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SOIL SCHOOL OF BUSINESS DESIGN

AWARENESS | BALANCE | COMPASSION | DIVERSITY | ETHICS



ANKURAN
ankuran

DECEMBER, 2023-2025

Why 'ANKURAN' ?

In light of the fact that the 2024 batch initiated this magazine, we have chosen to name it 'Ankuran,' signifying the very process of germination, as soil nurtures seeds into flourishing plants. As students specializing in Soil studies, we are committed to stepping out of our comfort zones and evolving into the forward-thinking leaders of the future. Under ideal conditions of moisture and temperature, seeds awaken and embark on their germination journey.

This two-year PGDM program is meticulously designed to provide us with the exposure, opportunities, mentorship, and the right mindset essential for our personal success. The magazine committee has diligently chronicled and immortalized all the significant events, and now, with immense pride, we present 'ANKURAN' to you.

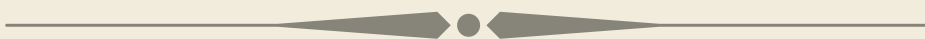


FROM THE DIRECTOR'S DESK



Dr. R. Srinivasan
Director, PGDM SOIL SOBD

I am delighted to extend a warm welcome as the Director of the Soil School of Business Design. Our institution takes immense pride in nurturing young minds, fostering innovation, and instilling a culture of unwavering diligence. At SOBD, we champion the power of relentless hard work to fulfill dreams and aspirations. Our college is a vibrant melting pot, offering a diverse environment for comprehensive personal and intellectual growth. Committed to equipping you with cutting-edge design thinking principles, our range of courses spans psychology, sociology, anthropology, and more, preparing you for the dynamic professional landscape. I am proud of our accomplished students and believe in your continued success. Our dedicated faculty stands ready to support you in unlocking your full potential. Best wishes for a promising academic journey at SOBD, where challenges are embraced and success knows no bounds.



FROM THE EDITOR'S DESK



Dr. Manjula Srinivas

Dean

Student Affairs, DT & Social Innovation

At SOBD, our mission is to impart students with the essential skills for navigating a diverse world, emphasizing the significance of design thinking and liberal arts in fostering compassionate, imaginative, and critical minds. As the Dean of Student Affairs, my vision is to create a comprehensive environment where every student feels not only valued but also empowered. Beyond academics, our unwavering commitment is to enhance the personal aspect of the college experience, supporting self-discovery, personal growth, and fostering a passion for community engagement. I eagerly look forward to our collaborative journey, guiding students in both academic and personal pursuits to make SOBD a vibrant hub of learning, creativity, and innovation. Cheers to a successful academic year ahead!



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ACADEMIC

AI Week

DAY 02 - FINANCE ACADEMY

The second day (31st October, 2023) of the AI week was dedicated to Finance, featuring enlightening sessions by industry experts. **Aditya Joshi's** deep insights into the financial market, drawn from his experiences at Stanza Living and Lenskart, left students enthralled. His emphasis on diversification and caution against putting all funds in one basket provided actionable lessons for future financial endeavours.



Rahul Chandalia Jain brought a fresh perspective, blending traditional wisdom with modern financial strategies in an engaging manner, turning financial training into an enjoyable learning experience. **Vineet Ranjan's** expertise in Cryptocurrency and Blockchain illuminated the complexities of digital lending, exploring its role in financial inclusion and shedding light on the roles of NBFCs, traditional banks, and credit rating agencies.

Swastik Mitra, a seasoned Management Consultant at Deloitte, provided clarity on the M&A landscape, categorizing acquirers, and breaking down the M&A life cycle, using the Zomato-Blinkit deal as an illustrative example. His STAR methodology offered a structured approach for consulting interviews, providing practical strategies for enhancing profitability and minimizing losses. Overall, the Finance Academy AI Week proved to be an enriching experience, equipping students with valuable insights into the dynamic and evolving world of finance.

AI Week

DAY 03 - OPERATION & ANALYTICS ACADEMY



Day 3 of AI week was dedicated to Analytics. The Operations Research and Analytics Academy hosted an enriching expert session on November 1, 2023. **Sandeep Sanan**, Business Growth Consultant at IKEA, shared insights on global supply chains and the significance of "Democratic Design."

