

# SOIL SCHOOL OF BUSINESS DESIGN

INDIA'S 1ST BUSINESS DESIGN SCHOOL

Annual Magazine, 2023

## अंकुरण



By MULTIPLIERS,  
The Batch of 2022 - 2024

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## Meet the Magazine Team (Faculty)



**Dr. R. Srinivasan**  
**(Director, 2 Year PGDM SOIL)**



**Dr. Malarvizhi. P**  
**(Dean of Academics)**



**Dr. Bidyanand Jha**  
**(Dean of Career Development  
& Strategic Affairs)**



**Dr. Manjula Srinivas**  
**(Professor and Dean -  
Student Affairs, Design  
Thinking & Social Innovation)**



**Dr. Manpreet Kaur**  
**(Associate Professor -  
Finance)**



**Mrs Shaivy Sharma**  
**(Manager- Student  
Affairs &  
International Office)**

# Meet the Magazine Team (Student)



**Mansi Goel**  
(Student Chief Editor)

Associate Student Editors :



**Ritika Sihag**  
(Cultural)



**Ruchi Sharma**  
(Cultural)



**Shwetank Rashmi**  
(Media)



**Gunsim Bhatia**  
(Design)



**Pragya Mahajan**  
(Content)



**Ishrat Kaur**  
(Content)



**Dweepanjli Jaiswal**  
(Academics)



**Aditi**  
(E Committee)



**Priyanka Kumari**  
(E Committee)



**Anandi Yadav**  
(Outreach)

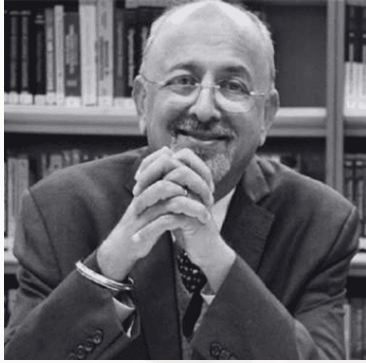


**Ariyka Sharma**  
(Outreach)

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# Leaders at SOBD



**Mr. Anil Sachdev**  
**Founder**  
**Soil School of**  
**Business Design**



**Mr. Sahil Sachdev**  
**President**  
**Soil School of**  
**Business Design**



**Dr. R. Srinivasan**  
**(Director, 2 Year PGDM)**  
**Soil School of Business Design**

## SOBD Advisory Members

Members of our advisoryboard are professionals including academicians, industry leaders, entrepreneurs, social leaders and consultants. Their combined wisdom has deepened our understanding of expectations of the Industry from the Business Schools. These members have deeply immersed themselves in creating the curriculum.



**B Muthuraman**  
Ex-Vice Chairman,  
TATA Steel



**Arun Arora**  
CEO, Dr. Shroff  
Charity Eye Hospital



**Rajeev Dubey**  
Group President (HR &  
Corporate Services) & CEO  
(After-Market Sector)



**Dr. Indira Parikh**  
Former Dean, IIM  
Ahmedabad



**Ishan Raina**  
Independent Director  
IIM Calcutta



**Dr. Harsh Mishra**  
Faculty leading  
Entrepreneurship at  
DMS IIT Delhi



**Santhosh Desai**  
MD & CEO ,  
Futurebrands India



**Savita Mahajan**  
Former Deputy Dean, Indian  
School of Business



**Dr. Vinita Sahay**  
Director at Indian  
Institute of Management,  
Bodh Gaya



**Pratik Kumar**  
CEO , Wipro Infrastructure  
Engineering



**Arun Maira**  
Ex-Member, Planning  
Commission



**Dr. Shuchi Sinha**  
Associate Professor, Indian  
Institute of Technology,  
Delhi



# SOBD Governing Board

The Soil Institute of Management is proud to have a dedicated and accomplished Governing Board to guide our institution towards excellence in education and research. Composed of highly respected leaders from various industries, the Board plays a crucial role in shaping our strategic direction and ensuring that we continue to deliver on our mission to provide world-class management education.



**Sanjay Gupta**  
Chairman, BOG - ILG



**Yogesh Andlay**  
Member - BOG



**Neera Sachdev**  
Member - BOG



**Anil Sachdev**  
Member - BOG



**Sahil Sachdev**  
Member - BOG



**Kewal Krishan Nohria**  
Member - BOG



**Arun Jain**  
Member - BOG



**Dr. Pradip Khandwalla**  
Member - BOG



**Swaminathan Dandapani**  
Member - BOG



**Dr. R. Srinivasan**  
Member Secretary - BOG



**Dr. P. Malarvizhi**  
Member - BOG



**Dr. Ranjita Gupta**  
Member - BOG

# SOIL Consortium Partners

SOIL is co-created by a group of 32 Multinational and Indian companies from across industry verticals who believe in the value proposition of creating leaders with a focus on the triple bottom line. The program is designed by and for companies to prepare the ‘manager of the future’ who can solve cross- functional, multidimensional, and complex problems, that the corporate world of today faces while continuing to focus on Ethics and Sustainability. The MBA Consortium Companies have a key involvement in the program right from the start through networking events, mentorship, workshops and finding career opportunities for students.



# Unique Experiences at SOIL



## Integrated Curriculum: Management + Design Thinking + Liberal Arts

Our cutting edge curriculum has been designed with insights and inputs from experts in the higher education space, liberal arts, management practice. Our unique and unparalleled selection of skills and values prepares the students for a successful career.



## Liberal Arts Foundation

Our students are taught to look at the business world through sociological, economic, political lenses so that they can stand out as a manager and leader. Personalised attention is given to the communication skills throughout the curriculum with a focussed writing and communication centre.

Psychology

Sociology

Literature

Philosophy

Anthropology

Negotiation



## Learn through Experiential Immersions

Our students learn best practices to tackle the work world from prominent academics and industry practitioners from around the world who train and mentor them via a plethora of experiential immersions. The weekly social innovation projects make our students more cognisant about the world.

Global Immersion Program

Social Innovation

Himalyan Retreat

Experiential Learning

Discover India

Ethics by Theatre



## Bootcamps, Simulations & Digital Modules

In today's tech enabled VUCA world, we have been at the forefront of facilitating industry relevant knowledge and practical insights to our students via simulations, masterclasses, bootcamps and digital modules. These prepare the students for the jobs of the future and ensures that with the virtue of agility they can strategise and deal with the work world better.



## A Practitioner run Curriculum

Our students aren't just taught theoretical details rather there is a major stress of ensuring that industry veterans and stalwarts visit the classrooms and enrich the classroom experiences. Our courses on supply chain, digital marketing, design thinking to name a few focus on hands-on practitioner run dissemination of content for students.



# SOIL Specializations Offered



## Marketing

SOIL is known for its unique marketing curriculum & pedagogy which is drafted with inputs from senior industry leaders, and is reviewed twice a year keeping in their continuous feedback. Students get a 360-degree view of marketing, right from marketing fundamentals to digital innovation, from strategy to brand management, from advertising to media management. SOIL extensively believes in and follows the case-method of learning, as a result of which our students not only develop a strong grounding in theory, but also learn their applications in day-to-day business operations.



