in the canteen, we finally got to experience college after over a year and a half. Although short lived, it felt like a change everybody needed in their lives. It felt unreal at the beginning as we finally walked the halls of our building, seeing and waving at faces only seen in blocks on our laptops, it felt like a completely different world that we had stepped in.

There was an obvious fear and risk that everybody felt but it felt like a risk everybody was willing to take at that point. For people coming from different states, they got to experience Bombay, in all its essence, something sitting at home definitely deprived us of. In those two days, we experienced something that we had only heard of, and had no idea as to when we would live that, but finally we did. We were all happy to be able to just be with each other (even though that smile was hidden behind the mask, obviously, can't escape that) but it was just simply the presence that we enjoyed the most.

However, we could not escape the inevitable. The obvious danger of the virus that enveloped us, once again took over and colleges decided to close. Within a few days we all packed our bags back to our home not knowing when we would be able to live this all again.

That unparalleled happiness was ephemeral and we can only hope that things become better and we experience that joy again.



-Reported by Mitali Agrawal



KSI & Logan Paul

YouTubers turned arch enemies turned boxers and now finally business partners launching their brand 'DrinkPrime'

Not uncommon in today's time for influencers to have their own brands right? After all, loyal fans of the influencers are likely to flock and purchase their drink.



SO WHAT'S THE STORY OR MORE LIKE WHY IS THIS IN BRAND SPILL?

Simple reason, we are students of branding and advertising and as per traditional thinking a brand is defined by how a consumer identifies the business concept of a company; in this case, it would be - DrinkPrime.

But, the question to ask here is that the consumers who will flock for this product, are they coming for DrinkPrime or the association that the brand has with Logan Paul and KSI.

One thing to acknowledge with ever-changing times is that the criteria by which one calls something a brand is ever-shifting and so, today even individuals can be considered a "brand". This does raise the question about the future definition of brands- are they simply the products offered by firms or are they more than that - inclusive of influencers, celebrities along with the products.

To conclude, I ask the readers - how likely are you to purchase a product being launched in association with your favorite influencer or celebrity?

-Reported by Abhinav Bali



Cryptocurrency – A Digital Asset

What is cryptocurrency?

A digital payment system that doesn't rely on banks to verify transactions. Bitcoin, founded in 2009 was the first one which remains the best known today.



How does cryptocurrency work?

It runs on blockchain - a public ledger that keeps record of all transactions in code. Transactions are documented in 'blocks', which are linked to previous transactional data in 'chains'. Its units are created through mining, which involves using computer power to solve complicated mathematical problems that generate coins.

Even though cryptocurrency is owned, nothing is concrete. What you own is a key that allows you to move a unit of measure from one person to another without a trusted third party.

Should You Invest in Cryptocurrency?

Experts hold mixed opinions for crypto is a highly speculative investment, with the potential for intense price swings; hence, financial advisors don't recommend people to invest at all.

For example, Bitcoin nearly quadrupled in value over the course of 2020. It reaches high as 68900 USD and as low as 28000 USD. It generates no cash flow, so for you to profit, someone has to pay more for the currency than you did.

Why is Cryptocurrency so popular?

- Some believe that it's the currency of the future, so are rushing to buy it now, before it becomes too valuable.
- Some like the blockchain technology as its decentralized and has a more secure transactional system.
- Many believe that banks keep lowering the value of money and overtime it will lead to constant inflation. Hence de-centralized means of currency is preferable.

—Researched by Tanishka Desai

Ready, Set

SPOT THE DIFFERENCE



Games



Let's see how many you get right!

- 1) Which education based application purchased the right to Indian cricket team's jersey in July 2019?
- 2) Which brand was awarded by Puma India as the "Best E-commerce partner of the year 2011-12"?
- 3) When did Shaadi.com start?
- 4) Which is the second most ordered food item on Swiggy?
- 5) Where do most NFTs exist ?

ANSWERS :
1) Byju's
2) Myntra
3) 1996
4) Dosa
5) Ethereum blockchain

Snapchat
Mastercard

LinkedIn

Reddit

Excel

Spotify

Spot The Difference Quiz

ANSWERS :

-Collated by Anjali Nivedha