Deepak Thukral, Executive Director at Maruti Suzuki, delved into the automotive industry's landscape, touching on government policies, diversity, CSR, and digitalisation

SOIL alumni, **Amit and Khushboo**, emphasized crucial technical skills and adaptability in today's job market. Hands-on Excel dashboard competition showcased students' creativity, organized by ORAA, providing on-the-spot data and a pre-event tutorial. Teams or individuals, working with zeal, presented and explained their dashboards.

Closing the day, **Vishaka Dongre, Founder & CEO of INTELLISQR**, explored analytics in customer engagement. The session also introduced "Data Silos" which plays a vital role in real-time understanding of customer behaviour by making a single version of the truth.

The day concluded with a impactful speech that urged students to apply their knowledge, fostering commitment to excellence in operations research and analytics.



AI Week

DAY 04 - HR ACADEMY



Day 4 AI-week was dedicated to Human resources domain . The HR Academy hosted an enriching expert session on 2nd November , 2023 inviting insightful speakers who addressed crucial topics in the post-pandemic era. **Neha Jain**, Regional Head North at Michael Page, emphasized the evolving role of HR amidst challenges and opportunities. She delved into the impact of AI on HR job roles and highlighted Michael Page's focus on specific candidate qualities. The session underscored the importance of employee mental health and workplace flexibility.

Sanjay Mahato, from **TASVA Aditya Birla Group X Tarun Tahiliani**, urged students to comprehend the intricacies of their subjects, emphasizing their relevance to an employee's life cycle. **Mahim Mongia**, **HR Consulting Practice leader at KOGNOZ Consulting**, shared his journey and insights into navigating the HR landscape. His insights likely offered a blend of practical experiences and theoretical knowledge, enriching the academy's discussions and leaving a lasting impact on the audience.

Radhika Saini explored the Next-Gen Digital Workplace, discussing the widespread use of AI, the digitization shock caused by COVID-19, and the transformative impact on education, health, and corporate sectors. Interactive elements like a Jeopardy game and case study questions enhanced engagement, making the lectures both informative and dynamic.



Guest lectures

IKEA



On December 11, 2023, **Susanne Pulverer**, the CEO of IKEA India, honored the campus of the Soil School of Business Design with her presence. During her visit, she shared profound insights into IKEA's transformative journey. Established in 1943, IKEA's ascent, driven by the vision "Life at home is our business," signifies a dedicated effort to enhance daily lives on a global scale. Pulverer underscored IKEA's cultural foundations, focusing on customers, people, and the planet, with a particular emphasis on sustainability and inclusive diversity.



She shared IKEA's distinctive situational leadership model, articulating its alignment with company values. Concluding with five leadership tenets - Build Trust, Set Clear Goals, Coach for Growth, Enable Empowerment, and Mindset Matters - Pulverer's discourse provided invaluable wisdom, offering a blueprint for effective leadership and inspiring future leaders.

PETAL FOUNDATION

In a compelling session at SOBD, Lotus Petal Foundation's founder, **Kushal Chakraborty**, shared the non-profit organization's impactful journey. Focused on the mission of "changing lives. One child at a time," the foundation aims to provide equal opportunities for underprivileged children in urban and semi-urban areas. Chakraborty emphasized the foundation's high-impact initiatives in education, nutrition, and livelihood, fostering an ecosystem that brings about self-transformation for both beneficiaries and contributors. The interactive session stirred curiosity among students, shedding light on the foundation's dedication to creating positive change and equal opportunities, leaving a lasting impression on the audience.



International Conference



CO- CURRICULAR

Workshop

The Soil School of Business Design College recently hosted a compelling guest lecture by Mr. Padmakar Roy, Co-founder of Sprint Labs and mind behind 2AB Consultants. Specializing in prompt engineering for non-coders, Mr Roy shared insights into ChatGPT and Language Models, highlighting their significance in empowering individuals without coding backgrounds.