## Finance

The Finance track at SOIL is designed with inputs from senior industry leaders and academicians who have practiced in the field for over 20 years. With the finest faculty teaching nuances of finance, SOIL ensures that its students become valued professionals across industry requirements. On finishing this specialization, students typically take up positions such as Finance Manager, Investment Banking Analysts, Wealth Managers and Portfolio Managers to name a few.



## Analytics

SOIL has always believed in providing its students with the latest and best in class education. In keeping with the current relevance of Analytics in business decision making, SOIL had introduced specialization in Data Analytics. After finishing the specialization, students are capable of assuming positions such as Big Data Analysts, Market Research Managers, Business Intelligence Managers etc.



## Human Resources

SOIL's HR specialization helps develop a seasoned and analytical understanding of human behavior in organizations. Being a leading name in the HR and leadership development consulting space, SOIL ensures that its students receive nothing but the best through our hand-picked faculty members and carefully designed curriculum. Students typically take up positions such as HR Generalists, HR Specialists, HR Consultants, Organizational Development Managers etc.



## About SOBD

SOIL Institute of Management was established in 2008 when top executives of several corporations and spiritual thinkers got together to address the most difficult challenge of changing the reality of our current times, for a better tomorrow. SOIL was co-created by 32 leading companies and supported by 25 NGOs with the aim to build Leaders with character, competence and enthusiasm. We believe that businesses, in course of their routine operations can create social good, ecological balance, holistic development and healthy international relations if they choose to act in inspired ways. Our learning methodology can inculcate inspired thinking and consequently inspired actions in the business leaders of the future who will contribute to the triple bottom line of social wellbeing, ecological sustainability, and shareholder.



## SOIL SOBD Values (Pillars)

Mindfulness, Sustainability, Compassion, Diversity & Ethics

## SOBD Vision

To develop leaders who are fully “aware”, deeply “care” and continuously “dare” to create innovation that makes our world better

## SOBD Mission

To deliver a transformational PGDM that enables students to work for “human-centred innovation” based on an interdisciplinary curriculum that combines liberal arts, design thinking and management education

## SOBD Team (Teaching Staff)


Full Name	Designation
Dr. R. Srinivasan	Director and Professor
Dr. Malarvizhi P.	Dean of Academics and Professor - Finance & Accounting
Dr. Manjula Srinivas	Dean - Student Affairs, Design Thinking & Social Innovation and Professor - Communications
Dr. Bidyanand Jha	Dean of Career Development & Strategic Affairs and Professor - Marketing
Dr. Vidya Iyer	Former Director and Professor - HR
Dr. Narendra Singh Chaudhary	Associate Professor - HR
Dr. Ranjita Gupta	Associate Professor - Marketing
Dr. Archana Mahamuni	Assistant Professor (Senior Grade) - Marketing
Dr. Manpreet Kaur	Associate Professor - Finance
Dr. Samiran Jana Sir	Associate Professor - Finance
Chandan Jha	Assistant Professor - Operations
Dr. Mohd. Naved	Associate Professor - Analytics
Dr. Navin C Rao	Professor of Practice
Dr. Shankar Iyer	Director - Academic Operations





# Batch Profile 2022-2024

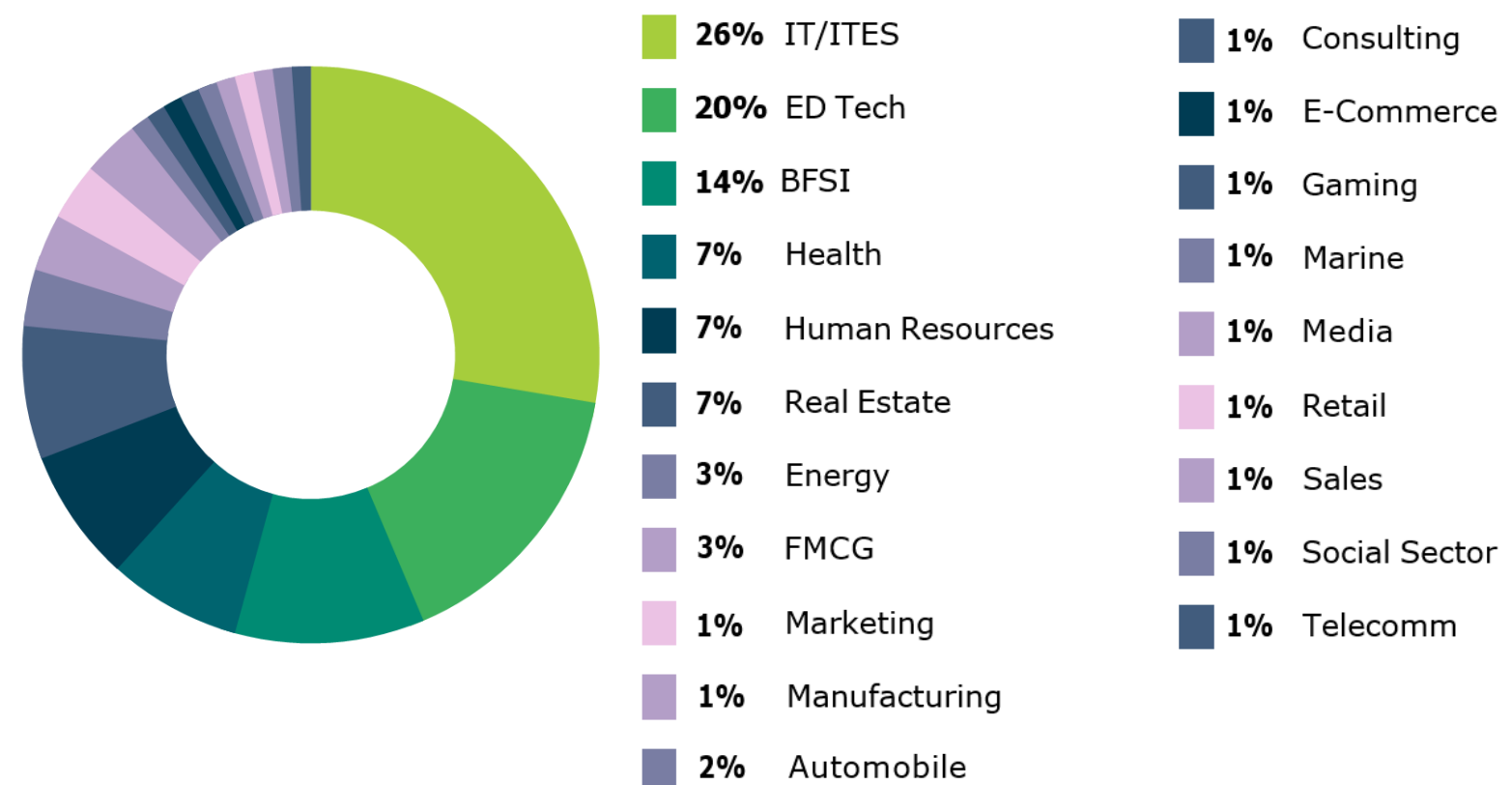
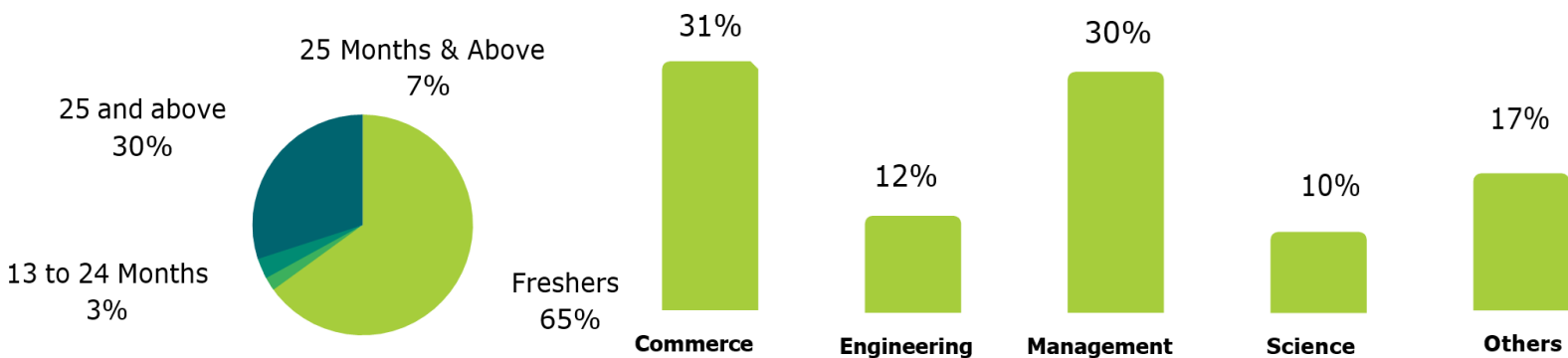
 **202**  
Total Strength

