

Soba Snippets



Master Class

On the 15th of February, the Mukesh Patel Auditorium held the first-ever offline event after a 2-year hiatus for offline college. The guest speaker for the Director's Craft was Mr. Ishaan Nair, a man who is a master of his craft, a visual artist working in multiple fields with a degree in direction and cinematography from the school of Visual Arts in New York.

The session was led by the man who had done it all, starting from getting coffee for people, snapping photos at weddings and events to working with brands like TAJ, Nykaa, NBA Basketball India, and H&M India. It was a truly impressive session with the respected guest imparting 2 key insights to all the aspirants for the field of direction and cinematography: -

1. It is your responsibility as a director to have mastery over every level of the craft.
2. Know the client brief and what to sell

Post the Q & A session where the speaker revealed how he gets over his creative blocks by having a more abundant life, how the important goals are in life, and how you need to be flexible with them. The personality also mentioned how he believed in putting himself in the shoes of his actors to truly have empathy for the actors he is working with as well as knowing how viable is his demand from the actor as a whole,

The session ended with the question in true SoBA style by asking what is Mr. Nair's itch in life to which he had a simple answer he simply doesn't have one but rather believes in being meticulous with his work.



Mr. Ishaan Nair

-Reported by Abhinav Bali

02 March 2022

Master Class

The esteemed guest for the Pursuit of Passion event held by the committee was none other than Mr. Amit B Sheth. A man who had done it all from being the mentor to of Bhagubhai Polytechnic, NMIMS Balwant sheth school of Architecture, NMIMS School of branding & advertising & Mithibai college and the Hyderabad Campus of Nmims along with being a marathon runner, an entrepreneur, and the best-selling author.

The session was a truly inspiring one as Mr.Sheth talked about how he was also just a typical businessman where he always made resolutions but never got around to fulfilling them and how to build himself into the person he is today he did everything in moderation to build his habits while living life each day with intensity. He explains how everyone in life has their fair share of problems thus, so we shouldn't whine too much and rather than trying to go as fast as possible in the marathon of life we should rather take it slow and enjoy every bit of it.

Post the session was the much-awaited Q&A session wherein the speaker was asked what is passion as per him to which he had a simple answer "being best at what I love". Following this one student asked how am I to convince my parents to let me follow my passion to which he answered just show them how much hard work you have poured into your passion. The advice is more realistic coming from him as he had to convince his entire family he was ready to run a marathon.

The last set of questions was mostly about how to handle failure, Mr.Sheth believes that building on failures is from where the greatest stories come from and how you need to reach a point where even negativity fails to invalidate you.



Mr. Amit B. Sheth

-Reported by Aditi Rai

Ms. Neha Singh is an extraordinary professor of market research and business strategies. An alumni of SRCC, she is very passionate about teaching and is pursuing a PhD right now.

How do you manage your personal and professional life?

Work-life balance is very important to me. I feel that maintaining a strong work-life balance is critical to keeping yourself happy and productive and that it's just as important to the well-being of those around you. I do this by scheduling my day as much as possible. While this may sound overly restrictive, detailed scheduling is liberating. Assigning specific tasks to specific time blocks ensures that I get done exactly what I need to when I need to. A well-organized schedule isn't just a schedule; it's a promise to yourself that you'll fulfill your most pressing obligations. Of course, I do have days when I am unable to stick to these schedules, but I try not to give myself a hard time about it.

Why did you choose to teach market research?

As children, we're very inquisitive of everything. A child is constantly asking their parents. As we grow up, this inquisitiveness is still there but we stop actively looking for answers to these questions. Maybe because we think our questions sound stupid, or maybe because we're afraid of not finding answers and hence feeling stupid. Research as a subject rekindles this inquisitiveness. It gives you a 'formal' way of looking for answers for things. Even if they don't end up taking market research as a career, research students always end up trying to find answers to the silly questions everyone around them is posing. "Why are gums and small cute-looking stuff kept near the cash counters in supermarkets?", "Why am I seeing ads for the earphones I just googled the image of and showed to my friend?", "If I tell my friend I hated a movie, will they still watch it?". Research students know it all, or at least they'll figure out about it all! And that is what I like teaching my students.

In all the projects that you have worked on so far, which has been the best?

The most challenging, yet satisfying research project that I've worked on would be my doctoral dissertation. Four years of labor converted into a 500 odd page hardbound thesis. If you want to skim through it, be sure to get an e-copy from me (shameless self-plugging, I know right!). Working on this project taught me so much, about research, about failures, about things that seemed like failures but were minor setbacks, and successes. A million follow-ups to get the data taught me patience, failed experiments taught me persistence, analyzing the data taught me how much there is still to learn.

