



Saba
Snippets

Master Class

Sucharita Tyagi, a woman with many talents, was our guest this time. She is a film critic, a video content creator, and a former radio jockey. Her famous phrase- 'Jaa na chomu' has a very interesting origin. She told us, "Whenever any female creator creates any content, whether it is a blog or any other web content, the pushback they receive is tenfold". She believes it is better to just say 'Jaa na chomu' to anyone who is writing negative comments and trying to discourage her and just move on, and that is something I think we can all adopt.

"Being creative is like singing" she says, "If you have the talent for it, you have to work on it every day to improve yourself". She believes it's a deep desire someone should have, it's not something that can be taught. Creativity can be worked on but it can't be generated in someone.

Ms. Tyagi has always been a 'bindaas' person. She believes in doing what you actually want to do while not caring about what the world has to say about it but she also understands the struggles of when you and your work are in the constant spotlight and people are always expressing their opinions about you, it does get to you sometimes. So, people should be kinder and should understand that it is okay to ask for help sometimes.

She believes that when we choose an actor as a hero, we are making the wrong choice. They are not changing our lives in any way, they are just providing entertainment, so, they can't be our heroes. Only when their movies change your life, can they be your heroes. She believes a hero is someone who changes our life for the better.



Sucharita Tyagi

Master Class

'Every day is a good day to be on a farm' and Mr. Pandurang Taware has proved this statement to be true. He is known as the father of agri-tourism in India as he was the first person to come up with this concept in India.

Mr. Taware came up with this brilliant concept wherein the rich can help the poor farmers while enjoying a little holiday themselves. He turned many farms into tourist spots which attracted many people and created a situation that benefited everyone.

Mr. Pandurang Taware gave us a lot of insight on agri-tourism and said that promoting agri-tourism was hard and that social media platforms like Instagram plays a very important role in promoting agri-tourism as many tourists would share photos of the farms on their accounts which would reach hundreds of people, here he also said that due to this, they even started implementing the concept of selfie points on the farms where tourists can click pictures of the crops, farm animals, etc., which they can share on their various social media handles.

He went ahead and told us how COVID-19 had affected agri-tourism for the better as international travel was shut due to which many people opted visiting the farms in India itself. He also told us how the government has made reforms to promote agri-tourism in India in order to support the farmers and that Maharashtra is the leading state when it comes to agri-tourism. In the end, he said that he hopes that some of the students of SOBA would also work towards promoting and spreading agri-tourism in India.



Pandurang Taware

Mr. Sundeep Nagpal is an enthusiastic, resourceful and a very passionate teacher who ensures that his class is always interesting. He has been working in the advertising industry for over 3 decades now and owns a media company, 'Stratagem' while still taking out time to nurture children like us. With his vast experience, he teaches his students with in depth explanation on the subject, he is someone who is never shy to learn and is always up for new and exciting things.

What strategies do you use to create content that engages consumers by speaking to their values?

Firstly, I believe that brands should not pretend to become who / what they're not ! Lately, I've observed that brands have a tendency to get involved in some social / moral cause, with which their product is just not connected. Brands must understand that audiences can easily see through pretensions and that only relevance is sustainable, over the long run, and not falsehood.

What do you think is the best way of discovering the tastes and interests of teenage consumers?

Free trials - just give them the product / increase the supply, and the marketer will easily be able to figure out their tastes. Unfortunately, for many brands, teenagers / youth are the lowest hanging fruit ! (Because when they grow up, they become more sensible)

What makes an ad memorable?
Mostly it's simplicity and relevance.

What do you think of celebrity endorsements?

They're a great way for celebrities to earn a lot more than they already do. But I've yet to figure out whether and how well they work.

What differences can you notice between commercials from 10 or 15 years ago and commercials today?

The standard has risen. ... now commercials are smarter, cleverer ... so, in a sense, much more creative, and they work harder & perhaps even generate better results. But on the other hand, in a relative sense, some of them also seem more desperate, and in-your-face !

Do you believe that any publicity, even bad publicity, is good publicity?