 **58:42**  
Male : Female Ratio

 **1.25 Yrs**  
Average Work Exp.

 **62+**  
Organizations Represented

 **20**  
Background - States Represented





# Meet our Career Management Services Team

Soil SCHOOL OF BUSINESS DESIGN



**DR. BIDYANAND JHA**  
(Dean Career Development & Strategic Affairs)



**PRATEEK SAXENA**  
(Assistant Director - SOIL)



**ERA SOOD**  
(Associate Director - CMS)



**NEERJA UPADHYAY**  
(Assistant Director - Brand Building & Career Services)



**SACHIN KUMAR**  
(Associate CMS Placement Officer)



**HEM UPADHYAY**  
(Associate CMS Placement Officer)



**Ankita**  
(Chanakya)



**Arushi Gupta**  
(Chanakya)



**Ginni Kumar**  
(Ashoka)



**Manisha Bhardwaj**  
(Ashoka)



**Sahil Sharma**  
(Ashoka)



**Sakshi Vijay**  
(Ashoka)



**Vasundra Vashishth**  
(Chanakya)



**Vranda Narang**  
(Ashoka)



**Sanchit Chandra**  
(Chanakya)

The Placement Committee plays a pivotal role in facilitating the smooth transition of PGDM students from academia to the professional world, significantly improving their employability and career prospects. Their contributions are diverse and vital to the success of the placement process. Through effective industry engagement, the committee establishes and nurtures strong connections with various industries and corporate partners, creating avenues for job opportunities and internships for students. Networking events, guest lectures, and industry visits bridge the gap between students and potential employers.

The committee actively focuses on students' skill development through workshops, training sessions, and mock interviews, ensuring they are well-prepared for the recruitment process. Soft skills, aptitude tests, and interview techniques are honed to boost students' confidence. Organizing on-campus and off-campus placement drives is another key responsibility, with the committee coordinating with companies, scheduling interviews, and ensuring a seamless recruitment experience.

Moreover, the committee assists in facilitating summer internships, providing students with valuable industry exposure and practical experience. Leveraging the alumni network, the committee creates potential job openings and mentorship opportunities for current students, further enhancing their career prospects.

Career guidance provided by the committee offers personalized counseling, understanding individual aspirations, and helping students choose the right career path. Maintaining a comprehensive database of student profiles, job openings, and placement statistics allows them to track and evaluate the placement progress effectively.



**Aayush Birla**  
(Maurya)



**Manvi Shaw**  
(Prithviraj)



**Randhir Singh Thakur**  
(Maurya)



**Neha Gangwar**  
(Shivaji)



**Nallam Jaya Amruth**  
(Shivaji)



**Saumya Gaur**  
(Shivaji)



**Sahitya Shivhare**  
(Shivaji)



**Sanya Arora**  
(Prithviraj)



**Kabir Ahmed**  
(Shivaji)



**Shaurya Babbar**  
(Prithviraj)



**Tanmay Saxena**  
(Prithviraj)





**Arnav Bajaj**  
(Shivaji)



**Anisha**  
(Prithviraj)



**Niketa Mittal**  
(Prithviraj)



**Nishant Dhanuka**  
(Shivaji)



**Priya Tripathi**  
(Prithviraj)



**Saksham Suneja**  
(Maurya)



**Priyanka Kumari**  
(Rudrama)



**Sanskriti Saxena**  
(Maurya)

As students pursuing MBA degrees, our passion for creating connections and fostering relationships was greatly amplified by our involvement in the Alcom committee at Soil School of Business Design. As alumni coordinators, we have been presented with abundant opportunities to nurture our personal and professional growth, while working closely with other committee members and engaging with esteemed alumni.

One of the most significant aspects of our experience on the Alcom committee has been the substantial enhancement of our leadership abilities. Leading diverse teams of individuals, each bringing their own unique skills and perspectives, has taught us invaluable lessons in successful management and effective organization towards shared objectives. The experience has sharpened our decision-making skills, honed our ability to delegate responsibilities efficiently, and provided us with insights on creating a harmonious and productive team environment.

Moreover, the Alcom Committee has played a pivotal role in expanding our professional networks. Interacting with seasoned professionals from various fields during alumni gatherings, workshops, and mentoring initiatives has enriched our contact lists, granting us access to a wealth of knowledge about diverse career pathways. This has not only opened doors to numerous employment prospects but has also created avenues for exciting team projects and collaborations.

Being alumni coordinators has also been instrumental in refining our interpersonal and communication abilities. Constantly engaging with alumni, both in-person and through digital platforms, has nurtured our proficiency in effectively conveying information, forging meaningful connections, and skillfully resolving disputes. These enhanced abilities have translated into improved overall efficiency as team players and leaders, positioning us favorably in any professional setting.