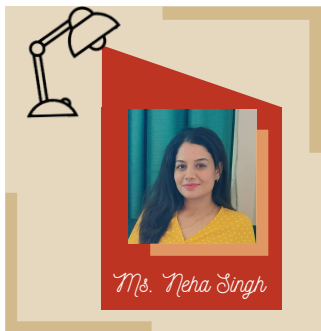
MINDSET MENTORS

What was your life like before you started teaching?

Well, we'll have to go 4 years in the past to discuss this. I started teaching full-time in 2018, after struggling to find what I was passionate about. Fortunately, I realized pretty early in my life that I wanted to be able to make a difference (even if a little bit) in people's life with whatever I did. So, after trying my hand in jobs related to business development and recruitment for a while, I decided to work towards making a career in a job I love.

Which mode of teaching do you prefer, online or offline and why?

Well, both modes have their pros and cons. The online mode came in handy in testing times, and it allows interesting ways of using technology, but the offline mode helps us, teachers, better interact with the students. We know when you've understood stuff, we know which concept would need a revision, we know when you're sleepy, and of course 'technical difficulties' are at bay!



- Interviewed by Shubham Goyal

Genius is Born - Not made

LEARNERS LAUNCHPAD

Work

We've done



Parth Narwani
Batch 23'



Avantika S. Nair
Batch 23'



Chinmayee Kothawade
Batch 23'

COMMITTEES

Social Responsibility Forum

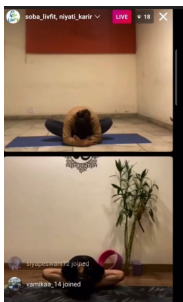
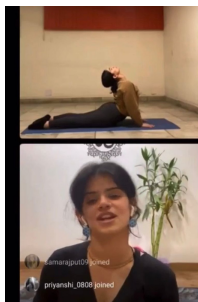
LivFit Club

On the 5th of February, 2022 - LivFit (the physical and mental health club under the Social Responsibility Forum) conducted a live yoga session with yoga professional Ms. Niyati Karir, as the guest of honor.

It was a 40 minutes long session wherein she made Chitra Mehra (the Vice president of the Social Responsibility Forum), along with the viewers- do different poses of Yoga, such as the 12 steps of Suryanamaskar for 30 minutes, followed by 10 minutes of QnA session.

The session was all about awareness of the body and how yoga helps in keeping an individual mentally and physically healthy.

She also spoke about how yoga helps in being connected to yourself which helps one understand themselves better and live a more peaceful life.



-Reported by Isha Tolat

02 March 2022

COMMITTEES

Literary Committee

All Booked

Fiction, mythology, manga, novels, etc.
What excites you?

They are more than just a Book Club. Don't believe it! Follow them on [Instagram](#) at all booked club to figure it out yourself.

Looking for a quick read to get yourself out of a reading slump?

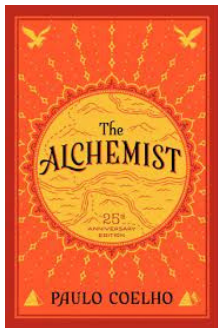
All Booked's recommendation is here to pick you up.

The Alchemist by Paulo Coelho

The Alchemist is one of those books you can easily read in one sitting. It's quick, fast-paced, and keeps you engaged throughout. The best part about it is that the reader gets to go along the journey with Santiago, the protagonist.

The imagery of different locations and the fascination and desire with which Santiago pursues after the treasure resonates with us all, where we also look for "a treasure", something that will give meaning to our life, our destiny. We highly recommend this book for much-needed soul searching and reflection time.

Get ready for an adventure of a lifetime!



-Reported by Isha Tolat

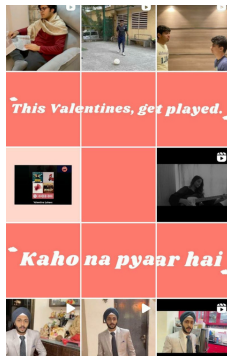
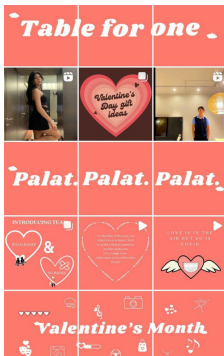
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COMMITTEES

Cultural Committee

From the Committee

In the month of February the cultural committee celebrated love, the different kind of love, the unique kind of love - self love, anything and everything that helps you define 'love'. The departments of the cultural committee were a part of this are Spirit of Dance, Saaredrama, Fairplay, 4am frenzy, Lehein, Chop it like its hot, Atelier. We divided the departments into two teams, 'Team Jugalbandi'- team couple and 'Team No Bandi'- team single. There was something for everyone this valentine's month on our social media page. The concept of valentines month was to celebrate love an entire month because a day is not enough.



