

FACULTY CHRONICLES



09
BAPPA'S
PRESENCE
AT SoBA

17
GET LOGO INSIGHTS
FROM SWAROOP
KUMAR

19
THE TASSLE IS
WORTH THE
HASSLE

SEPT 2023
EDITION



CONTENTS

03 NOTE FROM THE ASSOCIATE DEAN

06 SHOWCASING TALENT BY SOBA STUDENTS IN UMANG

SoBA SNIPP-EVENTS

09 THE SPIRIT OF GANPATI AT SOBA

10 SELF DEFENCE: THE POWER WITHIN

12 TEACHER'S DAY BY STUCO

SoBA STARTUPS

14 SAUMYA FOZDAR: DOUGH OR DIE

SoBA SPECIAL

17 BEYOND THE LOGO BY SWAROOP KUMAR

20 THE TASSEL IS WORTH THE HASSLE

23 A NEW QUEST, A NEW CHAPTER, BY ALL BOOKED

24 EMPOWERING EDUCATIONAL JOURNEYS BY SOBA SPEAKS

25 MOTIVATION, REWARD AND GAMIFICATION



SPOTLIGHT

FACULTY CHRONICLES
CELEBRATING TEACHERS DAY



**GANPATI
CELEBRATION**
4AM FRENZY



NOTE FROM THE ASSOCIATE DEAN

Dear SoBAites,

Greetings to you all in this midway point of the semester. As the days fly by and we immerse ourselves in academic pursuits, extracurricular activities, and personal development, I want to take this moment in our bustling academic calendar to reflect and offer some thoughts to each of you.

Firstly, a commendation is in order. Despite the inevitable challenges that any academic term brings, you have shown remarkable resilience, adaptability, and determination. Whether you're navigating your freshman year, on the brink of graduation, or somewhere in between, your energy and passion have never ceased to inspire our faculty and staff.

This semester, I've seen countless examples of students pushing boundaries. From innovative projects and groundbreaking research to acts of service within our community, your commitment to excellence reaffirms our belief in the future. But with all these accomplishments and the rapid pace of the semester, it's also crucial to pause and ask ourselves: Where am I headed? What more can I learn, not just from textbooks and lectures but from the experiences and people around me?

Your undergraduate years are more than just a stepping stone to the future. They are a unique phase in life to grow, explore, make mistakes, learn, and, most importantly, to find yourself. And while grades are a significant metric, they are not the sole measure of your growth or potential.

I encourage each of you to make the most of every opportunity – both inside and outside the classroom. Engage with your professors; their wisdom extends far beyond the subjects they teach. Collaborate with peers; everyone has a unique perspective and story that can enlighten you. Participate in clubs, societies, and events; they enrich your college experience and help build lifelong bonds.

Remember that mental and emotional well-being is as essential as academic prowess. College can sometimes feel overwhelming, and it's okay to seek support when needed. Our college offers various resources to ensure your well-being, from counselling services to peer-led initiatives. Do not hesitate to reach out, and always look out for one another. A simple act of kindness or a listening ear can make a world of difference.



Additionally, as we find ourselves at the mid-semester juncture, it's an opportune time to re-evaluate our goals. Reflect on what you've achieved thus far and what you aim to accomplish by the semester's end. If you're veering off course, now is the time to recalibrate. Our journey through academia is a marathon, not a sprint. And remember, every challenge you face is an opportunity in disguise.

The world outside is evolving faster than ever, with advancements in technology, shifts in global dynamics, and societal changes. Our mission is to prepare you not just to be professionals in your chosen fields but informed, ethical, and compassionate global citizens. Therefore, I urge you to be curious, to ask questions, to challenge conventions, and to always strive for a deeper understanding.

Before I conclude, I want to emphasize the power of gratitude. In our relentless pursuit of goals, we often forget to be grateful for the journey, the opportunities, the mentors, friends, and even the setbacks that teach us invaluable lessons. Take a moment, every day, to appreciate these blessings.