# PLACEMENT STATISTICS 2022



HIGHEST CTC OFFERED



AVERAGE CTC OFFERED

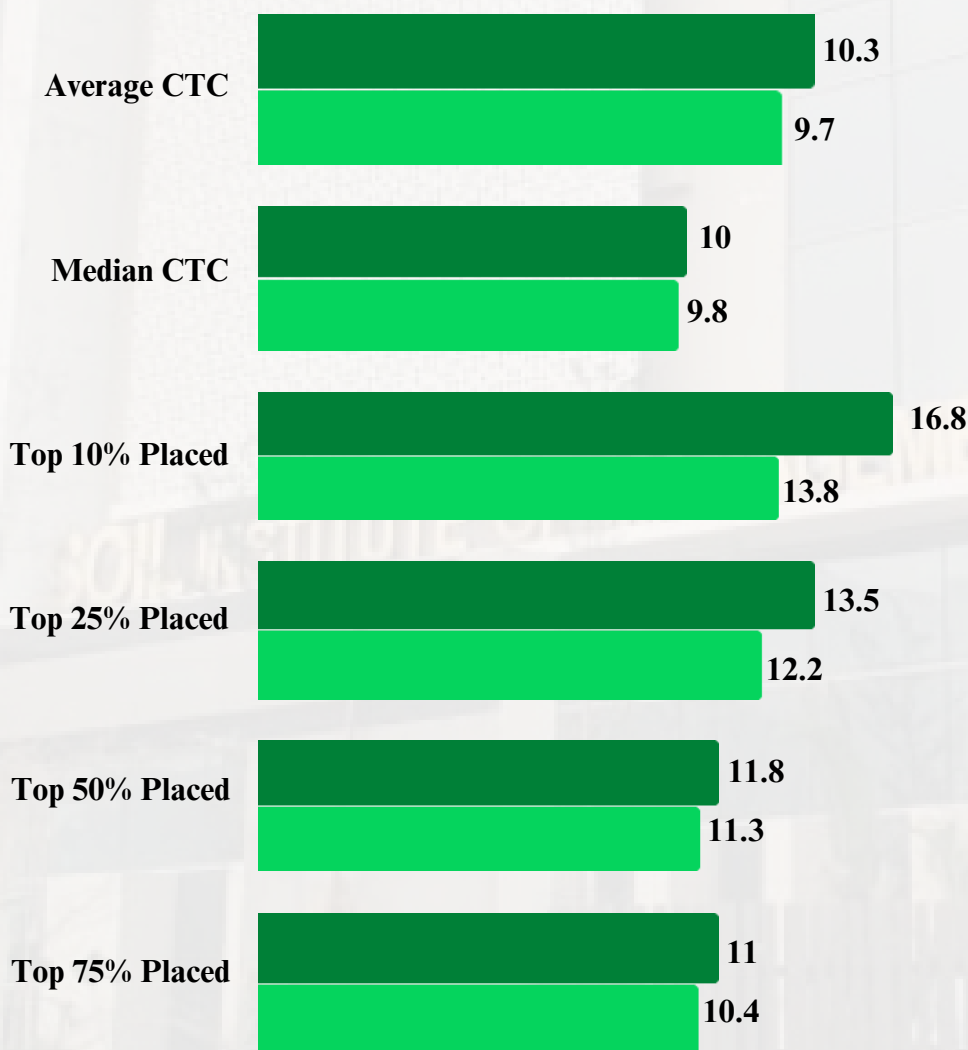


NO. OF FIRMS PARTICIPATING



MEDIAN CTC OFFERED

At SOIL, students' diversity provides incredible opportunities for learning and collaboration. The students are handpicked through our extensive admissions process to assemble a class of people with passion and zeal.



2023  
2022  
(All figure in Lakhs Per Annum)

2023 vs 2022 CTC Comparison



## Companies on Campus

SOBD has consistently been able to attract top recruiters from different industries to its campus. Some of the top recruiters who have hired students from SOBD are Accenture, Narayana Health, Mirai JMAC, Infosys, HCL, Cognizant, Axis Bank, HSBC Bank, Mahindra and Mahindra, Ozone Pharmaceutical, Tech Mahindra, Wipro, Z1 Media, etc. These companies offer excellent career growth opportunities to students and have a reputation for providing a healthy work environment.



**01. Finance:**  
HSBC Bank, Wipro, HDFC Bank, Genpact, Cognizant, Fullerton, Axis Bank



**02. HR**  
Mahindra & Mahindra, Hero Moto Corp, Hono AI, Genpact, Spark Minda



**03. Marketing**  
Regalo Kitchens, Tech Mahindra, Zomato, Aditya Birla Sunlife, Anant Group, Ozone Pharmaceutical.



**04. Analytics**  
Infosys, Happiest Minds, Zimyo Consulting, HDFC Bank

## Function wise Participation

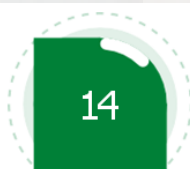
The batch of 2023 demonstrated outstanding performance, securing placements in various functions, such as consulting, analytics, marketing, business development, finance, and HR. Our institution's commitment to providing students with a comprehensive and rigorous education has yielded excellent results, with consulting being the most popular function at 31%, followed by analytics at 21%.

We would like to thank our faculty and staff for their dedication and hard work in shaping our students futures.

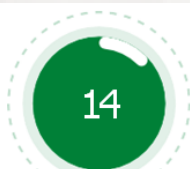
## Sector wise Participation



IT & ITES



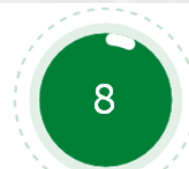
Automotive



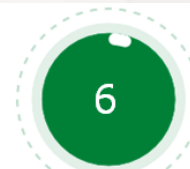
BFSI



Consulting



Insurance



Research & Consulting



Ad Tech.



BPO



Healthcare



Construction



Electrical Equipment



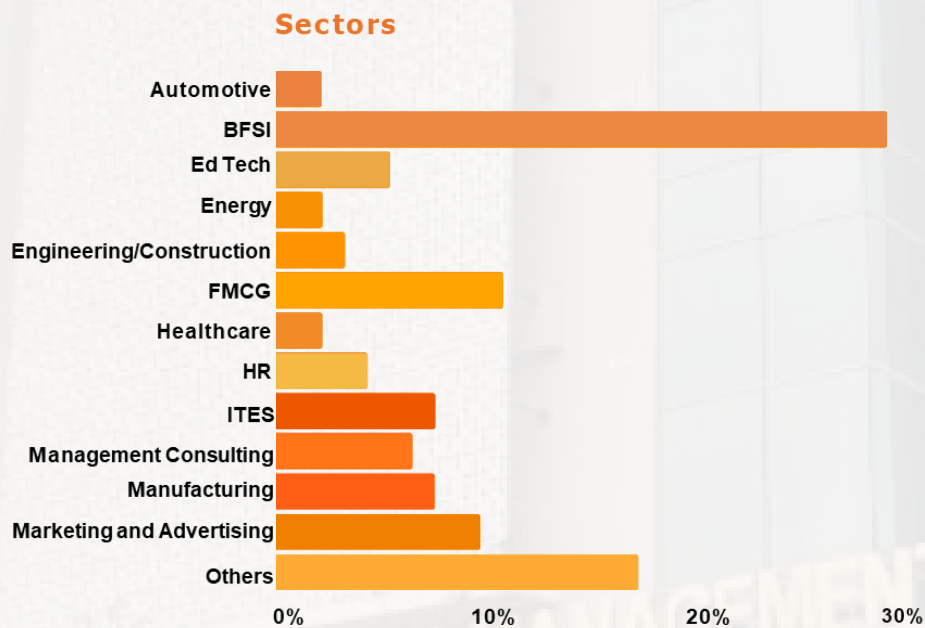
Entertainment

# Summer Internships 2022-23

Our PGDM candidates have been able to secure meaningful internship positions, thanks to the personalized assistance provided by the CMS, faculty, peers, and alumni network. The summer internship process saw participation from 88 leading companies across various industries and domains. This report highlights the key takeaways and insights from the program.