Siddhant Sarin, a dynamic professional with expertise in directing, cinematography, and producing, was recently invited by the Soil School of Business Design to share his insights on documentary filmmaking with students. The invitation aimed to enhance students' understanding of creating documentaries for a social innovation project. Sarin, an alumnus of the German Film and Television Academy and the FAMU - National Film School of Czech Republic, brought a wealth of experience to guide the students through the intricate process of documentary production. The collaboration with Sarin proved to be a novel and enlightening experience for the students at the Soil School of Business Design. Sarin's session was not only informative but also provided a unique opportunity for students to grasp the intricacies of crafting compelling documentaries.

DT SI WORKSHOP

The session, well-structured and comprehensive, delved into practical techniques for prompt engineering, providing attendees with a practical understanding of application-based approaches. Mr. Roy's expertise emphasized the growing importance of prompt engineering for non-coders aiming to leverage machine learning. Organized by the Design Thinking Club, the event showcased real-world applications of machine learning concepts, aligning with the college's commitment to holistic education.

DOCUMENTARY WORKSHOP



Social Innovation Program (SIP)



Soil School of Business Design fosters a vibrant social innovation program, nurturing students' social responsibility and equipping them with hands-on experience. Partnering with diverse NGOs like **Svatanya** (eco-friendly products by underprivileged women), **Saahas** (waste management), **Mera Parivar** (community empowerment), and **Samagra Delhi** (holistic community development), the program exposes students to various facets of social service.

Collaborations with organizations like **Ramkala Sadan** (free education), **MILESTONE** (vulnerable populations), **Etasha** (skill development), and **VIVA** (children's safety) further broaden the experience. Engaging with Sanshil Foundation's **BAGIYA** (remedial education) and Earth Saviours Foundation (disabled welfare) adds depth to the program.

Documentary filmmaking, a powerful tool for social innovation, took center stage at Soil School of Business Design as renowned Director-Cinematographer Siddhant Sarin shared his expertise. Sarin, an alumnus of prestigious film schools like the German Film and Television Academy and FAMU, guided students through the intricate process of crafting compelling documentaries. This engaging experience at the intersection of academia and practical filmmaking broadened students' perspectives and equipped them with valuable skills for future social innovation endeavors.



Freedom From Fears

Freedom of Fears: Anil Sir's Empowering Initiative in the Self Leadership Course



Anil Sir, the driving force behind the self-leadership course, introduced a transformative event known as "Freedom of Fears." In this unique experience, students were encouraged to step outside their comfort zones and confront their fears by engaging in activities they typically dreaded presenting in public—whether it be singing, dancing, theatre, or photography.



This event provided a liberating opportunity for students to overcome their apprehensions and showcase their talents. The atmosphere was filled with joy and camaraderie as students, supported by their peers, enthusiastically prepared and delivered impressive performances. The initiative not only fostered personal growth but also created a memorable and enjoyable experience for all involved. Anil Sir's innovative approach in promoting self-expression and conquering fears left a lasting impact, making the event a highlight of the self-leadership course.

Battle Of Brands

Battle of Brands: Marketers Wage War!

In a blaze of creative fire, the Marketing Club ignited the "Battle of Brands." Twelve PGDM teams, each a mini-army armed with strategic brilliance and sharp minds, clashed in a spirited battle for marketing supremacy. Their mission: to reimagine and revive assigned brands through groundbreaking ad campaigns. The air crackled with electricity as teams presented their unique visions, vying to captivate the audience and the esteemed panel of judges - Dr. Archana Mahamuni, Dr. Narendra Singh Chaudhary, and Navin Rao.

Each presentation was a testament to the teams' creative mettle and strategic thinking. The judges, armed with keen insights and valuable feedback, navigated the fierce competition with expertise, ensuring a fair and enriching experience for all.

Ultimately, Spotify (Atharv Singh, Lavina Shivani, Tanisha Gupta, Prateek Tomar, Sahil Siraj) emerged victorious, with Bumble (Vaishali Srivastava, Akshat Jaiswal, Raghav Jindal, Shikhar, Pulkit Garg) closely trailing behind.





