

A collage of cartoon characters from the movie 'Sofia the First' is arranged around a central black box. The characters include Sofia the First, who is a young girl with dark hair in a ponytail, wearing a green jacket and a purple hooded cloak with a white cat face. She is shown in various poses, including upside down, running, and standing. Surrounding her are several boys with red hair and large black-rimmed glasses, wearing white shirts and black shorts. They are also in various poses, some running, some standing, and some with their arms outstretched. The background is white.

Sofia Snippets

Master Class

This masterclass was an extraordinary one, Mr. Ranjit Pathak, the national programming head at Red FM, gave us the unique opportunity to interact with him.

He has worked most of his life in shows related to social experiments and he certainly knew a lot about human nature. He has worked on many youth-oriented shows and networks, so of course, this masterclass was a huge success.

'Don't be afraid of failure', this was something Mr. Pathak was very insistent about. 'When you are young, you think you are invincible', and Mr. Pathak helped us realize that we are not and that is completely fine. 'No one has gained success overnight, look at Thomas Edison he has failed a 1000 times', he explained.

Pathak was a huge success in whatever he did in his life, be it radio or TV shows. Though, his specialty seems to be reality TV. He has been involved with many successful shows like Emotional Atyachaar, Roadies, Big Switch, and many more.

He told us about the importance of storytelling, he says 'If you know how to tell a story, you can always find ways to be successful'. Storytelling is a very important skill, for at the end of the day, it is the story that sells.

Mr. Pathak was a very lively presence to be around. He answered all of our questions with such patience and enthusiasm. He not only gave us life-changing advice but also lightened the mood with his funny anecdotes.



Ranjit Pathak

Master Class

The legend behind one of the longest running ad campaigns in the world and the mastermind behind the successful marketing campaigns of top companies like AMUL, Videocon, Frooti, Appy, Bailey and numerous others. This Masterclass, we bring to you the words of Bharat Dabholkar.

He began his journey by getting his degree in law but decided to follow his passion in the world of Films. Right from the start, Bharat Dabholkar was always an explorer, he knew that ads needed to connect with people, not just through words but through words in the language they spoke. This small notion inspired him to introduce “Hinglish” advertising – ads that spoke in a language that was a wonderful mix of Hindi and English words and once this idea took off, he started translating ads into multiple languages, languages spoken by the locals like Gujarati, Hindi, Marathi and so many more. From then on, there was nowhere to go but up!

He was the mind behind one of AMUL’s longest running campaigns – ‘Topical News’. He simply connected the girl on the AMUL packaging with the current topical news. This idea was so popular that it continues even today!

While his passions lie in creativity, Bharat Dabholkar also has a deep interest in boxing. In fact, he even represented Bombay University for 2 years! And as tough as he seems from the outside, he has a soft spot for animals – he has 4 beautiful dogs and a majestic Persian cat! If that isn’t the dream for any pet lover, I don’t know what is! His uniquely creative mind and out-of-the-box ideas have inspired all the students at SOBA to draw inspiration from things around us and to embrace our passions. We never know where we might find ourselves if we did!



Bharat Dabholkar

A teacher is always there to enlighten us and guide us and what better way to benefit from it to the fullest than by interviewing a teacher outside her classroom. So this month, we have Ms. Shrutika to answer all our questions on 'Economics' and 'Principles of Management' and to give her different perspective and outlook on these subjects.

What is that one thing that keeps you motivated to teach?

So the first thing is actually seeing someone use what you have shared with them as an experience, like if someone tells me they have used my teachings in their placement interviews so the joy which I get in return by sharing my experiences which are being used by others in their lives is wonderful and another thing which I would like to add is that when I teach, I also learn a lot from my students about what's going on around, so it's a good experience to learn from my students as well.

What's your opinion about the leadership styles which are being followed by the MNCs.

So one recent and very prevalent trend which I see in the leadership styles is that the leaders of today understand that it's the people of the organisation who make it a success or a failure and that it's not a single person's work. Leadership is a philosophy where a person has the capability to turn people around for the good of the organisation. One of my guru always says that if anything goes wrong, the leader takes the blame and if things go right the credit should be shared with others. So, this is what a true leadership style is for me.

Any advice you'll like to give to the aspiring students of Soba who want to be business men?