## Season Highlights

<b>80 K</b> Highest Stipend offered	<b>13 K - 15 K</b> Average Stipend offered	<b>100 %</b> Overall Internship Projects
<b>43</b> No. of Industries Participated	<b>88</b> No. of companies visited	<b>15</b> Minimum Opportunities per Student



## Company Participation

Some of the marquee companies that participated in the SOIL 2 Year PGDM Internship process are given below.



## Student Bodies at SOBD

### Student Council 2021 - 2023

Students are represented by the Student Council. To improve the batch's performance standards, they organise and prepare activities and events.

Additionally, they serve as a conduit for communicating the needs and interests of students to administration and vice versa. All students may vote or mutually agree to elect or appoint members of the Student Council, subject to the institute's approval. The Council's goal is to actively involve students and motivate them to contribute enthusiastically in order to create a vibrant and active community.



**Sidhdharth Raju**  
[President]



**Saumya Gupta**  
[Treasurer]



**Amit**  
[Treasurer]



**Anushka Sharma**  
[Secretary]



**Rohit Singh**  
[Secretary]



**Minakshi Chatterjee**  
[Public Relations]



**Gunjit Singh**  
[Public Relations]

The Student Council in a PGDM college plays a crucial role in representing the student body and advocating for their interests and needs. The Student Council serves as the voice of the students, fostering a vibrant and inclusive campus environment. The importance of the Student Council lies in its ability to act as a liaison between the students, faculty, and administration. It works to address concerns, suggestions, and grievances raised by students, ensuring their opinions are heard and considered in decision-making processes.

Additionally, the Student Council organizes various events, academic and non-academic, to enhance students' overall college experience. They collaborate with clubs, societies, and committees to promote extracurricular activities, cultural events, and workshops that enrich students' personal and professional growth.

Furthermore, the Council fosters a sense of community by encouraging student engagement and participation in college activities. By promoting unity and teamwork, it helps create a supportive environment where students can thrive.

Ultimately, the Student Council plays a vital role in shaping the college culture, fostering leadership qualities among students, and ensuring the overall well-being and satisfaction of the student community.



**Sonu Raj**  
[President]



**Aditi Saxena**  
[Vice President]



**Hrishikesh Desai**  
[Treasurer]



**Devansh Jalan**  
[Secretary]  
Internal Affairs  
(Academics)



**Vanshikha Agarwal**  
[Secretary]  
Internal Affairs  
(Academics)



**Esha Aggarwal**  
[Secretary]  
External Affairs)



**Harshita Singhal**  
[Secretary]  
Internal Affairs  
(Non Academics)

Being the President of the Student Council at the Soil School of Business Design has been an immensely influential experience that has positively impacted my personal and professional growth in several ways. In terms of leadership development, holding this position has allowed me to cultivate and refine my leadership skills. Leading the student council has given me hands-on experience in decision-making, team management, and problem-solving, enabling me to effectively guide and inspire others.

Moreover, being a position holder has expanded my network and provided me with valuable connections. Through interactions with faculty, administration, and industry professionals, I have established meaningful relationships that offer mentorship, industry insights, and potential career opportunities.

Additionally, this role has provided me with the platform to advocate for student interests and represent their needs to the faculty and administration. It has empowered me to voice concerns, propose improvements, and work towards enhancing the overall student experience.

Lastly, being in a position of responsibility has contributed to my personal growth. It has challenged me to step out of my comfort zone, take on new responsibilities, and develop essential skills such as time management, organization, and adaptability.

Overall, being the President of the Student Council has been a significant catalyst for my growth and development. It has provided me with invaluable experiences, enhanced my leadership skills, expanded my network, improved my communication abilities, allowed me to advocate for student needs, and fostered personal growth. These experiences will undoubtedly shape my future success in both personal and professional pursuits, equipping me with the skills and qualities necessary to excel in leadership roles.

**Sonu Raj** (President , Student Council 2022 - 2024



## 1) CULTURAL CLUB



**Vedant Mehta**  
(President)



**Shriya Jadia**  
(Vice President)



**Anushka Malasi**  
(Secretary)



**Divyanshi Gupta**  
(Treasurer)

### Executive Members

- Aditi
- Drishti Srivastava
- Ritika Sihag
- Aryan Pratap Singh
- Arpita Nayak
- Devyanshi Odak
- Puja Jain

### Team Outreach

- Gaurav Gupta
- Satish Patel
- Shwetank Rashmi

### Events Covered:

**Freedom of Fear:** An event to conquer fears and step out of comfort zones, led by Founder Mr. Anil Sachdeva. Students showcased their talents for the first time, achieving remarkable success.

**Parents Day:** Expressing love and gratitude to parents through heartwarming dance performances. A poignant Nukkad Natak shed light on the plight of elderly parents in old age homes, emphasizing the significance of familial care.

Cultural clubs in college foster inclusivity, promote awareness of diverse perspectives, and enrich students' experiences through events and discussions. Being a committee member provides valuable leadership and interpersonal skills, boosting personal and professional growth. As a club president, I honed my leadership abilities by organizing successful events, boosting confidence. Embracing diverse cultures enhanced my understanding, promoting inclusivity and respect for different viewpoints.

**Vedant Mehta (President - Cultural Club)**

## 2) DESIGN THINKING CLUB



Soil SCHOOL OF BUSINESS DESIGN



**Twinkle Verma**  
(President)



**Ram Soni**  
(Vice President)



**Yash Agarwal**  
(Secretary)



**Himani Kokate**  
(Treasurer)

### Executive member

- Kabir Ahmed
- Ayush Shukla
- Sejal Taneja
- Nishita Chauhan
- Krishnpal Singh
- Akshat Silakari
- Kashish Goel
- Ariyka Sharma

### Events Covered:

Design Management Workshop by Ms. Rashmi Malik: Interactive role-playing with teams as Starbucks, Chayooos, and customers, exploring design concepts creatively.

Design Thinking Workshop by Mr. Vijay Ghei: Focused on "Social Impact of Design Thinking" with an emphasis on identifying and fulfilling needs.

