

# Shobha Snippets

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## From the Chairperson's Desk

An interesting fact about our new chairperson? He's a man with no creative blocks! How you ask, well I had the same question, his answer was a simple one-liner that I believe will change a lot of your lives," Only when you stop challenging your boundaries, you get the blocks, question the norms, that sets the path for exploration" he says.

"Create excellence in the field with young blood while focusing on ethical practice", being his vision for the School of Branding and Advertising, Mr. Ramanan Balakrishnan, our newest chairperson is all ready to change the game in this niche course of ours. He came into the education sector because he wants to help the students to retain their passion and skills, he says it's their strength, and it shouldn't be destroyed, because what is skill without the 's' right? He used his famous farmer metaphor, saying "the head of the organization is like a farmer, and he should make sure that the organization acts as the fertile land where everyone could grow."

When asked about the qualities we students should imbibe to be successful in the creative field, he simply said," follow the 3 C's- Curiosity, Competence and, Credibility" he is encouraging the culture of asking questions, come out of Google, as he believes that when you know you have the answers available somewhere, it makes you apathetic. Competence is when you come up with an explanation for the question you have, it doesn't have to be a rigid answer, it may come in the form of humor, intelligence, or even spirituality. The third and the last C is Credibility, he says to be credible, you need the skill of observation. The smallest of observations may lead to your biggest inspiration, it is your "asthra-shastra" for being creative.

Talking about his college days, Mr. RB was terrified of books but amazing at mono-acting and never shied away from questioning the rigidity when it came to creativity, he implies that creativity has no boundary, when it feels otherwise, challenge it, work towards it, be a game-changer and never be intimidated by criticism. "When you grow a rose plant, the soil, water, or the stem doesn't smell like a rose, but when you take care of the plant with a lot of love passion, and care, you get a beautiful rose, if you hadn't pushed yourself to work and be patient, you would've lived with the disappointment," he says.

He encourages us to always be ambitious, but never let it turn into greed, it would make you cross the line of ethics and in turn, lose yourself. When you become too materialistic, that's when you become afraid of the future.

I will leave you all with the mantra Mr. RB lives by, "You are bothered about the past, but that can't be changed, you are also worried about the future, and it can't be predicted, so why lose your present over it?"



*Mr. Ramanan Balakrishnan*

- Interviewed by Anjali Nivedha

## Master Class

For the masterclass held on the 14th of March, the guest speaker was an influential personality not only within the world of branding with over 20 publications of books, more than 100 research papers in the field of marketing branding and advertising, and working as a consultant for brands LG, Hero, Axis, Flipkart, etc. While also being a Professor and Director of NMIMS Hyderabad Campus.

The session which took place with the respected personality was not only insightful but also one which didn't fail to grab the attention of each student present at the venue. He talked about the difference between sales and marketing about how sales are pushing and marketing is pulling where the customer comes first and the product comes last. The guest talked about how per him there is a new theory in world marketing where he believes that the path to immortality for a company comes from competition. He compares this to us as a batch about how after graduating everyone will end up somewhere else somewhere different from each other.

He also talks about how we just don't need flawless implementation but also a proper strategic plan to get results. Then he talked about what is expected to be done in sales starting from Lead Generation, How you ask probing questions, How to approach the prospects, Perform a pitch to demonstrate your product, Handle customer objections, and finally closure.

All in all the session in itself was informative and was delivered in an unexpected and engaging manner, the session ended on a note of the students wanting to hear more from individuals of the same caliber as Dr.Tapan K Panda.



*Dr. Tapan K Panda*

-Reported by Abhinav Bali

Dr Pallavi Rallan, is our professor for Business Strategy. She is an extremely charismatic individual, loved and respected by all. She has a mix of industry plus teaching experience which makes her classes extremely enjoyable and adds great value for all.