So my first advice to the students is that never think low or underestimate even the smallest task that you ever have to take up. You should always take pride in whatever you're doing. My second advice is that you should always be humble, from my personal experience I'm saying that the universe conspires to give you more if you have a humble approach towards everything, be down to earth no matter what you are. Like the Arigato theory, I feel the universe is like an amplifier, whatever you send in to the universe, the universe just amplifies it and sends it back to you.

What do you think are the lessons about business management which everyone needs to follow?

My personal experience says that for anything that you work on, the one skill that we all need to have is of being an excellent observer. For this we should actually visit the place where the action takes place. For example, if we're doing a survey about market research of some retail company, we should actually visit those retail outlets. Being at the place of action, gives you far more enriching views about a particular thing and it even enhances our knowledge than any other business school. To take it to the next level, I would say you need to dirty your hands and actually do the work and to not feel ashamed of doing any work, however small it may be, like suppose if I'm the manager that doesn't mean I'm not going to go to the subordinates to get the data as this is all very petty and menial. If the actual work takes place at my subordinates level, I, as a manager will have to go and see what the work is and also get my hands dirty if required. I am sure this attitude of not demeaning small work and doing the dirty work yourself is the ultimate key. I'll just share one small story related to this—So, Japan has this very famous and extremely intelligent engineer called as Mr. Taiichi Ohno. So, when Mr. Ohno joined his office, he was very pumped up to do everything but his boss decided to make a circle in his office and make Ohno stand there for at least 2 weeks. Ohno had only one job which was to stand there in that circle and observe what was going on. In the initial 2-3 days Ohno was frustrated and thought why is my boss making me stand here and just observe but as soon as a week passed by, Ohno started to realise that from observing that place, he found many areas where the organisation was lacking and he came up with wonderful solutions to tackle those problems. So, like I said, observing and dirtying your hands is the key.

During Covid times, How can businesses start to adapt to the current scenario?

My answer to this is very unconventional and it's not only applicable to these COVID times but also to whoever is thinking of starting any business or working anywhere. So, I think any business requires absolute customer orientation—the businesses who understand their customers and work towards them are super successful and I always think that a business should focus on 4 key parameters—1. Quality 2. The lead time 3. The variety we offer to the customers and 4. On time delivery. These are the 4 techniques which I learnt in Japan when I was taking my management training and being a consultant practitioner. I really feel that if any business focuses on these parameters, they are bound to be successful.

Why did you choose business management as your career?

The reason why I chose business management as my career is because I completed my engineering and I used to work as a technical engineer with a big IT company, but somehow it didn't excite me much and I wanted to explore more about other fields, so I did my masters in business administration and after that I started to explore my work areas through internships and 2-3 jobs which actually made me realise that I really enjoy it and that I should continue to pursue my career in business management.

MINDSET MENTORS

Can there be an alternative to TOWS and SWOT to analyse the market for businesses?

PDCA method of working. So, I don't know if it's better than TOWS and SWOTS but I've implemented this for the last 4 years and I find it extremely effective. PDCA stands for 'Plan', 'Do', 'Check' and 'Act'. So, PDCA says that whenever you want to do any task, for example, if you want to do a market research for the entire country, so according to PDCA, you will have to go to some small area/shop, plan what you're going to do in that shop or what research you'll do, then take some action and analyse its result. If it's successful then it means you can go ahead with it but if you go wrong then you have to take the chance to make changes to it or to step back and improvise. I feel it's better to fail in the initial stages than fail drastically by doing the entire thing in once.



Ms. Shrutika Deshmukh

On 7th November the students of SOBA celebrated- 'National Cancer Awareness Day' by interviewing a very special person, Ms. Anchal Sharma. She is truly not just a cancer survivor but a warrior who has fought various difficulties throughout her life and has emerged a winner each time. This small chat with her truly enlightened us and filled us, students with hope that nothing is impossible and that we can survive through it all if we just have the correct mindset and positivity in our lives.

7th November, National Cancer Awareness Day

MINDSET MENTORS

What is your itch in life?

Every day is a new day for me and I am motivated with so many things. I keep on getting new set of ideas every day and I try to give it a shot so that I don't regret it later on. I have an itch every hour in my body and mind- I want to learn a bike, become a motivational speaker and start a YouTube channel. I am not afraid of failures because it teaches us much more than success and always think that you are capable of more than you know because if you don't try, it will always seem impossible, until it is done!

We went through your story- you've had a painful past, so how did you deal with the pain and what was the thing that kept you going?