Finally, I want to express my profound gratitude to each one of you. You make this institution what it is. Your aspirations drive us, your successes fill us with pride, and your potential gives us hope for a brighter tomorrow.

Wishing you all a productive and fulfilling remainder of the semester. Stay curious, stay grounded, and keep soaring.

Warm regards,

Dr. Anirban Ghosh
Associate Dean
SVKM's NMIMS School of Branding and Advertising

Hello Readers,

In this edition, we embark on a delightful journey celebrating the luminous figures of SoBA – our revered professors. As you peruse through the articles within, you'll come to appreciate their profound significance in shaping our academic lives.



REIGNITING THE TRIUMPH UMANG CHRONICLES

Umang had returned again, to reignite the competitive passion within students with the theme of 'Gen Z Hometown' this time. Colleges across Mumbai had come to compete and conquer but what actually happened? Three clubs from SoBA, once again took centre stage, filling us with pride.

So come, and join us as we discover the heartwarming journey that led them to their victorious moment.

SAREDRAMA STEALS THE SPOTLIGHT -

But *SareDrama* was not without its own 'drama'. With a team that hadn't experienced the pressures of such events, they felt lost but it was their determination and trust in each other that won in the end. Despite having such different acting styles, they created a compelling performance and narrative worthy of the first podium. But this wasn't enough. A risky decision was also taken by scrapping the second half of the play and streamlining the first half to attain the time limit criteria. The team worked hard and long, bringing this play together for the competition.

"Victory belongs to those who fight for it"

The team walked into the competition with this quote resonating in their mind and hearts. They raised the bar higher and presented a performance that showcased a great start for the team of FYs from *SareDrama*.

- Nikhil Sharma
FY- A





Unveiling SoBA's Nail Maestro:

Muskaan Aggarwal, also known as SoBA's Nail Technician (self-proclaimed), hails from the promising first years. Upon learning of her victory at Umang for her nail art, we couldn't resist getting a few words from her.

Muskaan's journey into nail art commenced nearly two years ago as a passionate endeavour. However, it was only late last year when she began serving paying clients, showcasing her unwavering dedication to mastering this art form. With a keen business sense, she swiftly recognized the lucrative potential, targeting others her age.

Muskaan extends her heartfelt gratitude to the entire *Muse* team. She emphasizes how they acknowledged her talents and provided her with a platform to exhibit her artistry. When asked to explain the inspiration behind her designs, she revealed that she found none; instead, she cherished the creative freedom to let her mind guide her hands, creating art that resonated with her.

"Just go for it, girls—flaunt those nails!" These are the inspiring words Muskaan shared when asked for a life motto.

Uncovering The Strategies Of SoBA'S Best Delegate:

Anshuman Nilosey is another talented first-year student at SoBA who recently won the Best Delegate award at Umang MUN. Anshuman has been participating in Model United Nations (MUNs) for nearly five years and has attended over 20 of them. When asked for his best tips, he emphasized the importance of having a strong foundation. According to him, staying updated with current events is crucial, as it enables you to be aware and respond effectively to challenging situations. Another key point he mentioned is maintaining a coherent train of thought while speaking to stand out. Additionally, he emphasized the importance of confidence and proper body language throughout the MUN.

Anshuman also highlighted the significant role played by *SoBA Speaks* and *It's Debatable*, providing him with the opportunity and motivation to excel. He truly believes in the idea behind these clubs and knows that their help is invaluable.

— Akshaansh Gupta
FY- E





Allow us to introduce the dynamic duo - Rishabh Sir and Dhaval Sir, whose passion for the art of filmmaking, spanning from scriptwriting to meticulous editing, ignites our daily passion for this craft.

THE SPIRIT OF GANPATI AT SOBA

The Ganpati event at our very own SoBa was a sight to behold! Everyone appeared festively dressed in traditional garb in the theme colours of red, yellow, and orange. The decor was stunning, including intricate designs and patterns that captured the essence of the occasion. Room 718, where the ceremony took place, was brimming with energy and supportive comments from all around.