## MINDSET MENTORS

**How has the experience of teaching at SoBA been so far?**

It has been a great experience so far teaching at SoBA. There are 3 very distinct features about the students at SoBA. Students here have an inquisitiveness and that can be seen in class interactions. Also there is an attitude to learn constantly and lastly open mindedness, as in the ability to connect theory to real life business concepts.

**What are the major challenges in teaching?**

One of the major challenges has been to make students understand the practical application of theory. It is very easy to just mug up theory and write in exams but there is a world beyond the limitations of exams and even college. So, when students can understand that concept they tend to see the bigger picture which helps them in their future not just for the subject but also in life in general. Also apart from that engaging students and adding value has been a task in itself but with time it does become easier.

**How should someone enter the field of research?**

Well that will depend on which field of research one wants to enter as research is a broad subject. When we talk about fields like Market/Financial research one should do a masters degree in marketing/finance. There are alternative routes as well; this will be the case if one wants to work for established research firms. One can also start by interning in a smaller research firm or go ahead with a diploma or a specialised course in research.



- Interviewed by Shubam Goyal

02 April 2022

## LEARNERS LAUNCHPAD

# Work

We've done



**Aashvi Agrawal**  
Batch 23'



**Anjali Nivedha**  
Batch 23'



**Kartikeya Modani**  
Batch 23'

-Collated by Dhruv Bhutra

02 April 2022

# COMMITTEES

## Best Performers

### 1. Atelier

**Natasha Tavaría,**  
Batch '24  
"Never before have I seen an employee so dedicated, hard-working, and yet still so clueless at the same time. You're an inspiration to all of us!"  
- Head of the club



### 2. Chop it like it's Hot

**Anirudh Somnath,**  
Batch '24  
"A foodie with the wittiest captions. The main ingredient in our dish, Anirudh Somnath!"  
- Head of the club



### 3. FairPlay

**Harsh Jain,**  
Batch '23  
"He has worked diligently and selflessly for the club without getting any credit for it but has never complained about it. He is in the badminton team."  
- Head of the club



### 4. SaReDraMa

**Viven Solanki,**  
Batch '24  
"He is always on his feet ready to learn and explore everything about STAGE!  
His "Ji bhai" attitude will take him to good places."  
- Head of the club



-Reported by Isha Tolat

## COMMITTEES

### Best Performers

#### 5. Lehrefin

**Aryaman Singh,**  
Batch '24  
"He is punctual,  
dedicated and  
delivers beautiful  
work.  
Communication and  
coordination skills  
are amazing too. He  
is ready for any and  
every performance."  
- Head of the club



#### 6. LivFit

**Anannya Deo,**  
Batch '24  
"An exceptional eye  
in detail and  
creativity, she excels  
at making our social  
media content. Her  
enthraling  
enthusiasm brings  
our teams vision to  
life."  
- Head of the club



#### 7. Saanjh

**Aryav Dave,**  
Batch '23  
"He helped plan and  
execute the beach  
clean up along with  
the women's day  
gifting initiative by  
ordering the gifts  
and coordinating  
with the faculty."  
- Head of the club



#### 8. Red is the New Black

**Antra Prasad,**  
Batch '24  
"Antra with her  
creative flair and  
tireless work ethic  
has been the point of  
contact for our  
creatives  
department."  
- Head of the club



-Reported by Isha Tolat

## COMMITTEES

### Best performers

#### 9. SoBA Snappers

**Shashwat Modani, Batch '24**  
"Shashwat has been one of the most active members of SOBA Snappers . From contributing to our social media to grinding on the ground in the offline events, he literally got us covered."  
- Head of the club



#### 10. SoBA Snippets

**Abhinav Bali, Batch '23**  
"When working for the newsletter, consistency and on-time contributions with high-quality content are critical, and Abhinav has accomplished all three."  
- Head of the club



#### 11. 4 am Frenzy

**Hriday Jethwani, Batch '23**  
"He has been part of the security team, and has performed the duties well and in time. We have seen him do work efficiently and effortlessly."  
- Head of the club



#### 12. Branding & Advertising

**Anant Sharma, Batch '24**  
"Anant is a very diligent member who actively takes on responsibilities, he often fills in for other people without hesitation and displays exemplary team spirit."  
- Head of the club



-Reported by Isha Tolat



## COMMITTEES

### Best performers

#### 13. All Booked

##### Baishali Sharma, Batch '24

"A diligent, optimistic person with a creative mind, Baishali Sharma is a cooperative and determined member of All Booked, the Book Club of NMIMS SoBA. She is an excellent team player who has contributed to the club greatly. Her knowledge and talent in design has helped the book club's Instagram page @allbooked.club achieve great engagement."