Sales Soar Challenge

The Sales Soar Challenge, orchestrated by the Entrepreneurship Club at Soil Institute of Management, emerged as a pivotal platform to ignite the entrepreneurial spark within students. This transformative event, from 3rd to 27th October 2023, stood as a beacon for innovation, strategic thinking, and business acumen.

Teams of 5-8 members embarked on an exhilarating journey, crafting unique business ventures while emphasizing sustainable growth, financial management, and branding. The competition witnessed enthusiastic participation, showcasing the proactive engagement and entrepreneurial zeal of the student body.



This opportunity not only recognized their achievements but also provided a platform to exhibit their innovation to industry leaders, esteemed professors, and representatives from top B-schools, promising invaluable networking prospects. The Sales Soar Challenge wasn't just an event but a testament to the Soil Institute of Management's dedication to nurturing future business leaders and fostering an entrepreneurial mindset among its students.



Team TeeVibes: Generating the highest revenue of ₹80,000 (Winners)

From 40 competing teams across two campuses, five finalists emerged, with standout brands such as Teevibes, Orenda, Sellmates, Avengers, Impact, and Treasured Trinkets. The apex of this challenge saw the winning team earning the honor of showcasing their stalls at Illuminate, a prestigious Diwali festival.



Yoga

This opportunity not only recognized their achievements but also provided a platform to exhibit their innovation to industry leaders, esteemed professors, and representatives from top B-schools, promising invaluable networking prospects. The Sales Soar Challenge wasn't just an event but a testament to the Soil Institute of Management's dedication to nurturing future business leaders and fostering an entrepreneurial mindset among its students.

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EXTRA- CURRICULAR

Open Mic

FDP/Workshop Feature: "Open Mic" Unleashes Artistic Potential



The Open Mic, a transformative event meticulously crafted to conquer stage fear and amplify public speaking prowess, has graced our college community. The primary goal of this initiative is to furnish a captivating platform for individuals to unveil their talents, spanning a spectrum of artistic expressions such as music, poetry, comedy, rapping, beatboxing, and more. Open Mic events, widely accessible to the public, invite participants to seize the opportunity and showcase their skills in front of an enthusiastic audience.



This remarkable event materialized through a collaborative effort between Toastmasters and the Cultural Club, reflecting the synergistic fusion of communication mastery and creative expression.

Diwali Fest

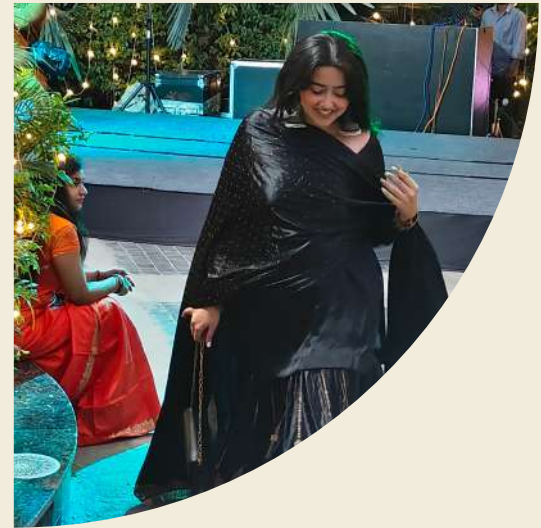


The School of Business Design hosted 'Illuminite' on October 27, 2023, a spectacular homage to Diwali that left a lasting impression on attendees. Against the college campus backdrop, the celebration unfolded with various activities, from dynamic dance performances and a captivating fashion show to spirited sports competitions and enlightening booths.

Commencing with an explanation of Diwali's significance, 'Illuminite' featured diverse performances, including an electrifying music performance by Prateek Oberoi, a lively Garba dance sequence, and a fashion show blending modern trends with traditional grace. Nukkad Natak added unexpected charm, capturing the audience's hearts. The event showcased stalls by NGOs and SOIL students, selling Diwali goodies and offering games, inviting the audience to explore cultural diversity. 'Illuminite' brilliantly illuminated Diwali's spirit, underscoring India's rich cultural heritage and emphasizing embracing diversity and fostering community spirit.