The aarti which began at three o'clock, was one of the event's highlights. Everyone had a sense of serenity and tranquillity, and it was a lovely and spiritual experience.

Alongside the ceremony, 4 A.M. Frenzy organised yet another thrilling event which was the 'Hunt for the Great Modak'. It was a fun and engaging game, which helped

keep everyone on their toes, as they followed one hint after another.

It was a great way to unite everyone and create a sense of community. Overall, the Ganpati event was a huge success. It was a beautiful celebration of our culture and tradition, and everyone had a great time.

The successful response from everyone present was a testament to the hard work and dedication that went into organising this extravaganza.

As one exited the event, a sense of joy and fulfilment could be seen on everyone's faces.

It was an experience that would be remembered by all. This was a resonating reminder of the power of community and the importance of coming together to celebrate our culture and tradition.



- Twesha Chawla
FY- B

SELF-DEFENCE: THE POWER WITHIN

In today's world, it is imperative that one knows how to protect themselves from the harmful actions of others- whether it be physical or mental. Keeping this in mind, the student council and *LivFit*- the committee dedicated to nurturing mental and physical health- organised a self-defence workshop for the students of SoBA.

The club invited Karate Grandmaster Chainsingh Rajpurohit and his team to train the students in the methods of self-defence and physical fitness. Rajpurohit ji has practised martial arts since 1999, setting his first record at the tender age of just fourteen. Recently, he completed the '21 Car Challenge', his fourth in the Indian Book of Records.

The workshop began with a brief introduction to martial arts and the importance of developing such a skill followed by the various techniques which can be used to evade an attacker if put in a compromising situation. Finally, the participants took to the mats to walk the talk, making the workshop not only informative but also fun and invigorating.

The highlight of the workshop came towards the end when Rajpurohit Ji and his team executed some commendable stunts that included variations of front and backflips and roundoffs which had everyone in awe of their skills and expertise. The one piece of advice that the grandmaster had for, not just the participants, but for all the students of SoBA was 'to practise self-defence regularly and to take care of themselves- both physically and mentally.'

With the help of the members of *LivFit* and the student council, along with 4 AM *Frenzy* and *TTL*, the workshop was a great success and we hope to see more such entertaining and enriching events in the future.





Safiya Ma'am, an adept communicator, imparts lessons on the art of clear and effective communication. Her lectures, infused with a touch of wit, have become a much-anticipated highlight for us all. Equally, Swati Ma'am introduces us to the captivating realm of branding and advertising. Her meticulous attention to detail and insightful grasp of nature's role in marketing has expanded our horizons.



Teacher's Day Extravaganza: Celebrating Our Professors

The event was an absolute blast, kicking off with a spectacular ramp walk, perfectly synced to the irresistible beats of 'Deewangi Deewangi' by our esteemed professors as they made a magnificent entrance into the Mukesh Patel Auditorium, setting the tone for an amazing and unforgettable experience.