I am a big dreamer I would say, my family used to stay in a 1 by 1 room and my father was a rickshaw driver then, so when I used to see other people doing better than us, I always used to dream of being that accomplished. I had to leave my studies because of my father's alcoholism but I always wanted to study and be established, so this pushed me to go one step ahead and achieve what I wanted. For me nothing is small and we should always hop one step at a time towards our goal because that keeps you more focused.

What keeps you strong every day?

I have almost seen my death-bed. I was diagnosed with third stage of breast-cancer in 2017 and then, I honestly realised that dying is easy but survival is difficult and we are scared of dying, everyone is scared of dying. I really don't know what is going to happen tomorrow. You should fight and work for each day without thinking about the future. Ten years back, I was working hard and starving for this day. Somehow, I started missing my own self after just working for a tomorrow... Take care of your body. First, you are running after money and then giving up everything to save your life... Don't be happy to stay on social media, feel that happiness within you.

What's the vision of your NGO?

I am a motivational speaker at various corporate firms and I am also working on another foundation called, 'Can Heal' for cancer patients, it's a resourcing portal for the cancer patients, so I am working on that very aggressively too. So, all the donations and payments which I receive from these places, I use it for the NGOs and now because of this pandemic many people have been approaching us and we are able to cover PAN India too which also includes tribal areas. People have been generous and we get donations, helping us speed up our reach to various places. We are aiming to feed at least 5,000 people every day. We have also started to sponsor cancer patients and their extensive treatment.

What motivated you to start up your own NGO- 'meals of happiness'?

There were days in my childhood where we had not much to eat nor had the money to buy our daily bread. We used to eat roti with chilli powder most of the time after my father lost his job. In 2017, I was diagnosed with cancer, so one day while I was returning from my friend's place, I came across some children who were begging and asking for money which I refused because I believe it promotes child trafficking but after seeing them starve for food, it reminded me of my childhood, I knew that feeling of hunger and how starving feels like, so that's when I decided to take them to a Chinese street food corner. So, from one plate it reached to 5-7 plates in no time. While the kids were eating, I saw a man who was with his child and was looking at us with disgust and refused to eat at that place just because some poor children were eating there. This incident brought in my mind the idea of 'Meals of Happiness'. I did not know how much time I was left with and what was in store for me, so that's when I made up my mind to do something which is more meaningful. This made me forget about my illness and gave me immense joy. So that's when my mom and I decided to start this foundation which till date is increasing its reach.



What is the one thing that kept you going when you were having your stage three cancer therapy?

So many things. Anchal became Anchal after the cancer. Before that I was living a stressful life because I have seen many events- my house got demolished, my sister was murdered, my mother was physically abused by her alcoholic husband but every time I decided that I am not going to live this life. I don't want to become a victim like my mother and sister. When I can take care of my family, I can take care of myself, I don't need anything to live happily. This one thought kept me motivated- "Something really good is waiting for you".

No matter what struggle I am going through or whatever situation I am facing, at a particular moment but along with it I am also growing. I am reaching my other desires and dreams all the time. Faith also keeps me motivated. I have a very strong belief that you can change your destiny, if you want.

How did you manage to feed the poor during the pandemic?

During COVID-19 people are losing their jobs. Employment is cutting down. If you actually go on ground, you will get to know how many people are unemployed and I know a lot of such people because we sponsored two surgeries during COVID. They were almost on their deathbeds and I just posted on my twitter that- "These are the people... they are going through... if you want to help..." and trust me if you have a good intent, people come forward. Within minutes we were able to raise funds for both of them. They both are perfectly fine now. I have an aim that if we can get the volunteer support then we will be able to feed 5000 kids, at least over a period of two years. With people's support we will be able to achieve our dream of feeding more and more people.



Ms. Anchal Sharma

TACTICAL PURSUITS

Story Writing

The batch of 2019 was given a wide range of topics (40 to be precise) to write a story in their creative development classes. From images to quotes to statements, the possibilities were endless. Students then selected one of these topics/concepts/pictures and formulated an entire narrative around it. One student wrote her story in an incredibly gripping plot around a child's unhappiness with her birth-given circumstances while another student wrote a story about the way of life- 20 years after a war had hit that country. Through these stories, we were transported to all parts of the world experiencing different situations, tastes, weather, and much more. It allowed our imagination to run wild and liberalized our minds. To imagine and formulate a story with so many intricate details was not only commendable but also a testament to just how capable the students at SOBA truly are.