As President of the Design Thinking club during my MBA journey, I've led impactful initiatives, fostering creativity and innovation. Join us to expand your skill set, collaborate, gain hands-on experience, and make a meaningful impact. Here are a few reasons why you should be a part of our club and actively participate in college events:

1. Expand Your Skill Set
2. Foster Collaboration and Networking
3. Hands-on Experience
4. Make a Meaningful Impact
5. Personal and Professional Growth

Together, let's create positive change and shape a better future. Be part of the busiest club, "Design Thinking Club," and unleash your potential!

**Twinkle Verma (President - Design Thinking Club)**



### 3) ENTREPRENEURSHIP CLUB



Soil SCHOOL OF BUSINESS DESIGN



**Khush Banthia**  
(President)



**Anshika Singh**  
(Vice President)



**Saumya Srivastava**  
(Secretary)



**Kunal Sharma**  
(Treasurer)

#### Executive members

- Aman Kumar
- Anandi Yadav
- Aardhya Bhargava
- Ariyka Sharma
- Dhruv Gupta
- Dipesh Bansal
- Neeraj Patidar
- Niketa Mittal
- Pranjal Choudhary
- Pratik Srivastav
- Raghav Khandelwal
- Sushant Ambaradar
- Yash Singhal

"Entrepreneurship revolves around embracing risks and pursuing innovative ventures that no one else has attempted. This skill empowered me to establish a profitable startup and attract numerous clients in an unfamiliar city, even without any prior connections.

Holding a position has enhanced my sense of responsibility and commitment, fostering a greater ownership of my duties.

The Entrepreneurship club played a pivotal role in supporting a multitude of events throughout the year, securing the highest number of sponsors. In addition to organizing club-specific activities, we also collaborated with other academies, enabling us to forge valuable connections, enhance our communication skills, and acquire a wealth of knowledge. Ultimately, these experiences contributed to increased self-confidence and expertise.

Undoubtedly, the ability to embrace risks, take on responsibilities, and exercise authority are the three fundamental qualities I acquired through my involvement in this club.

**Khush Banthia (President - Entrepreneurship Club)**

## 4) FINANCE CLUB



Soil SCHOOL OF BUSINESS DESIGN



**Akarsh Tayal**  
(President)



**Kritika Gambhir**  
(Vice President)



**Jeshwant Makarla**  
(Secretary)



**Ankit Kumar**  
(Treasurer)

### Executive member

- **Gunsim Bhatia**
- **Ravinder Kaur**
- **Paavan Sakhuja**
- **Neeraj Patidar**
- **Abhishek Goyal**
- **Ishrat Kaur**
- **Neha Chugh**

### Events covered:

Recently we successfully organized a stall (food mania) to create a buzz for the Diwali Mela.  
Bringing sponsorships for the Diwali Mela.  
Establishing stalls for the Diwali Mela.

Every position comes with responsibility and being a President of the Finance Club has not only made me responsible but has also evolved me as a person. The club was created with the intention of improving students' financial literacy through a variety of activities, events, and knowledge-sharing meetings. A student-led effort to promote a mindset for finance is the Finance Club. Developing ability to take one's own decisions and place them in appropriate professional framework is one thing that fellow students can look for being a position holder. A message to the juniors would be simple, try to be yourself as; the most valuable lessons come from discovering the inner you. Be participative as it will give you a chance to learn about yourself and the professional world. Embrace each occasion with a smile on your face.

**Akarsh Tyal (President - Finance Club)**



## 5) MARKETING CLUB



**Manav Didwani**  
(President)



**Muskan Mittal**  
(Vice President)



**Dhanshree Lakkad**  
(Secretary)



**Rohan Sharma**  
(Treasurer)

### Executive Member

- **Aditya Solanki**
- **Aman Kumar**
- **Bhavika Chandwani**
- **Drishti Srivastava**
- **Nishita Chauhan**
- **Piyush Dubey**
- **Shimona Arya**

The marketing club fosters individual growth and student development, providing hands-on experience in marketing practices, encouraging collaboration, and innovative thinking. As Vice President, I honed leadership, team management, and project coordination skills, while networking with industry professionals. Joining the club nurtures creativity, improves communication, and fosters adaptability, preparing you for a successful future. Embrace this unique platform for growth, practical experience, and lifelong connections. Discover countless opportunities to thrive in both personal and professional endeavors. To all juniors considering joining the marketing club and participating in college events, I encourage you to take this opportunity. It is a unique platform to nurture your passion, develop essential skills, and shape a successful future. By joining the club, you will gain practical experience, learn from industry experts, and form lifelong connections. It's a journey of growth, discovery, and countless opportunities that will benefit you in your personal and professional endeavors.

**Muskan Mittal (Vice President - Marketing Club)**

## 6) SOCIAL INNOVATION CLUB



Soil SCHOOL OF BUSINESS DESIGN



**Abhimanyu Roy**  
(President)



**Manisha Kaushik**  
(Vice President)



**Gadadhasu Naga Kishore**  
(Secretary)



**Rhitwik Bijoy Bordoloi**  
(Treasurer)

### Executive Members

- Sakshi Shree
- Deepmala Samanta
- Sahil Gulati
- Satish Patel
- Rohit Kumar
- Sanskriti Saxena
- Shivam
- Kajal Goyal
- Shambhavi Singh

The social innovation club holds immense importance within our college community. It serves as a platform for students to channel their creativity, passion, and problem-solving abilities towards addressing societal challenges. By fostering a culture of innovation, the club encourages critical thinking, empathy, and social consciousness among its members. It also provides a space for students to collaborate across disciplines and leverage their unique skills for the greater good.

Being part of this club teaches several valuable qualities. It nurtures resilience, as social innovation often involves facing complex and systemic issues. It cultivates adaptability, as we learn to navigate uncertain environments and find creative solutions. It fosters empathy, as we strive to understand the needs and perspectives of marginalized communities. Lastly, it instils a sense of purpose and a commitment to making a positive impact in the world.

Being the president of the social innovation club has been an incredibly rewarding experience. It has provided me with numerous opportunities for personal growth and development. Firstly, being in a leadership role has enhanced my organizational and communication skills. Coordinating club activities, collaborating with members, and managing events have honed my ability to work effectively with diverse teams. Additionally, it has expanded my network, allowing me to connect with like-minded individuals passionate about social change.

**Abhimanyu Roy (President - Social Innovation Club)**

## 7) SOCIAL MEDIA CLUB



Soil SCHOOL OF BUSINESS DESIGN



**Nitin Sharma**  
(President)



**Pritam Roy**  
(Vice-President)



**Sumanth Bodugu**  
Secretary



**Sanjana Nagpal**  
Treasurer

### Executive Members

- Shwetank Rashmi
- Tushar Srivastav
- Gunsim Bhatia
- Arpita Nayak
- Akansha Kumari
- Ishika Ratnam
- Aditi
- Deepmala Samanta
- Neha Chugh
- Bhavika Chandwani
- Priya Tripathi
- Isha Sharma
- Chirag Gupta
- Sushant ambardar

Our Page - [https://instagram.com/sobd\\_media\\_team?igshid=YmMyMTA2M2Y=](https://instagram.com/sobd_media_team?igshid=YmMyMTA2M2Y=)

### Events covered-

- 1- Freedom of fear
- 2- SPL (soil premier league)
- 3- Republic Day
- 4- Winter Carnival
- 5- Parents day
- 6- Food stalls coverage reels

As the President of the Social Media Team, I have learned that active engagement on social media opens up a world of opportunities for networking, personal growth, and professional development. By participating in exciting events and leveraging club resources, we create a vibrant community that drives positive change and fosters connections with experts and professionals.