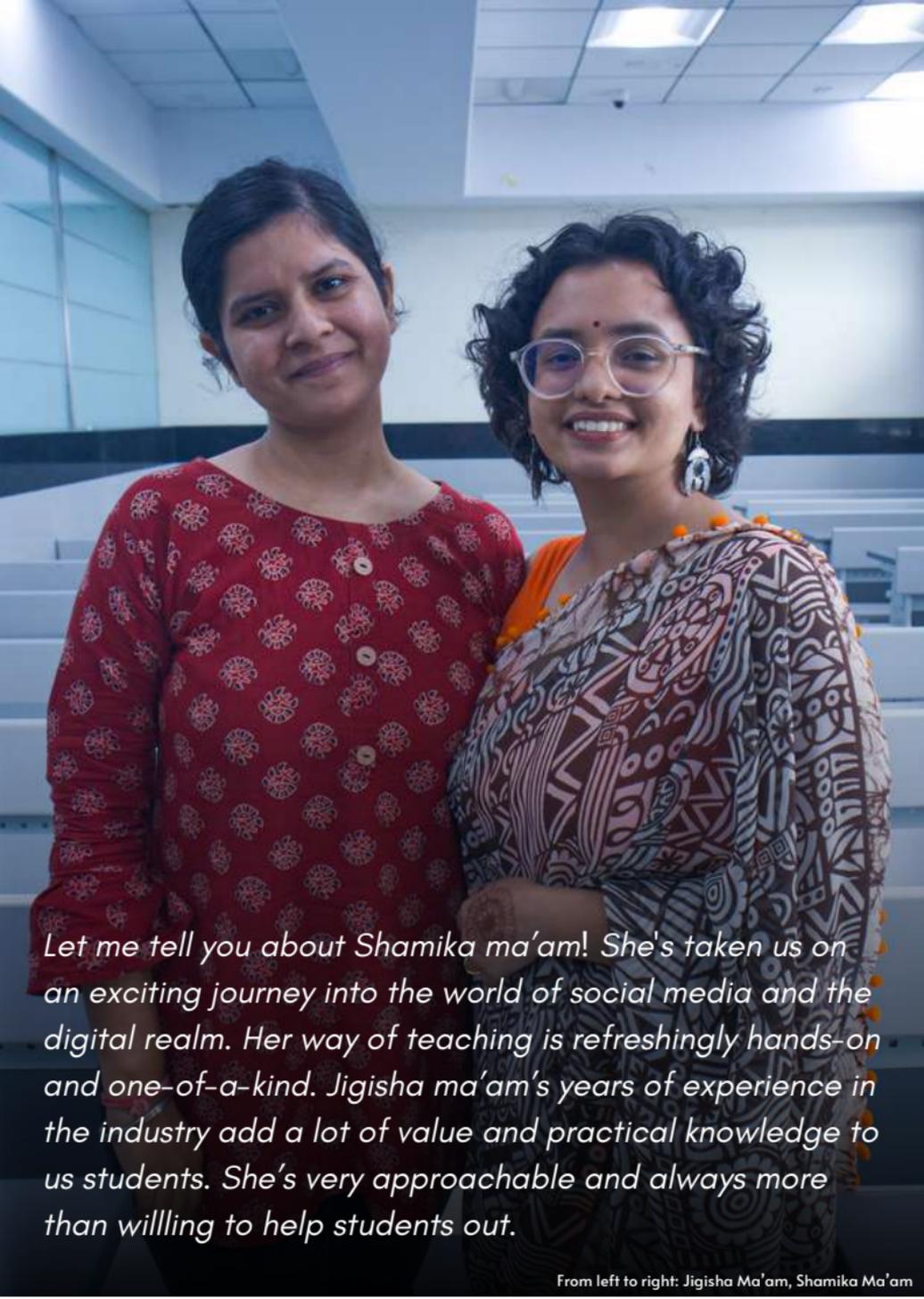
The event gained momentum as we engaged our professors in interactive Q&A sessions about their interests. Following this, *Lehere*- the music club took the stage, casting a spell on everyone with their soul-stirring renditions. Next, it was our professors' time to shine and showcase their hidden talents. However, the highlight of the event was Anshuman Nilosey- the 'Soba's Got Talent' winner, who left the crowd in awe with his mind-boggling "Energy Reading" tricks.

The event then took a hilarious turn with a spot-on mimicry session that had everyone in stitches. Although, the pièce de résistance was the *SareDrama* troupe, who delivered a comedic masterpiece with their brilliantly curated 'SoBA' version of the iconic movie 'Sholay.'

As the event drew to a close, emotions ran high. Varun Varma's touching poem stirred feelings of pride and nostalgia among the professors. After which the Literary Committee and SRF lightened the mood with engaging games, mirroring the fun and laughter our professors bring into our lives.