So, in line with my previous statement, more and more brands don't seem to mind, when it comes to creating a controversy, just so that the 'news' that they create, goes viral, (earned media). But that is not necessarily always good for the brand.

MINDSET MENTORS

What does "advertising" mean to you? How important is advertising in today's world?

In its conventional sense, Advertising means paid communication, which appears in a certain established form/ format, and which therefore means it has to be different from un-paid communication (which is what content is, in the conventional sense). To me, Advertising remains a way to spread awareness of products and services. And therefore ideally, paid communication (advertising) should never try to become an instrument of social evolution. Just to elaborate a little, to begin with, brands are not looked upon by audiences, as custodians of society/ harbinger of social change. And hence, if a brand attempts to improve the social fabric, then that attempt should not be for vested interests and hence should not be a form of paid communication.

Do you believe that native advertising is a fad or here to stay?

In my opinion, to a large extent, (although not entirely), Native Advertising is un-truth ! And other than calling it "Native", there's nothing new about it ! It has been happening for decades, even on traditional media. When a brand masquerades as editorial/ content, mostly to seem more credible to its TG, I see it as deception ! But on the other hand, I also notice that audiences/ consumers are now beginning to recognize the disguise, so they're more wary of misleading content even it is disguised. Therefore brands will have to be start demonstrating greater integrity / sincerity. And if that happens, then the 'Native' trend will continue. For many media owners, there's no better alternative than Native Advertising. For example, the whole category of Niche magazines/ channels/ websites, relies on brand-related content for their very livelihood. And brands pay for more for coverage in these media vehicles, as against what they would pay for advertising. And that is Native Advertising ! So, yes, it's here to stay.



Mr. Sundeep Nagpal

Unconventional Love

"It's easy to hate. It's easy to fear. It's goddamn hard to love. But it's not optional. It's essential. It's life or death. I challenge you. Love each other. Do it. Do it better. Now and every day."

- 13 REASONS WHY

"If you're looking for the word that means caring for someone beyond all rationality and wanting them to have everything they want no matter how much it destroys you, its love! And when you love someone y-you just don't stop. Ever."

- HIMYM

Do you believe in love at first sight and stolen glances? Do you believe in the concept of 'The One' and that everything is meant to be? In cute meets and sappy grand gestures or romance?! How long has it been since you had butterflies in your stomach, a feeling that just can't be expressed, happiness beyond words?!

Love maybe all of this, but it is also so much more. The world has romanticised the archetypical relationship of a boy and a girl, but this generation has experienced a paradigm shift and thus we must acknowledge and celebrate all kinds of love: platonic, maternal, narcissistic, unconditional, philogyny, bromantic, filial and so much more. For me, the most significant form of love, is the love for self, loving and embracing yourself with all your irrationalities. It is conditioning your mind and body to accept your flaws, to fall in love with your imperfect self, because unless you truly love yourself, you wouldn't know your worth, and if you aren't aware of that, you are likely to engage yourself in some toxic relationship.

You are more than enough for yourself; you don't need anybody else to make you feel whole or complete. Maybe it is time to liberate ourselves a little and remind ourselves that there is no-one, absolutely NO ONE like you.

You are amazing and you need to realise that you are extremely special! Stop apologising for the space you take up and start accepting everything in its own form. Be willing to grow and evolve into a better version of yourself. Forgive yourself on your harsh days and treat yourself with kindness.

Spread kindness and compassion as much as you can.

Be your own valentine and love yourself a little more each day!

01 March 2021

CLUBS

4 A.M. FRENZY

4 A.M. Frenzy did something very simple yet really sweet for this 'Valentines Day'. They planned a 1-day campaign on Instagram- #Mixtape, wherein people could request 4 A.M. Frenzy on their Instagram handle with a song to dedicate to their loved ones and our event management club surprised the loves ones by dedicating those songs on behalf of the people by sharing it on their Instagram Stories. The campaign was a hit and people were requesting to dedicate songs even after the campaign was shut down.