-Reported by Isha Tolat

COMMITTEES

Cultural Committee

4 A.M. Frenzy

Students come to SoBA with big dreams, dreams to impact the advertising industry, dreams to be a director, and many more, and with that in mind 4 A.M. Frenzy brought to us an opportunity to connect with someone, Mr. Ishaan Nair having excelled in filmmaking, photography, and writing, he is a true Jack of all trades in the industry!

The event was full of his creative ad campaigns with the NBA and brands like H&M, American Express, Taj Palaces, Dove, Airbnb, Puma & Apple. It was the first ever offline event of Nmims soba!

Team: Anvi Kamdar, Akshata Shetty, Ileeshaa Bandi, Sakshi Garg, Palak Jain, Raj Sampat, Sanchit Chaddha, Rohin, Dhruv, Joshua, Vidushi

Performances by: Joshua Vaz, Joshua C, Aryanman, Vidushi, Aryan, Reetika (Leharein) Dramatics performance by Raj Sampat



-Reported by Isha Tolat

COMMITTEES

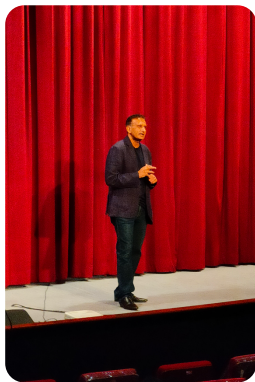
Cultural Committee

4 A.M. Frenzy

As one says, we all have a passion in life, but very few people are able to work towards it, and with that in mind 4 A.M. Frenzy brought to us an opportunity to connect with someone, who has not only worked for his passion but has also achieved what he aspired for. The organized a session with our very own Mr. Amit Sheth! The session was filled with exciting talks and motivating stories. The event was an undeniable success and kept everyone engaged throughout.

Team: Anvi Kamdar, Akshata Shetty, Ieeshaa Bandi, Sakshi Garg, Palak Jain, Raj Sampat, Sanchit Chaddha, Rohin, Dhruv, Joshua, Vidushi

Performances by: Joshua C, Aryanman Singh, Joshua Vaz, Aryan Ghosh, Ragnyee Aich, Joel James



-Reported by Isha Tolat

02 March 2022

Heartiest CONGRATULATIONS to all the winners, participants, and event coordinators on the success!

Fest: Kiran

Winners from the Contingent

*Sanchit Chadda, Raj Sampat,
Viven Solanki, Nidhi Goddumari, Anam Khan*

Podium: Runner Up (2nd rank)
Event: Paanch Ka Punchnama

*Prithviraj Singh, Yuvraj Gattani,
Mohd Amar, Fahel Khan*

Podium: 2nd Runner up (3rd rank)
Event: BGMI

*Kiara, Natasha, Ananya Arora,
Dhanishtha, Aaryav, Vansh, Joel, Ansh*

Podium: 2nd runner up (3rd rank)
Event: Pogue to Vogue

Natasha, Prisha

Podium: 2nd runner up (3rd rank)
Event: Glitz and Glam

Taher Penwala

Podium: 2nd runner up (3rd rank)
Event: Act for Impact

Fest: Fury

Fioni Shah, who represented SoBA, stood **2nd** in the Intercollege Lawn Tennis Final Competition, Fury, in women's singles category.

All fests were brilliantly coordinated and managed by:

Akshata Shetty, Batch 23'
Contingent Leader

Nikita Chopra, Batch 24'
Assistant Contingent Leader

Aaryan Kulkarni, Batch 24'
Assistant Contingent Leader

Jashh Lohia, Batch 24'
Assistant Contingent Leader

Fest: Sattva

We are proud to announce that NMIMS SoBA has secured **3rd place** in Sattva fest which was held by the Mukesh Patel School.

Winners:

*Ishaan Sahay
Aditya Shah
Shlok Bhosale
Hriday Jethwani
Hriday Kapoor
Om Divate
Samanyu Singh*



Impulsive Buying Behavior

Did you just buy a random thing again, which has absolutely no purpose but to sit in that corner for the rest of its life?

Brand Spill

Well, Oops!

That, my friends, is called impulsive buying behavior, but it's not all bad, (at least not for the economy) hear me out!

Impulse buying by consumers has received considerable attention in consumer research. The phenomenon is interesting because it is not only prompted by a variety of internal psychological factors but also influenced by external, market-related stimuli. According to some researchers, customers spend an average of \$5400 just on impulsive purchases in a year! About 62% of in-store purchases are made impulsively and online buyers are more likely to be impulsive.