Diwali Fest



HIGH-FLYERS OF SOBD

ACHIEVERS



BATTLE OF BRANDS

Team: FabFive
 Tanisha Gupta, Atharv Singh, Lavina Shivani,
 Prateek Tomar, SK Sahil Siraj



INTERNATIONAL CONFERENCE

BEST MARKETING RESEARCH PAPER
 Rudra Goyal, Khushi Jain, Vansh Bhalotia,
 Sylvester Sebastian, Supriya Singh, Anshu Singhal



INTERNATIONAL CONFERENCE

BEST FINANCE RESEARCH PAPER
 Nehal Paul, Sananda Sarangi, Angel Bhagwanani



TABLE TENNIS TOURNAMENT SINGLES (GIRLS)

Khushi Jain



VOICE OVER COMPETITION



BEST DASHBOARD MAKING

Rudra Goyal



CREATIVITY CATALYST

Salvi Rustagi, Vedant, Vansh Poonia,
 Saryu Anand

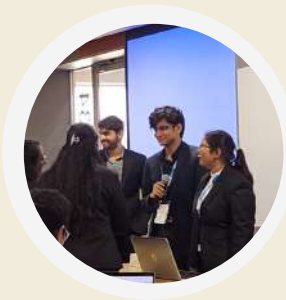
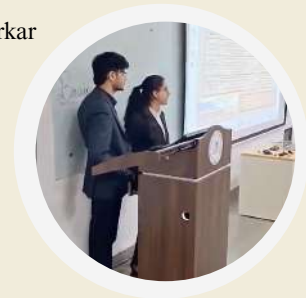
ACHIEVERS



PARTICIPATIONS AND WINNERS



Ops-Strat: Operations Challenge by Indian Institute of Management (IIM), Raipur
(Rank 4 holder out of 1406 teams)
Tathya 2.0 by Goa Institute of Management (GIM), Goa
(Rank 5 holder out of 668 teams)
Team Desk Champions: Arnab Mandal, Sejal Hans, Himanshu Bharnarkar



EkaVriti by Great Lakes Institute of Management, Gurgaon
(Participation in Finance, Operations & HR Case Study Competition)
Team Desk Champions: Arnab Mandal, Sejal Hans, Kumkum Sharma



Master's Union's Case Union by Indigold Presents FinOverse: FinTech Strategy
National Finalist, 2nd Position
Sejal Hans



EkaVriti by Great Lakes Institute of Management, Gurgaon
National Finalist, 4th Position
Team Thought Titans: Anshu Singhal, Samridhhi Sinha, Astha Agrawal

ACHIEVERS

SALE SOAR HIGHLIGHTS



TREASURED TRINKETS

Subham Minni, Anahita Matta, Simran Gangwani, Shruti Dwivedi, Ansh Srivastava, Sugandhi Gauba



TRAILBLAZERS

Utkarsh Kumar, Ankita Chhabra, Dineet Kaur, Sachit Sharma, Amritraj Paunikar, Khushi Jain, Kumkum Sharma, Muskan Jain



GLADIATOR

Garvit Sharma, Shruti Suma, Divanshi Malhotra, Achal Pandey, Ritik Arora, Vanshaj Agrawal, Komal Khandelwal, Ayushi Shukla



DOJŌ

Suryansh Khattri, Shambhavi Singh, Priyasha Soni, Vaishant SS, Sahil Siraj



PROMETHEANS

Vansh Poonia, Saryu Anand, Aishwin Ajit Shambhavi Sharma, Siddharth Rai, Deepanker, Ananya Gupta, Disha Singh



TEEVIBES

Himanshu Bhanarkar, Arnab Mandal, Sejal Hans, Shruti Girdhar, Rudra Goyal, Ronit Madan, Atharv Singh, Ishika Singh

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 - DEEKSHANYA - Convocation
 - Annual Alumni Meet
 - SOIL Premier League
 - Social Innovation Fair
 - Karma Raast
 - Himalayan Retreat
- CAMPUS**
 - Gurgaon City Campus
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YOUTUBE

LIFE AT SOIL

SOIL SCHOOL OF BUSINESS DESIGN

FLOOR NO.23 SECTOR 2, IIT MANESAR

10:42

Everything About SOIL GURGAON

Placements?