BOOK CLUB - The Poppy War Review

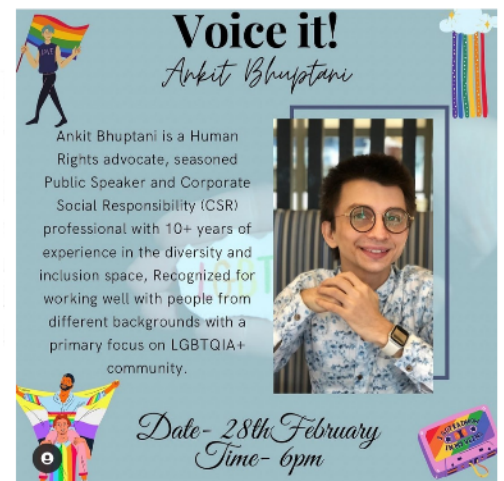
It tells the story of Rin, a war orphan scraping at the bottom of society's barrel. But when she passes the mandated tests of the Empire and earns her place in the most elite military school in Nikan, she learns that rising to the top doesn't make the water in the barrel any less murky. Through teenage trials of friendship and falling out of love with your dreams, to the pains of growing up and what purpose life is supposed to hold, Rin learns life's hardest lessons in the Sinegard military academy. Showing an aptitude for the equally mystical and mythical art of shamanism – something regarded as a bit of mumbo jumbo, or better yet, an excuse to get high – Rin learns the hard way that not all is as it seems. And just when she seems to have fought her own inner demons to a stalemate, an invading nation threatens all she knows. Now, although readers deal with the sentiments/emotions that the content invokes in them in a different and probably not all that healthy way – but this book is full of them. It's a veritable who's who of violence, abuse, and pain in all its forms. Be warned.

It is also key to note that certain elements of The Poppy War are heavily influenced by the Rape of Nanjing/The Nanjing Massacre during the Second Sino-Japanese war.

Yet in all the literature style of the book, had everyone hooked!

SAANJH

Our community service club, 'Saanjh', decided on the theme of 'LGBTQI++' for the month of February. This valentines' month, they decided to show their love and support for the LGBTQI++ community on their Instagram handle carrying out a campaign spreading awareness about the same. To end this month's campaign with a 'Voice It' event, Saanjh roped in Ankit Bhuptani, a human rights advocate and a seasoned public speaker who has been a part of the core committee organisation Mumbai LGBT pride since 2011, to have a live interactive session on Zoom for everyone interested, with the link being shared on Whatsapp and Instagram, open for everyone to attend. It was a wholesome and fun session where everyone got to learn so much.



01 March 2021

CLUBS

What The Bleep

As promised, this February, WTB came up with new episodes every week starting with the segment, "What The Crew!!!", the 1st episode was out on the 8th, featuring eight of our 1st year students, discussing body shaming and body positivity under the campaign "Imperfectly Perfect" with the panel discussion concluded by a subject matter expert, Ms. Kaveri Dhar, a psychology teacher. The next week on the channel, we had a very interesting segment called, "What The Two!!!", wherein we had a 'Bollywood Trivia' challenge between the students and the faculty of SOBA and the very fun episode ended with our super filmy faculty winning the game. This episode was a super-duper hit and hence deserved a sequel on our Instagram handle as well and again our faculty had an upper hand and won the Bollywood challenge, once and for all. The teaser for the next episode for the segment- "What The Guru!!!" is out and the episode will be releasing next month which would talk about the unconventional career path of entrepreneurship.



Questions Nobody Answers

In the month of February, the "QnA Podcast" came up with yet another new and exciting campaign! This time, the 2nd year students decided to address the "Social Dilemma" that the 'Gen Z' and 'Millennials' are quite familiar with and relate to it a lot. The campaign and the episode are named after the Netflix docudrama, "The Social Dilemma" which talked about the same issues of increased addiction towards the social media in today's times and the damage that it causes to the society through the exploitation and manipulation of its users for some financial gain using 'surveillance capitalism' and 'data mining'. The episode is yet to come out but the campaign is ongoing, sharing all sorts of interesting facts about cyber manipulation and making people aware of the social media exploitation on different media platforms itself, now that's quite a dilemma, isn't it?!