- Head of the club



#### 14. Spirit of Dance

##### Vidushi Goyal, Batch '24

"The best performing member from the dance club this month was Vidushi Goyal. She is an extremely dedicated and hardworking member who sincerely and enthusiastically participated in the activities conducted by the club this month."

- Head of the club



-Reported by Isha Tolat

# COMMITTEES

## Literary Committee

### The Black Quill

#### *Brave*

Waking up in the morning and see the sunrise while I hold the handle of a steamy cup of chai.  
Yet again, the half-dipped Parle-G falls into my half-drunk chai bringing me back to reality.

Pulling the loose end of my saree with great force and tucking it around my clenched waist and doing all the household chores in a haste.

Waking up my children, braiding their hair, and stuffing, them into the school bus has become a daily affair.

Wearing a crushed coat over my neatly draped saree, only to look around and see other women in the same uniform as mine.

Am I just a nobody wiping off the dust of benches and chairs?  
She is wearing heels and carrying herself well. Am I not as brave as her? I ask myself.

Returning home in despair convincing myself that the world isn't fair.

"I outperform" "I transform" and "I love myself in all forms"  
I have heard these quotes before  
and I can't think of it anymore  
Does it only apply to the woman who live on the top floor?  
I turn around and see the mirror  
and now everything seems to be a little clearer

I might not be like her  
I don't work in rooms centralised with air conditioners  
I might not put on a bright red lipstick to add to my boldness  
but I am truly as brave as she is.



-Reported by Aditi Rai

## COMMITTEES

### Cultural Committee

#### 4 A.M. Frenzy

We at NMIMS SOBA had our 1st ever panel discussion- "From Slogans to Stories- The Future of Branding" on the 15th of March, 2022, Tuesday. The entire event was beautifully managed and executed with perfection by team 4 a.m. Frenzy. 6 industry specialists were called upon to stage for this special discussion, the panel comprised of Mr. Sandeep Budhiraja, country head of MMR Research Worldwide; Mrs. Arti Gupta, co-founder of stylenook.in; Mr. Bikash Kundu, SVP and head of revenue at Viacom 18; Mr. L S Krishnan, CEO and director at Whisper World Media and, Mr. Atit Mehta, marketing head at Byjus, along with moderator, Dr. Tapan Kumar Panda, director of NMIMS Hyderabad. The event began with the lighting of the lamp by these eminent personalities.

The entire discussion spun around how branding is anything but dead as long as they adapt to changing times and how branding is becoming more and more complicated day by day and was all things branding.

The 2 hour discussion was followed by a quick QnA session with a few questions taken from the audience for our panelists. The event was brought to an end with a few words from our very own chairperson, Mr. Ramanan Balakrishnan.

Team: Anvi Kamdar, Ileeshaa Bandi, Akshata Shetty, Sakshi Garg, Palak Jain, Raj Sampat, Sanchit Chadha, Rohin Zaveri, Dhruv Bhutra, Viven Solanki



-Reported by Aditi Rai

## Vegan and cruelty free makeup and skin-care brands



### What does vegan and cruelty free mean?

Veganism is the practice of abstaining from using any and all animal derived ingredients. Its philosophy is based on not treating animals as a commodity, but as beings whose lives shouldn't be interfered with. A vegan diet is plant based, and doesn't include meat, poultry or dairy.

For a product to be Cruelty free, there should be no animal testing at any point during the development of a brand's products.