The grand finale was a high-energy dance performance featuring *Zephyr*, and later joined by the heads of various departments, leaving the audience electrified. In essence, it was an event that encompassed a spectrum of emotions, from humour to sentimentality and everything in between. It was a memorable event that truly encapsulated the spirit of our academic community.

Urmi Taksal
SY - B



Let me tell you about Shamika ma'am! She's taken us on an exciting journey into the world of social media and the digital realm. Her way of teaching is refreshingly hands-on and one-of-a-kind. Jigisha ma'am's years of experience in the industry add a lot of value and practical knowledge to us students. She's very approachable and always more than willing to help students out.



DOUGH OR DIE

Introducing Saumya Fozdar, an 18-year-old First Year of SoBA, and the creative mind behind "Dough or Die," a home bakery found on Instagram as @dough.or.die. Baking is more than just a pastime for Saumya; it's a way to relive cherished memories with her loved ones, stirred by the inviting aromas of vanilla and cocoa. Her fascination with desserts from around the world led her to craft her own recipes. Cookies are her speciality, available in various enticing flavours. "Dough or Die" takes its name from her love of baking cookies, with a nod to the Cookie Monster.



1) What inspired you to start this business? Could you share with us some snippets from the journey of how your business came to be?

Like a lot of people during the lockdown, I had a lot of extra time on my hands and decided to try my hand at baking. I started experimenting with various mediums and found it to be stress-relieving. At one point I baked something new every single day for my friends and family. Before I started selling my products, I was extremely hesitant to do so, thinking not a lot of people would appreciate or want to purchase something I made. After a lot of encouragement from my friends and family, I decided to sell my products.

The first sale I ever made was on February 14th 2021. Saint Valentine was kind and love poured in. I had an alarming response to the orders and I was astonished.



I also had a few sleepless nights which consisted of a lot of baking. I love what I do every single day and do not regret my decision. I'm so glad I had people push me in the right direction at the right time. So, if you're looking to start your own business journey, take this as a sign to do so.



2) People don't understand why a home-made bakery product is more expensive than a shop or factory-made product. How do you deal with these comments? What are some other struggles you have faced?

Time and again people find that my goods are priced at a higher level. One thing to understand here is that I single-handedly develop recipes, bake the goods, package them and use ingredients of the highest quality when it comes to anything I bake. Whereas a factory-made product is mass-produced and hence is able to cut a lot of the costs. It should also be noted that factory-made products/ baked goods don't necessarily have the highest quality of ingredients, they use a lot of preservatives in order to make the product last longer. At the end of the day, quality comes at a price.



3) How has SoBA helped you in your journey thus far?

SoBA has helped me a lot to learn on how to manage my time as a home bakery owner. At SoBA we have a vast and very practical curriculum which has taught me the intricacies of operating a business. The teachers are very helpful and are also great critics.

5) What is the best advice you can give to the budding entrepreneurs of SoBA?

I'm sure you think of the Roman Empire often however Rome wasn't built in a day so don't think your business can be either. The most important thing to remember is that patience is key. I would like to end by saying 'Keep the passion alive always!'

— Shreya Sharma
FY- D



Rishika Ma'am imparts insights that extend beyond the confines of the syllabus, fostering engaging discussions and thought-provoking debates. . Likewise, Kinnarie Ma'am's mastery in simplifying intricate economic concepts and effortlessly imparting principles of management has had a profound impact on our academic experience. Neha ma'am's approach is nothing short of extraordinary , her creative assignments have always kept us on our toes. Their distinctive teaching style leaves an unforgettable mark on our learning journey



From left to right: Rishika Ma'am; Bhavika ma'am; Rishabh Sir; Neha ma'am; Safiya ma'am; Kinnarie ma'am

BEYOND THE LOGO: AN INSIGHT INTO BRANDING AND ADVERTISING

Mr. Swaroop Kumar, an Ad film director at Nirvana Films, has earned his place under the sun through his brilliant narrative skills. Mr. Kumar's love for storytelling bloomed while doing theatre in school and his early days as a copywriter. He has a knack for finding beauty in the most unassuming things, and humour in the mundane. With a keen eye for detail and a love for the medium, Mr. Kumar has grown to be a promising new-age director. He hopes to bring his fresh perspective to every film while drawing from his years of experience with veterans of the industry.