Eligibility?

Join or Not?

12:25

COLLABORATION WITH INFLUENCER

School of Inspired Leadership

Building Inspired leaders with Character Competence & Enthusiasm

Higher Education · Gurgaon · 45K followers · 2K alumni

Rudra & 56 other connections work here

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Rishiksha Krishnan · 2nd Director at Indian Institute of Management Bangalore

Last week, I had a good visit to the SOIL School of Business Design at Manesar to speak at the International Conference on "Contribution of Design Thinking and Innovation for Sustainable Management Practices and Solutions." In my ta ...see more

DIRECTOR OF IIMB AT IC SSOBD

School of Inspired Leadership

We are thrilled to share the joyous news that SOIL Institute of Management has been ... see more

SOIL Institute of Management was awarded the CII Exim Bank Business Excellence Gold Plus Award

School of Inspired Leadership

We are delighted to announce that the SOIL School of Business Design, Manesar Campus... see more

Building of Soil School of Business Design Inspired Leadership (Gurgaon, Plot No. 23, Sector 2, IIT Manesar)

Presertified Platium

School of Inspired Leadership

Celebrating the Powerhouse Women Leaders of SOIL! Our alma mater takes immense... see more

#SOILWomenInLeadership · 6 pages

Celebrating SOIL Women in Leadership

School of Inspired Leadership

SOIL recently organized an experiential learning session on Design Thinking and Social... see more

Design Thinkign and Social Innovation

LINKEDIN AT A GLANCE



WEBSITE



WEBSITE

25



LINKEDIN



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INSTAGRAM AT A GLANCE

School of Inspired Leadership is in Manesar.

Diving into the realm of #Innovation with Col. Shri Hariharan Shankar!

Our recent Design Thinking Masterclass was nothing short of an intellectual rollercoaster, featuring a powerhouse of knowledge and experience. ...see more

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School of Inspired Leadership

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SOIL Institute of Management is a top B School located in Delhi NCR. Its One Year PGPM and Two Year PGDM programs are ranked among the top management programs in India.

School of Inspired Leadership

4 Jan 2024

Reflecting on cherished memories of 2023 as we bid farewell and eagerly welcome the adventures that await in 2024. Here's to embracing new beginnings and treasuring the moments that made the past year unforgettable. #Goodbye2023 #Hello2024 #newyearmemories