However, a product might not be both vegan and cruelty-free.

Make-up and skincare brands that are cruelty free and vegan in India-

1. NYX
2. NYKAA
3. Biotique
4. Insight
5. E.l.f
6. L.A girl
7. Isadora
8. Too faced
9. Faces Canada
10. Kay beauty
11. Lotus
12. Plum
13. THE BODY SHOP
14. Lush
15. Earth rhythm
16. Sugar cosmetics
17. Cover girl
18. Daughter earth
19. Forest essentials
20. Kama ayurveda
21. Wet n' wild
22. Milani
23. Derma totale
24. Soul tree
25. Pilgrim



- Reported by Tanishka Desai



## Finding Calm in Chaos

**A friendly guide curated to help you feel at peace amidst your daily hustles, one step at a time:**

- Go for a walk at night by the beach, listen closely to the waves and, let the ebb and flow of the waves bring you the peace of mind you need.
- Wake up early to observe the sunrise magically or go out for an evening stroll to see the captivating sunset.
- Open your journal that is simply lying in a corner, and pour it all out! Sometimes all you need is just you!
- Go for a long drive with your tribe and sing your heart out to your favourite tunes
- Maybe for a change not to go out, and have a stay in, me-day. Pamper yourself with fresh flowers, light your favourite candle, get in your cosiest set of PJs and binge watch your comfort show
- Explore the plethora of coffee houses around The city and find your favourite nook in one of these cafes.
- Earphones on, world off. (song suggestions that bring instant calm: kun faya kun, fix you, every prateek kuhad song ever).
- Lastly, nothing a heart to heart conversation with your best friend over a cup of tea can't fix.

-Written by Mitali Agrawal

02 April 2022



## LET'S TALK ABOUT METAVERSE

To a certain extent, talking about what “the metaverse” means is a bit like having a discussion about what “the internet” meant in the 1970s. The building blocks of a new form of communication were in the process of being built, but no one could really know what the reality would look like. So while it was true, at the time, that “the internet” was coming, not every idea of what that would look like is true. On the other hand, there's also a lot of marketing hype wrapped up in this idea of the metaverse. Facebook, in particular, is in an especially vulnerable place after Apple's move to limit ad tracking hit the company's bottom line. It's impossible to separate Facebook's vision of a future where everyone has a digital wardrobe to swipe through from the fact that Facebook really wants to make money selling virtual clothes. To help you get a sense of how vague and complex a term “the metaverse” can be, here's an exercise to try: Mentally replace the phrase “the metaverse” in a sentence with “cyberspace.”



90% of the time, the meaning won't substantially change. That's because the term doesn't really refer to any one specific type of technology, but rather a broad shift in how we interact with technology. And it's entirely possible that the term itself will eventually become just as antiquated, even as the specific technology it once described becomes commonplace. Broadly speaking, the technologies that make up the metaverse can include virtual reality—characterised by persistent virtual worlds that continue to exist even when you're not playing—as well as augmented reality that combines aspects of the digital and physical worlds. However, it doesn't require that those spaces be exclusively accessed via VR or AR. A virtual world, like aspects of Fortnite that can be accessed through PCs, game consoles, and even phones, could be metaversal.

- Researched by Jashith Sukhija

## NEWSLETTER TEAM

### EDITORS

Harshita Chaudhary, Batch 23'  
Simran Tyagi, Batch 23'

### DESIGNERS

Amanpreet Singh, Batch 24'  
Navya Dhadha, Batch 24'  
Prisha Sharma, Batch 24'

### REPORTERS

Anjali Nivedha, Batch 23'  
Isha Tolat, Batch 23'  
Jashith Sukhija, Batch 23'  
Abhinav Bali, Batch 23'  
Mitali Agrawal, Batch 23'  
Aditi Rai, Batch 23'  
Shubam Goyal, Batch 23'  
Dhruv Bhutra, Batch 23'  
Tanishka Desai, Batch 24'