Q1. Could you briefly describe your experience in directing advertisement films? What are some notable campaigns you've worked on ?

Directing advertisement films has been an engaging and dynamic experience. It is characterised by the challenge of meeting a time frame efficiently, as in advertising, every second counts because you strive to convey a compelling narrative within the brief window of 20 to 30 seconds. It's a realm that continually pushes one's creative boundaries, as the goal is not only to deliver a message effectively but also to ensure that the content stands out amidst a sea of competing messages. This pursuit of creativity and distinctiveness remains a driving force in my journey as a director in the advertising industry.

NOTABLE AD CAMPAIGN SIR HAS WORKED ON

Adding on, some of the notable campaigns that I have worked on include a campaign for multiple Vodafone commercials featuring the iconic pug and the boy, companies like Byju's, collaborations with Dubai Tourism, notably one featuring the esteemed actor Shah Rukh Khan, and more. These campaigns have allowed me to work with diverse clients and brands, each presenting unique creative challenges and opportunities.

VODAPHONE



DUBAI TOURISM



Q2. Advertisement direction often requires a strong understanding of branding and marketing. How do you incorporate these elements into your work?

We operate with a well-defined brief provided by our clients, which focuses on the key elements of their theme and storyline. As a dedicated storyteller, I adhere to the principle of striking a harmonious balance between storytelling

and integrating the brand and the product. This approach, I firmly believe, enhances the memorability and appeal of the content we create. By achieving this synergy, we not only convey the intended message effectively but also ensure that the content resonates with the audience, making it more engaging and enduring.

Q3. What skill set should a student possess to set foot into the Advertising film industry?

I believe that the field of advertising sort of puts you on your toes. The inherent challenges and tight turnaround times demand a commitment to creativity and innovation. This pushes the advertising team into corners. Hence, to successfully accomplish a project, one should have adept problem-solving skills. Moreover, the art of storytelling remains paramount. Honing these skills would make the transition into the industry easier for a branding and advertising student and assist in standing out.

Q4. Could you share your perspective on the role of storytelling in advertisement films? How do you make a product or service compelling to the audience?



In a nation as rich in storytelling tradition as India, narratives hold a special place in our collective memory. This is essentially why storytelling is the heart and soul of advertising. For instance, Vodafone's pug films associated the brand with qualities like sweetness and endearment, leaving a lasting impression.

To make a product compelling, the approach depends on the product's nature. Apple, for example, focuses on visual appeal and design intricacies in their promotional films, creating a sense of fascination and a desire to experience the product firsthand.

Q5. When brands approach you with a product, what approach do they have towards its advertising?

From my perspective, the major concern for any brand always revolves around two key objectives. Firstly, the advertising agency focuses on the return of sales that the ad has generated. Secondly, some brands focus on building a distinctive identity for themselves, characterized by specific qualities such as trustworthiness, approachability, and the ability to establish goodwill. Well, sometimes brands seek to cultivate a 'coolness quotient' to resonate with their target audience.

It majorly depends on the product and how they want to sort of pitch themselves. For instance, brands like Levi's, renowned for their denim products, have consistently adopted a 'cool' and contemporary marketing approach, aligning themselves with a youthful and stylish image. On the other hand, certain Indian brands, like Woodland, focus on cultivating a perception of longevity and timelessness. I believe, in contemporary times, there is a shift towards a **product-driven** film approach, as opposed to a **brand-building** film.