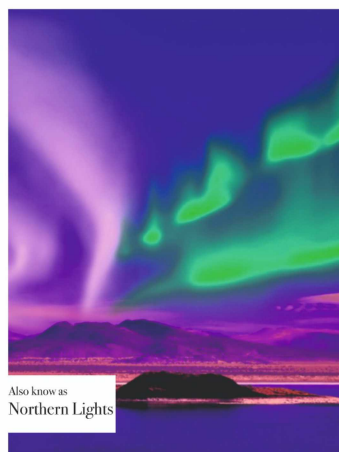
Sewing Machine

A damaged sewing machine after the cyclone hit, Amtali, Patuakhali, Bangladesh 19 November 2007. EPA/ ABIR ABDULLAH



AURORA BOREALIS ICELAND

When you hear someone saying that they have seen colours in the sky, it might be assumed that they must have probably seen a rainbow, but no it was not a rainbow. It was Aurora Borealis, often referred to as the Northern Lights. They occur as a result of collisions between electrically charged particles from the sun entering the earth's atmosphere. Pale green and pink are the most common colours however, shades of violet, green, blue, yellow and red have also been reported. Taking many forms, they vary from streamers, arcs, or rippling curtains to scattered or patchy clouds which beautifully illuminate the sky with an eerie glow. Iceland features amongst one of the best places in the Northern Hemisphere to witness this stunning natural phenomenon. The best time to visit this place is during winters. It is really inspiring as this place reflects the natural beauty of the planet. One can have the most beautiful night under this light and stars. This place must be in everybody's travel books as it must be visited once in life.



Also known as Northern Lights

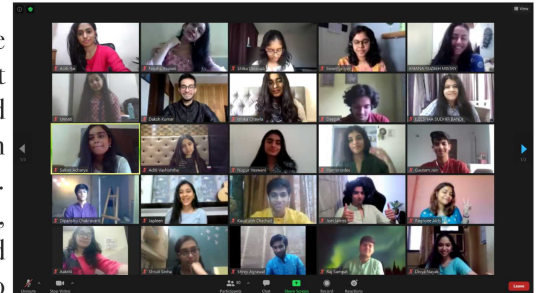
Coffee Table Book

Our same batch of 2019 was also given the opportunity to create our own 'Coffee Table Books'. Now, this was an assignment that really tested our ability to communicate our thoughts, feelings and emotions as we had to make it clear, concise and attractive yet somehow inspiring. We were divided into nine different teams and were given images/topics of people, places, painters, dancers, and the list goes on. Then the research began and through it, we learned so much that we had not known before about different societies, history and industries. One team made an entire book on different people all around the world, known faces like Jeff Bezos to underrated ones like Nkosi Johnson and their stories were embedded all throughout. Every page in these books was designed in beautiful themes and colour schemes while the content was both motivational and influential. It would be an understatement to say that these books were just an assignment because with something as simple as a 'Coffee Table Book', we learnt to present valuable stories in a relatable way. In a way that would be loved and appreciated by the masses.

CLUBS

4am Frenzy

The extremely zealous team of 4am Frenzy, were set to add exuberance to the month of October. It was a month full of festivities and the club made sure that despite being far away from each other, the students of SoBA stay connected and celebrate in unison. They planned the dress codes for 7th, 9th and 10th November which were yellow, stripes and traditional wear respectively. Everybody followed it and the students looked beautifully harmonized. On 12th, the club members had a "Tambola Night" wherein they played various games and interacted with one another to establish a good bond between the member and to strengthen their team as a whole.



Book Review

This month's book 'Palace of Illusions', is a phenomenal rendition of the Hindu epic *Mahabharata*. The author has written the story from the point of view of *Draupadi*, the *Pandava's* wife.

The thing that makes this book stand out is the unheard story of the love between *Karna* and *Draupadi*. According to most renditions, both of them despised each other, but Chitra Divakaruni has depicted it so beautifully that you can't help but want to read more about it.

For those who have wanted to know about the Mahabharata but are afraid it's going to be too boring, this is the book for them. The author has written each important detail that leads to the war beautifully.