Through our club, members have the chance to showcase their talents, improve their communication and collaboration skills, and hone their critical thinking abilities. It's a platform where MBA aspirants can connect, research, and build their personal brand, ultimately aiding them in their future careers.

Leading the Social Media Team has allowed me to develop essential leadership skills and invaluable connections for my own future career growth. I encourage everyone to embrace the power of social media, as it is a powerful tool for making a significant impact in the digital world and beyond. Let's continue to make a difference together and create a thriving community of like-minded individuals striving for success.



## 8) SPORTS CLUB



**Priyank Gautam**  
(President)



**Siddhant Pandey**  
(Vice President)



**Namisha Shukla**  
(Secretary)



**Naman Chugh**  
(Treasurer)

### Coordinators

- Dipesh Bansal
- Prateek Gupta
- Rohan Verma
- Paavan Sakhuja
- Gaurav Gupta

### Team Outreach

- Subham Mishra
- Shivam Pruthi
- Abhishek Goyal
- Pranjal Choudhary
- Siddhant Sharma
- Shreshthi Chordia

### Events Covered:

#### 10th SOIL PREMIER LEAGUE (SPL)

The 10th SOIL Premier League (SPL) took place on December 11, 2022, at Tau DeviLal Sports Complex in Gurugram, organized by the SOIL Sports club. Students from various SOIL batches participated enthusiastically in the Cricket event.

As the President of the SOBD Sports Club, my journey has been a thrilling roller coaster ride, providing me with both privileges and invaluable learning experiences. Managing a sports' club has allowed me to develop strong leadership skills, expand my network, enhance problem-solving abilities, and foster a deep sense of teamwork – qualities that are essential for success in any career path.

The Sports Club, often underrated, has been a treasure trove of invaluable lessons such as perseverance, empathy, and facing challenges head-on. It has been a platform where champions are built, and members have the opportunity to unleash their full potential.

Beyond the realm of competition, sports play a vital role in enriching life by promoting physical fitness, preventing diseases, and instilling crucial life lessons like cooperation and sportsmanship. Engaging in college sports offers unique experiences, fosters lasting relationships, and creates memories that shape one's future in a profound way.

**Priyank Gautam (President - Sports Club)**



## 9) TOASTMASTER'S CLUB



**Payal Singh**  
(President)



**Manik Gupta**  
(Vice President)



**Ankit Dubey**  
(Secretary)



**Harshil Saraogi**  
(Treasurer)

### Executive Members

- **Akansha Kumari**
- **Chirag Gupta**
- **Harshita Negi**
- **Sudhanshu Saxena**

### Event Organized

1. **Big Fat Lie**—Participants share three statements (two truths, one lie) about themselves in given situations, and the audience guesses the false statement.
2. **Debate Competition**—A spirited exchange of ideas, challenging perspectives, and persuasive arguments in a debate competition.
3. **AI Week 1/AI Week 2**—Exploring advanced AI techniques and their practical implementation for the Toastmaster's tasks this week.
4. **Case Study Competition**—Case Study Competition: Participants showcase their problem-solving skills by analyzing real-world scenarios in a competitive setting.

Being a position holder in the Toastmasters club has been immensely beneficial to my personal and professional growth. Serving in a leadership role within the club has allowed me to develop and strengthen my leadership skills. As a position holder, I have had numerous opportunities to speak in front of an audience, deliver speeches, and conduct meetings. These experiences have significantly enhanced my public speaking abilities and have been transformative experiences.

**Payal Singh (President - Toastmasters Club)**

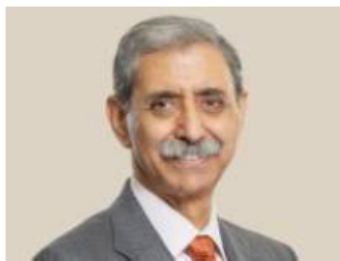
## Orientation Program at Soil School of Business Design, PGDM 2022-2024

The Soil PGDM Orientation Program is a two-weeklong initiative aimed at introducing new students to the academic and cultural environment of the institution. The program covers a wide range of themes and activities, providing students with a holistic learning experience that goes beyond traditional classroom learning. On the first day of the program, students met at the School of Business Design (SOBD) and participated in a general introduction session. The second day was focused on exploring design thinking, and Vijay Ghei, a design thinking expert, took a session to familiarize students with this approach. The third day was themed around creativity, and students were involved in a range of creative activities throughout the day. The fourth day was dedicated to compassion, and students were given a session on NGO expert talk to gain insight into the work that goes on behind the scenes.

This was followed by a session on "Make Your Healthy Food" and a movie-making session where students presented their movie-making skills on social issues. The fifth day was focused on health and wellness, and students were given sessions on human values, life happiness, storytelling, and personal well-being. During the second week of the program, students were formally introduced to the academic curriculum and given an overview of the various courses and programs offered by the institution. The program ended with a summary of the key takeaways and a recognition of some of the top speakers who contributed to the success of the orientation program. Overall, the Soil PGDM Orientation Program provides students with a comprehensive introduction to the academic and cultural environment of the institution, and helps them to develop the skills required.



**Mr. Vijay Ghei**  
Design Thinking Expert



**Mr. Rakesh Jinsi**  
President of SOS  
Children's Village of  
India



**Dr. Pragati Paul**  
Jamia Milia Islamia:  
Workshop on Theatre  
Arts "KIRDAAR"



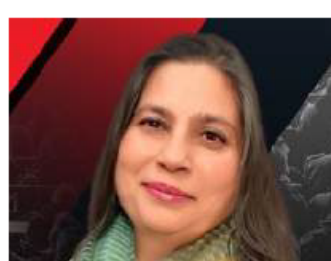
**Mr. Harsh Madan**  
Vice President HR at  
Neolite ZKW  
Lighting



**Mr. Rohit Gandhi**  
Sr. Key Account Manager  
at ZingHR



**Mr. Vipul Sabharwal**  
Managing Director,  
Luminous Power  
Technologies (P) Ltd,



**Ms. Arti Chaudhry**  
Consultant DEI and  
External Member IC for  
Prevention of Sexual  
Harassment (POSH):



**Ms. Susie Roy**  
Session on "Personal  
Well Being: Physical,  
Emotional and Mental-  
Yoga and Meditation".





## DAY 1

The orientation for SSOBD 2022-2024 batch began on the 13th of June, 2022. This marked the beginning of what we can call a glorious spell for the students of SOBD. The day began with “Morning Circle” followed by a welcome speech by the Director of our institution, Dr.Vidya Iyer. The next event was conducted by the Founder of SOIL, Mr.Anil Sachdev. He talked about his vision for the endeavour that he has taken and how it came into existence.