Runal Sir, stands out as one of the most captivating faculty members at SoBA. He has a remarkable ability to engage the entire class throughout his lectures. His teaching style is both enjoyable and innovative, making his lectures something many of us eagerly anticipate each week.

THE TASSEL IS WORTH THE HASSLE

In the bustling heart of Mumbai, the Narsee Monjee Institute of Management Studies (NMIMS) stands tall as an institution that has shaped the careers of countless students over the years. As we delve into the experiences of third-year students at SoBA- Arnav Deshmukh, Aditya Kumar, Prisha Sharma, Dhruv Dangwal and Rewa Meheta, we gained valuable insights into the challenges they've faced, the opportunities they've seized, and the transformations they've undergone during their academic journey.

Arnav Deshmukh

How have your academic interests or career goals evolved since you started college?

My academic interests and career goals have evolved significantly since I started college. The broad exposure that SOBA has provided, allowed me to discover a deep affinity for multiple disciplines like management, finance, marketing, advertising and more.

Consequently, my goals evolved to encompass a versatile career where I could engage and excel in various facets of business, a path that combines my diverse passions and promises a dynamic and fulfilling professional journey.

Have you been involved in any extracurricular activities or clubs on campus, and how have they impacted your college experience?

Throughout my college journey, I have been deeply immersed in extracurricular activities and clubs that have profoundly enriched my overall experience.

Beyond the realm of academics, I am a passionate sports enthusiast and a national-level cricketer and badminton player. These experiences not only sharpened my athletic abilities but also instilled qualities like teamwork, discipline, and resilience.

Moreover, I proudly serve as the Coordinator for our college's intercollegiate sports festival, "Rudra".



Aditya Kumar

Have you had the opportunity to do any internships and gain practical experience?

Yes. I got a chance to work with Shreyas Sahay, a fellow alumni of SoBA, for his branding and marketing agency, I worked as a designer, producer, and editor, but also contributed to pitch decks and brand social media strategy. It was a really enriching and rewarding experience, unlike anything else.

What are your academic or personal goals for your final year in college?

The college has been an enriching journey so far Fostering growth and exposure. In my final year, I aim to be the best version of myself by collaborating and creating content on social media platforms.



Prisha Sharma

Are there any professors or mentors who have had a significant influence on your college journey? If so, how?

Absolutely! My journey at SoBA has been quite an adventure, and I owe a great deal of it to our fantastic faculty. I've been fortunate to have mentors like Runal sir and our dean, Anirban sir, who have consistently provided me with unwavering support and encouragement in both my academic and extracurricular activities at SoBA.



How has your social circle changed since you started college?

Social circles and friendships in college are dynamic, with some staying constant and others drifting away. Some friends have imparted valuable lessons and provided unforgettable experiences.



Dhruv Dangal

What has been the most memorable moment or event during your first year of college?

Well, considering the fact that half of my first year was conducted online, the feeling of meeting those online friends in real life just hits differently. All those faces that I used to see in small little boxes on my laptop were now full-fledged human beings and that officially was the start of my college life.

Can you share some of the most significant lessons you've learned in your time at college so far?

I feel the biggest lesson I was taught was stepping into a new city, making new connections and breaking your shell. You'll never regret making the first move, both in your personal and professional life.

Rewa Meheta

Looking back at your first two years of college, what are the most valuable lessons or insights you've gained?

Don't be afraid to try new things, speak to new people and keep an open mind. SoBA is a complete melting pot of cultures, with various people from various places. Embrace the differences of people.



The journey of third-year students at SOBA is a testament to their resilience, adaptability, and growth. They've navigated challenges, seized opportunities, and evolved as individuals ready to embrace the professional world, shaping future leaders and innovators.



From Ashish Sir's invaluable lessons in customer care management, to Rohan Sir's encyclopedic knowledge of brands, and Raj Sir's enlightening finance lectures – they stand as unwavering pillars of support, ensuring our foundational concepts are crystal clear. Their constant guidance serves as our beacon of progress.