But what triggers this? Consumers' motives are important internal sources of impulse buying that reflect goal-directed arousal. These lead to specific beliefs about consumption. For example, consumers may believe that buying objects will provide emotional gratification, compensation, rewards, or else cut their negative feelings.



How do businesses encourage impulsive buying behavior?

All marketing and sales mediums (advertising, direct sales, salesperson, pop-up ads, salesperson, in-store promotional display) speak to the core desires of their customers. So instead of 'selling the watch' and only talking about the features, they talk about the prestige associated with owning one.

They encourage impulse purchases by lowering prices and giving discounts, running sales promotions, and by increasing the perceived value of the product sold. Stores create visual and sensory stimuli in online and offline stores to attract consumers. This is achieved by optimizing layout and display, to enhance visual appeal triggering impulse purchases.

-Reported by Anjali Nivedha

LOVE AND ALL ITS ESSENCE

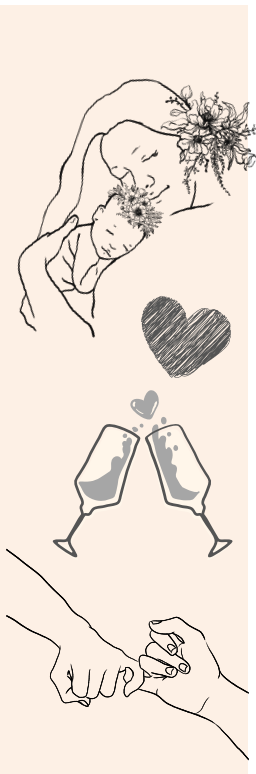


Love as a whole has experienced a paradigm shift and I think it's almost unfair to limit love to just romantic relationships because the feeling of love is so much more elaborate than that. You don't just fall in love with people, but with the tiniest of things and moments. Even when it comes to love between two people, we see love in myriad forms be it that of a mother-daughter duo, the unconditional love between a pet and his/her owner, being foolishly in love with your imperfect self, the adoration that two friends hold for each other, the "I'll give my life for you but won't get you a glass of water" bond between the siblings. Love is this, and so much more.

Love is one of the most surreal, heartwarming, and beautiful feelings to experience which makes your heart smile, and thus to experience love is one of the greatest joys in the world. Even seeing and observing love makes you smile because that is the power it holds.

You experience love in a plethora of moments like that of a long yearful hug, watching a show or movie that warms your heart, watching the heavy downpour from your bedside, reuniting with your loved ones, lighting your favorite candle that calms you and so much more.

We should celebrate and spread love not just on a single day but every single day because everybody needs a little love and light to keep going.



-Written by Mitali Agrawal

02 March 2022



INNOVATION AT ITS BEST!

"Non-fungible" signifies that it is one-of-a-kind and cannot be substituted with anything else. A bitcoin, for example, is fungible — swap one for another and you'll get precisely the identical item. A one-of-a-kind trade card, on the other hand, is not fungible. You'd get something altogether different if you swapped it for a different card. Most NFTs are, at a high level, part of the Ethereum blockchain. Ethereum, like bitcoin or dogecoin, is a cryptocurrency, but its blockchain also enables these NFTs, which hold additional information that allows them to function differently from, say, an ETH coin. It should be noted that other blockchains can create their versions of NFTs. NFTs may be anything digital (such as drawings, music, or your brain being downloaded and transformed into an AI), but the current buzz is focused on exploiting the technology to sell digital art.



However, NFTs are intended to provide you with something that cannot be duplicated: ownership of the work (though the artist can still retain the copyright and reproduction rights, just like with physical artwork). In terms of physical art collecting, anyone may purchase a Monet print. However, the original may only be owned by one individual. NFT is a unique token on the blockchain. FTs are kept in digital wallets (though it is worth noting that the wallet does specifically have to be NFT-compatible). However, you could always store the wallet on a computer in a subterranean bunker.

-Researched by Jashith Sukhija

Ready, Set

1.

WORD SEARCH



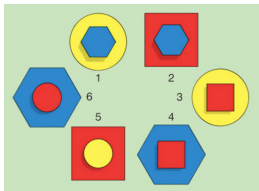
Games

TO FIND

APPLE · LEMON · BANANA · LIME · ORANGE
WATERMELON · GRAPE · KIVI · STRAWBERRY · PAPAYA
BLUEBERRY · BLACKBERRY · RASPBERRY

2.

CORRECT THE PATTERN



ANSWER :
6, the circle should be yellow



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