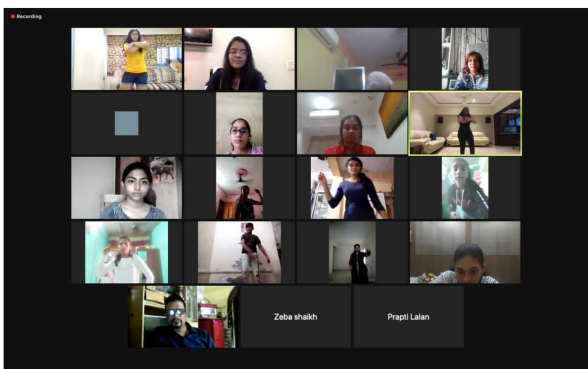
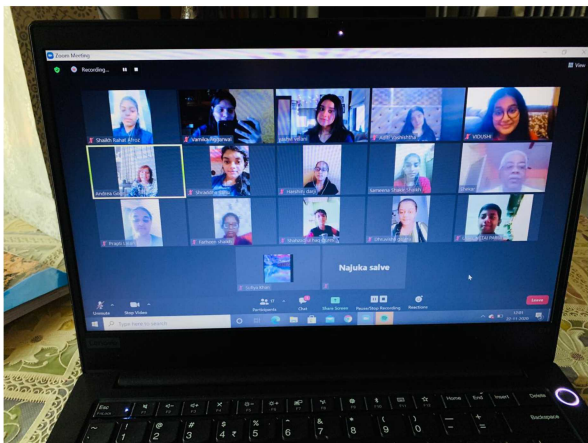
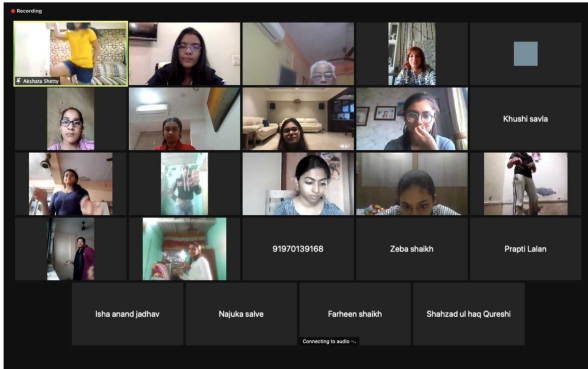
The style of writing is simple and easy to understand. The author has laid out an incredibly long story that otherwise would have been boring, in short, and made it interesting. This book is recommended for anyone interested in Hindu mythology.

Spirit Of Dance

Who doesn't love bollywood and who doesn't love dancing to it's 'desi' tunes ?! And SOBA's dance club struck the cord perfectly by organizing the most fun 'Bollywood Dance Night'. Filled with power packed dance performances, transitioning through the glorious eras of bollywood from the 90's to 2000s and to the present party anthems of 2020, the members of 'Spirit Of Dance' truly showcased the spirit of dancing by breaking some moves on most of the hits from all the eras. Apart from the dancing, there were also some fun-filled bollywood quizzes as well- from 'guess the movie, songs and the hook-steps' to 'Koffee with Karan' style rapid fires. In all it was a super hit, blockbuster and housefull show.



CLUBS



Saanjh

The industrious members of "Saanjh", with the theme as "women empowerment" for the month of November, were set to stir a change with their altruistic efforts. They curated a women-centric music playlist and shared it with everyone with an aim to empower all women. They also prepared a dance video where-in few girls of our college danced with uttermost fervour highlighting that women now are free spirited and not bounded in the societal barricades. They also made a short video where-in it was depicted that your clothes don't define anything and should not become the basis of any judgement. The highlight of the month was a two-day collaborative event that was held with Nargis Dutt Foundation which is a registered, charitable organization working passionately in the areas of Health & Education since 1981. The event comprised four workshops-dance,drama,music and motivational. The fun and motivational workshop was conducted by Mr. Pratish Nair, who with his intellectual acuity and wit motivated the students to soar high and excel in life. This was followed by an extremely zestful dance workshop in which the students learnt the steps to the song "gallan goodiyan". Next was an extremely soulful and lively music workshop in which the students learnt few breathing exercises, alap and sargams. And lastly it was the extremely delightful, drama workshop in which the students learnt the nine important expressions of drama through games and quizzes. All in all it was an extremely wholesome and enriching experience for all.

CLUBS

What The Bleep

The first-year students of SOBA present to you, 'WHAT THE BLEEEP', an initiative by the youth, for the youth. As fun and impromptu this entertainment channel might seem, there is an equal number of sleepless nights gone into making this dream come true!