This coming episode will also be covering one of the most famous debates on "Man vs. Tech". So, stay tuned to the QnA Podcast to gain more knowledge on such fascinating topics!



Learners Launchpad

Work

We've done



Shamit Trivedi
Batch'22



Tanisha Nagpal
Batch'23 Division A



Aditi Rai
Batch'23 Division A



Anjali Nivedha
Batch'23 Division A



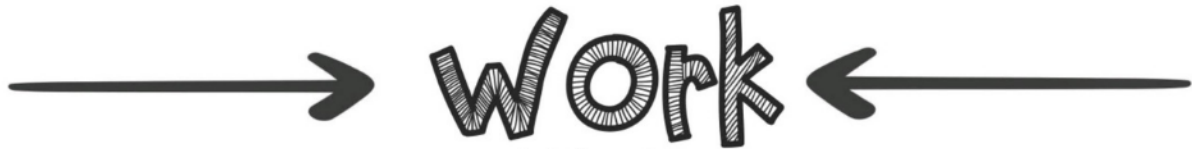
Divya Nayak
Batch'23 Division A



Dhruv Bhutra
Batch'23 Division A



Learners LaunchPad



SHE WAS BEAUTIFUL

She was a mystery
She carried things deep inside her
which no one could understand

She was a goddess
With a pure soul and a kind heart
She expressed herself by showing gratitude
She expressed herself by helping the people in need

She was a serenity
She had a sparkle in her eyes
Which made her glow in the dark
She used to talk about something she loved
She had that ability to make other people smile

She was beautiful
For the way she thought
She was a pure soul
She was caring

She was a reflection
She had a passion to give love and care
She was a true beauty
She was an angel

She is immortal
She grew old as the age passed by
She will always remain beautiful
In my thoughts

-Vamika Aggarwal
(Batch'23 Division B)

We've done

THE INCOMPLETE MEET

I waited for you in the dark
With chilly weather being around
In hope to see you before you embark
But you left me clueless on the ground

I moved back home with a heavy heart
Trying to forgive you for your deed
But was never able to drift apart
May be because I was in a need

Inability to get your last glimpse
broke me into pieces
That day I lived my worst dream
Instants of that moment
still give me cold breezes
As it made my heart scream

Years passed and
I am on a new chapter
Finding out ways to
disperse your thought
Evading your memories
with extra laughter
Finally conquering the war
you made me fought

-Kanishka Kapoor
(Batch'23 Division A)

Gizmos And GUPSHUP



“

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

”

KOO OVER TWITTER?

In the sense of the friction between the government and the microblogging site headed by Jack Dorsey, Twitter's so-called Indian alternative, the 'Koo' app, is becoming widely popular in the region. Now on the Google Play Store, the 'Made in India' app has been one of the top free downloads. The software is compatible with both Android and iOS devices. It all began after Twitter and the Indian government partnered. They got into a battle over the anti-national tweets related to the farmer's protest. The government had asked the microblogging site to suspend thousands of accounts that had tweeted against the centre. The platform initially complied with the order but it later stated that it believes in the 'Freedom of Speech' and hence revoked most of the accounts later. Currently, Twitter has suspended over 500 accounts and has highlighted that it will not block accounts of media personalities, politicians and some more people who abide by their regulations. Koo app took this as an opportunity and marketed itself as a "Made in India" alternative to the microblogging site. The platform is also getting a push from the Ministry, which is an added advantage. In fact, if you join the platform, you will mostly find officials from the Ministry itself as its user. The Indian government is urging users to move to 'Koo' and promote the 'Atmanirbhar Bharat' initiative.

Well, this isn't the first time that an app created in India has claimed to be an alternative to Twitter. Earlier this year, we had seen an Indian app named 'Tooter' promote itself as a competitor to the popular microblogging site as well. Somewhere, however, the Tooter app struggled to encourage the users to switch to their platform, which was also due to the fact that the app provided a lot of bugs to its end users.