A New Quest A New Chapter

With a quest in mind, the members of *AllBooked* decided to traverse the monsoons of Mumbai and arrive at their destination— ‘Bombay to Barcelona.’ Their quest? To catch up on everything that has happened since last year. With new members, new cafes, and new stories to unfold, the quest was underway.

When you enter the cute and quaint Italian inspired cafe, your attention is instantly grabbed by the feeling of the cafes in Italy and France. A feeling of class and coziness embraces you and all you want to do is sit down, get into a conversation and sip some amazing coffee. From shelves covered with classics like Harry Potter to new ones like *Crazy Rich Asians*, there was something for everyone.

The new members introduced themselves and talked about what made them fall in love with stories. Ideas related to story writing were shared around the table and it looked like the beginning of a memorable time within the club. Whether it was novels, manga, comic books and more, everyone had one commonality:

Reading

Reading anything and everything is one of the foundations of *AllBooked* and that is what brought these readers together. So, go on, pick up that book you brought here for entertainment and immerse yourself into a world unlike your own.

-VANSH JAIN

SY - A



EMPOWERING EDUCATIONAL JOURNEYS

Insights from Mr. Sumeet Verlekar

SoBA Speaks recently hosted its inaugural speaker session, featuring Mr. Sumeet Verlekar, the visionary founder of Tilden Global Education. With a profound passion for global education, Mr. Verlekar shared his invaluable insights gleaned from personal experiences, emphasizing the transformative power of enrolling in world-renowned universities.

Addressing the eager audience, Mr. Verlekar stressed the importance of viewing education as a journey of self-discovery rather than a competitive race.

A central theme of the session was breaking free from the confines of herd mentality. Mr. Verlekar highlighted the disadvantages of blindly following popular paths and encouraged students to explore diverse educational trajectories tailored to their individual interests and aspirations.

The session left a lasting impression on the attendees, who departed with a renewed perspective on their educational journeys. Mr. Sumeet Verlekar's wisdom and commitment to empowering students to make informed choices will undoubtedly leave a towering impact on our students.

— Nimisha Ranade
SY- C



MOTIVATION, REWARD AND GAMIFICATION

People frequently link the terms "gamify" and "gamification" with points, badges, and leaderboards. But it's much more than that; the whole essence of gamification is to digitally engage and motivate people to achieve their goals.

Gamification's true purpose is to motivate individuals to change their behaviour, acquire new skills, and foster innovation. Affecting behavioural change can be challenging; it often requires reshaping the entire cultural mindset, a process that may span decades.

Game mechanics such as points, badges, and leaderboards may be divided into three categories: motivation, entertainment, and compensation.

Motivation: There are two types of motivation: extrinsic and intrinsic.

At the transactional level, extrinsic motivation is successful, motivating users through loyalty programmes, prizes, and incentives.

Intrinsic motivation, which is based on emotions, is classified into three types:

1. The desire to have control over one's own life.
2. The drive to advance and better oneself.
3. The urge to contribute to something larger than oneself.



To truly motivate individuals, the focus must shift from transactional engagement to emotional engagement.

Entertainment: The key to engagement is avoiding monotony. Instead, strive to entertain through storytelling, visuals, and audio.

Compensation: The psychology behind reward programs and compensation is intriguing. When individuals anticipate a guaranteed reward, the experience can become mundane due to detectable patterns. On the other hand, intermittent reinforcement, characterized by the random distribution of rewards, leads to user obsession and addiction.

Now, consider how these elements can blend to gamify your own life.

Until then, chase perspectives

- Arpit Mishra
SY-D



Last but certainly not least, we eagerly anticipate the lectures of Percy Sir in Service Marketing . His practical, on-the-ground approach and wisdom for navigating the corporate world infuse a delightful sense of engagement into our learning experience. His classes are a testament to the idea that education can indeed be both enjoyable and enlightening.

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