GROWTH IN FRAMES
 Tracing through the Highlights of Year 2023

We Invited Leaders From Top Organisations to Inspire Young Minds

Top Leaders That Visited Our Campus in 2023

We Hosted Multiple International Level Conferences

We Explored Diversities and the 'WeKaggle' Together



CREATION SECTION

Photography



Aishwarya Sekar
Section-A



Aaruni Dwivedi
Section-D

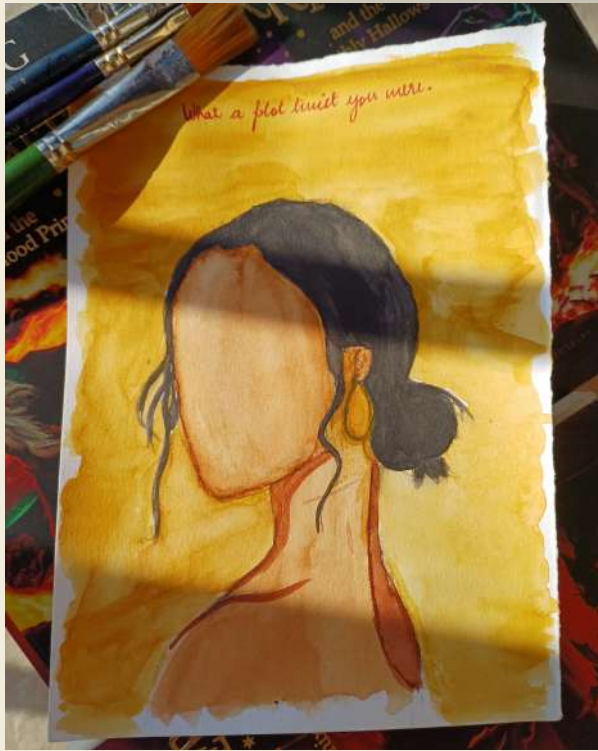


Arnab Mandal
Section-C



Parteek Sood
Section-B

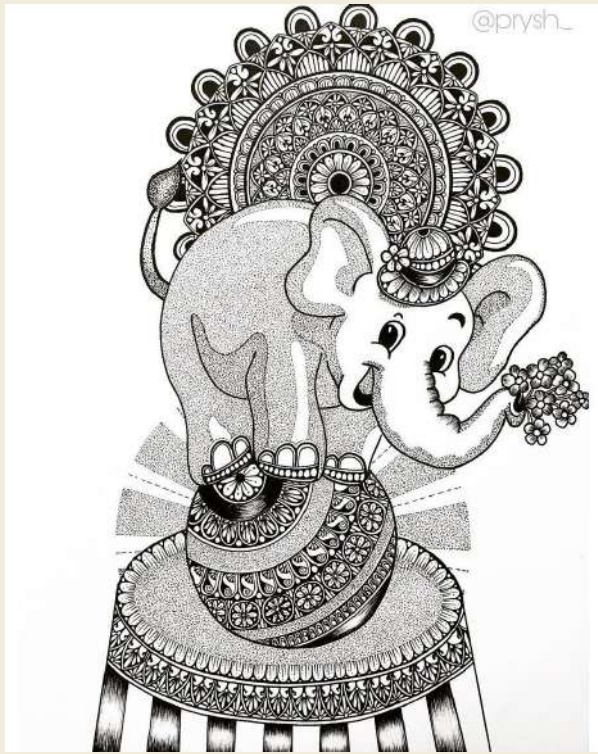
Art work



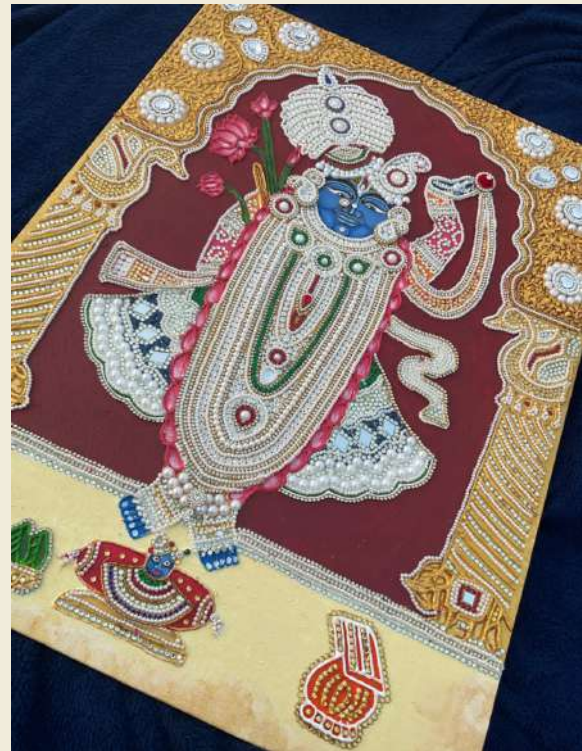
Saryu Anand
Section-E



Ritika Rajesh
Section-A



Prachi Yash
Section-A



Archie Lohiya
Section-D

More Creations

1. मां

खुद तो मटमैली हो गयी,
 मुझको चमकाने में
 खुद को बुझा लिया है
 मेरा दीया जलाने में
 मेरी बलाएं लेती
 रहती है खूब परेशा
 मेरे लिए सपने बुनती,
 काट खुद को रेशा-रेशा
 ऐसी तो इस दुनिया में बस मां ही होती है
 ओ मां! ये दुनिया रे तेरे आंचल से छोटी है
 तेरे आंचल से छोटी है ॥



Rounak Kumar
Section D

Sulagna Dey
Section B



Vansh Poonia
Section E



Sulagna Dey
Section B



Soil SCHOOL OF
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GEMENT

JANUARY 2023-25

VOLUME 2

AWARENESS

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