Itch summit

Moshe Shek isn't someone who had it all planned out right from the beginning. He dreamt of becoming a doctor but due to some difficulties, he couldn't. He then trained to be a pilot, but found that mind-numbing. It was on a trip to Israel, where he found his itch and a vocation that he would pursue for life. Moshe found himself working in a kitchen for the first time at the age of 20, in a kibbutz. After working there for six months at a stretch, he discovered his passion for cooking and exploring the world of food. Once he came back to India, he joined a catering course where he completed a two-year course in bakery and confectionery, which was followed by a scholarship in Switzerland. It definitely wasn't easy, he faced difficulties with finances, but he hustled his way through it.

In 1992, he launched his own catering unit in India by going door to door to approach clients. The initial feedback was negative since no one had heard of his initial business venture, 'Caterbility', and he felt disheartened, but that did not stop him, because he had an itch to bring soul to the recipe. It was his passion and he knew that there was no looking back. At the end of three years, he had a clientele of over 600.

Moshe is a perfect example of 'If you can dream it, you can do it'. He is the pioneer of owning the first standalone restaurant in New Delhi named after a chef and he was also the one to have introduced Mediterranean cuisine in India and that's not it! He has now also nurtured an organic farm and a culinary school in Alibaug. Moshe took this up despite knowing that it would be difficult to open a school in Alibaug, but as always, he was up for the challenge, and he definitely has completed it successfully!

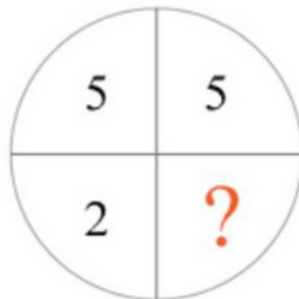
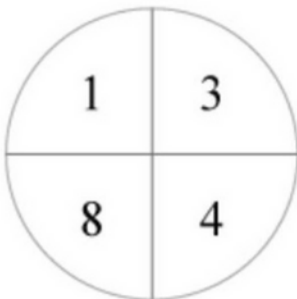
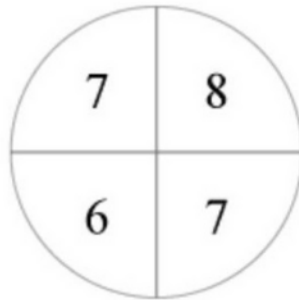
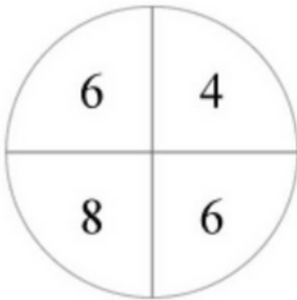


Moshe Shek

01 March 2021

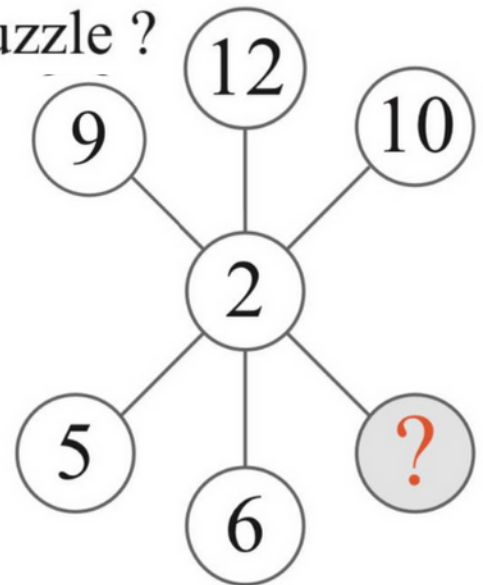
Ready, Set

Which number completes the number pattern ?



Games

What is the missing number in this puzzle ?



Which number completes the pattern ?

Puzzle 1 : 4
The cell in the right bottom in each circle is the average of the other 3 cells in the circle.
Puzzle 2 : 18
Multiply the 1 digit number by 2 to get the opposite number.
Puzzle 3 : 6
In each row add up the right and left hexagon and then subtract 1 to get the middle one.