The first ever campaign that we started was #BooTheTaboo, that we covered on all our social media platforms. The campaign was based on 'sex and relationships' where we tried to spread the message that topics like these shouldn't be treated like a taboo and that we shouldn't be ashamed of it, instead it's high time we respectfully acknowledge them in the open and not treat it as something disgusting. Our 1st ever episode on YouTube was also released on the 15th of November, during Diwali on the very same topic of 'Sex and Relationships' with our guest star, the very fun 'Social Media Star', Janice Sequiera.



Questions Nobody Answers



The 2nd year students of SOBA have come a long way with their podcast, 'QUESTIONS NOBODY ANSWERS' that first came out with a two-part episode, 'Should the youngsters of today be judged by the youngsters of yesterday?', along their social media campaign #MudMudKeNaDekh, questioning the judgements and labels that's put on the youngsters today while also bringing out the perspectives of both the generations. We were also able to get 'Zomato' to promote the podcast.

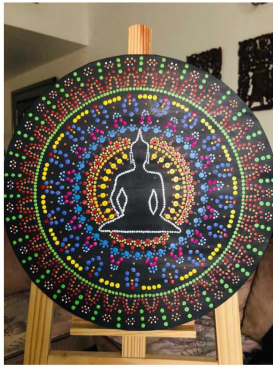
QNA also released 2 specials, one, an interview with a 16-year-old rapper who even after being differently abled conquered the world with his talent, i.e., none other than Sparsh Shah and the next one was a Halloween special, 'A Nightmare on QNAs street' that covered some unbelievable, real scary stories. The 2nd episode was a take on a very bold topic, 'sex and relationships' and the students were also able to rope in Kamasutra condoms as their sponsors. The episode openly talked about open relationships, safe sex, friends with benefits and so much more with a flirty duo that asked all the 'wrong' questions, with their social media campaign #PardeKePeeche.

Also, do not forget to listen to our latest episode on the much needed topic, 'Sex Education' in association with Kamasutra that's out now and stay tuned to our campaign #SunBabaSun.

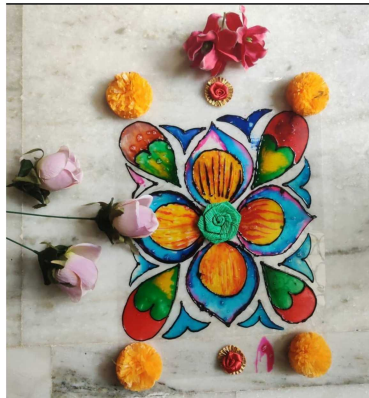
Learners Launchpad

Work

We've done



Nupur Vaswani
(Batch '23 Division B)



Chitrangana Jain
(Batch '22)



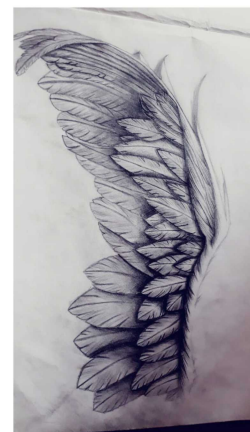
Jinisha Jain
(Batch '22)



Shubhika Agawal
(Batch '23 Division B)



Ribhav Pruthi
(Batch '23 Division B)



Shreyas Sahay
(Batch '22)

Gizmos And GUPSHUP



“

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

”

How has the rise of technology changed the advertising industry?

As anything that has been touched or been in contact with, the rise of the technology changed or at least had a great impact on the advertising industry as well. From the launch of the e-mail and the boom of the internet and social media, to the new channels that arrived and are changing everyday, technology plays an enormous role in our business lives. Some of the most important ways in which technology has changed and impacted the advertising scenario are:

1. The video and content video popularity

As people are becoming more and more accustomed to watching videos, they are also getting savvier and savvier and know what to expect and ask from the advertising they receive. Therefore, they are not waiting anymore, they are reacting and creating their own media while interacting with the existing ones in new and innovative ways.

2. Programmatic is the new KING

Programmatic buying represents a new system for targeting consumers precisely and swiftly with online adverts or DOOH. Programmatic media buying allows the “owner/brand” to tailor a specific message and cater it to the right person, at the right time in the right context – using audience insight about the brand from the kind of audience they want to target.

3. Video blogging

Nowadays, video blogging and video bloggers are taking control of the social media and the endless opportunities that it offers. The speed with which new smartphones and tablets are being launched helps the content and video creators be even better, faster and smarter in their communication. The advertising campaigns are involving them more and more and making them a part of the whole 360 degree communication, even the stars, for some of their campaigns, are targeting a younger audience now. Therefore, instead of being only a one dimensional flow of communication, the latest campaigns are showing all kinds of new, smart and innovative approaches.

4. Message personalization and new targeting tools

Nowadays, every client and consumer wants and demands to be touched by the advertising campaign, to feel, like the messages are personalized for them, that the advertisers are addressing them and their problem and their desire in particular, something that is becoming more and more possible due to the new technologies and the digital growth. Behavioural profiling has gone viral across the internet, enabling firms to reach users with specific messages based on their location, interests, browsing history and demographic group.

Itch summit

"If you think you need sex education – be there. If you think you know it all, challenge accepted."

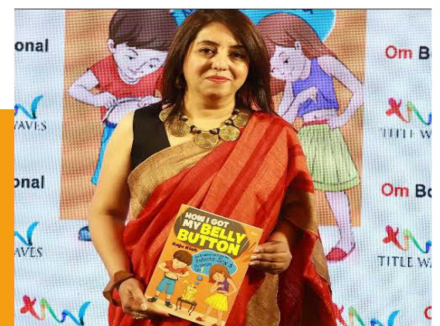
- Anju Kish

Everyone knows of it, everyone does it, but no-one talks about it. Yes! Sex. Sex is a big taboo in India today, for irrational reasons. Those who talk about it are labelled shameless, perverted or corrupt. Sex is almost never discussed - the few times it is, it's because someone made a sex joke in a conversation, but it's never spoken of, openly and seriously. A lot of schools also do not provide the right sex education to students and almost every Indian parent is okay with that. Kids are not supposed to know, teens are expected to learn on their own and young adults are considered pros.

Anju Kish picked up the baton of responsibility to provide sex education to children, teens and young adults while trying hard to break taboos surrounding the topic and to help adults break the wall of silence. She is and has been a firm believer of the fact that sex education is not the villain, but the lack of it is.

Apart from this, she is also the author of a book for children on puberty, growing up and sex- 'How I Got My Belly Button'. In the book, she provides answers to all their questions in a gentle and factual manner.

Anju Kish is here to talk about what matters when it matters!



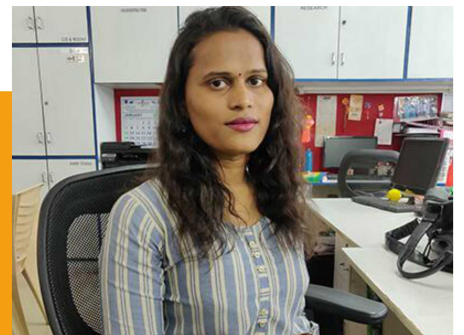
Anju Kish

Itch summit

Born into a society which knew and accepted nothing but the norm that they decided for themselves, Shreya Reddy has fought her way through life persistently. Having lived a tough life, she has now dedicated her life to be the voice of the Hijra community (Eunuchs) of India.

Shreya, now a trans-woman activist, grew up in an extremely judgmental society. She couldn't find a home or a job because of the social stigma that surrounded her but she made up her mind and decided that she was much more than what the society decided for her. She fiercely took a stand through the odds and the only reason she is where she is, is because she believed in herself and her rights.

Through affectionate counselling, she continues to make a difference in the lives of people around her by helping them fight against these prejudices. She is a perfect example of someone who fought for their own identity and emerged victorious in this battle against society.



Shreya Reddy

Ready, Set



Games

In this table, each row across follows the same pattern and numbers
See if you can discern the pattern and fill in the missing number in the bottom row.

2	6	2
5	2	0
3	4	2
7	2	4
?	2	6

Answer : 8

$(8 \times 2) - 2 = 6 = 10$

$(7 \times 2) - 4 = 4 = 10$

$(3 \times 4) - 2 = 2 = 10$

$(5 \times 2) - 0 = 0 = 10$

$(2 \times 6) - 2 = 2 = 10$

Solution

Ready to test your mental vitality and flexibility ?

red white green brown
green red brown white
white brown green red
red white green brown
brown green white red
white brown red green
green white brown red
red brown green white



Quick - say aloud what colour you see in every word, NOT the word you read.