## DAY 2

On the second day the students were exposed to Design Thinking workshop taken by Mr.Vijay Ghei. Mr.Ghei introduced the concept of “human centered problem solving” skills which had to be feasible, easily accessible, and easy to use for the customers it was being made for. Mr.Ghei took sessions which challenged the students mindset and helped them dig a bit deeper into their hidden skills and potentials.



## DAY 3

The third day awaited activities like "Find your faculty", "Create a narrative" , and "Make a bridge". In this activity the institution emphasized on team building spirit of students by asking them to make a bridge with newspapers and tape. Students were even awarded with little token of love for their efforts and how they came up with innovative ideas in such a short notice.

## DAY 4

The first session was taken by Dr.Shalini Gulati from Noida Deaf Society. She by her words, her little gestures in sign language, her inspirational experiences helped the students realize how important it is to not just be managers but equally important to strive to create a difference in the society.

The last activity for the day was “Make a Movie” on a social cause. This was a very interesting part to see as students have given their extraordinary efforts into making a documentaries on social issue.





## DAY 5

The fifth day was devoted to the theme of health and wellness. The day began with yoga session by Ms. Susie Roy from USA who interacted with the students about the benefits of yoga, healthy food, and lifestyle changes etc. The second session was conducted by Swami Prakarshanandji from Chinmaya Mission who deliberated on the importance of human values and life happiness.

## DAY 6

Entering the second week of orientation students walked into the core of the PGDM Programme with a tremendously insightful session with the Professor of Marketing Prof. Atindra Nath Bhattacharya with a Case-Study Workshop. The workshop helped the students understand how the next two years were going to proceed in terms of case analysis, drawing inferences from the business strategies and giving solutions as to how things can be solved for the betterment of the society.

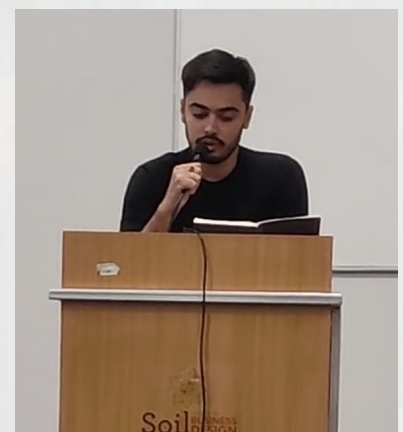


## DAY 7

This day awaited two very exciting events: Nukkad Natak and Social Innovation. The next session was taken by Dr. Pragati Paul, who took a workshop on Theatre for students. The students gave their best shot when it came to script writing, preparing a drama, coordinating, organizing, and performing. Some teams even worked on their costume and performed well.

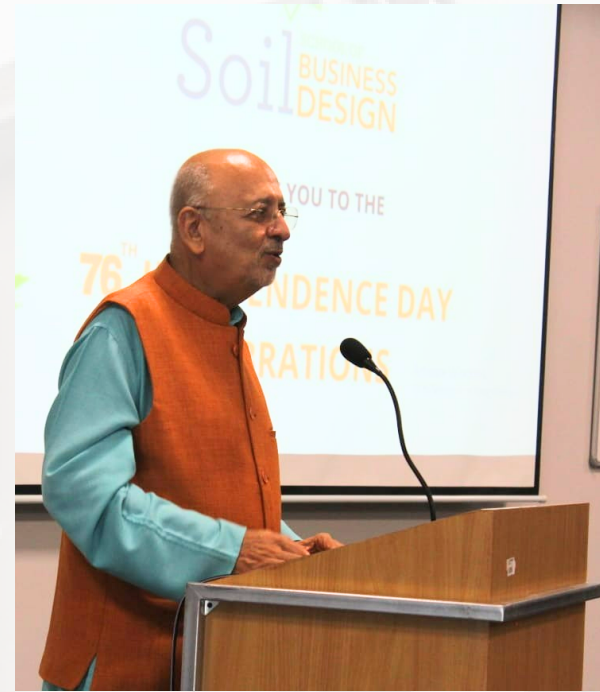
## DAY 8

The last day of orientation was all about showcasing our talent. The activity of the day was titled Abhivyekti, where students showed their talent and it was a golden opportunity for students to show the performer side of their personality. The students participated in various things like dancing, singing, poetry, playing an instrument, acting, mimicry etc. Students performed with all their heart and soul and everybody enjoyed this event really well



## Sourcing Inspiration

Few days back when someone asked me, “So how are you feeling these days?” The only reply I could think of was: “On top of the world!” These words were passed onto the students by the guiding light of SOIL SOBD, The founder and chairman Mr. Anil Sachdev. He has been practicing the art of appreciative inquiry right since day 1 in SOIL SOBD. These sessions are taken by him on Fridays where he lends his precious time to the students of SOIL to help them understand the greater purpose of life. He focuses on the purpose and ability of a human mind. Apart from this, he passes on his life long lessons to students here at SOIL and helps them develop the art of being a leader. Right from sharing inspirational lessons from the stories of Swami Chinmayananda to extraordinary real life experiences he has had throughout his lifetime, he helps the students to realize their true potential which surpasses all our mental blocks. He focuses on the art of learning to find the good in everything, even if things might not go as per plans.



*On top of the World!*

## SOBD's Tradition - Morning Circle

Morning circle provides us the friendly platform where we can overcome our stage fear and work up on our communication and presentation skills. In order to help all SOIL students, get ready for the day and feel confident in their ability to reach their full potential, morning circle is a crucial component of the SOIL curriculum. In it, we strive to touch upon every element of professional and personal life. Everyone in the class chants the name of God as the morning circle begins with prayer. Prayers are chosen from all religions since we celebrate all denominations and beliefs. Students speak thought of the day, news sessions are held, birthdays are celebrated and various activities are conducted in order to make students active and creative. A crucial component of the SOIL curriculum, the Morning Circle helps us get abilities like public speaking proficiency and self-assurance, time management, creativity, quick thinking, and imaginative planning.





### Independence Day

Independence Day was celebrated with pure enthusiasm and energy by the student of Soil SOBD. It started with the flag hosting ceremony which was done by Mr. Anil Sachdev and our chief guest. Theme of the Independence Day celebration was Ethnic. The whole program and performances were prepared by students. The function was 2 hrs. And 30 min long which consisted of one street play which represented the importance of soldiers for our country and how much important it is to change and think about the future of our nation. Furthermore, as the program proceeded many students showcased their talent by reciting self-written poems which were emotional and heart touching. Followed by that were attention grabbing dance performances representing our culture and diversity.



### Poster Making Competition

As a part of GO GREEN CAMPAIGN we have organized poster making activity. Teams were given 1 hour to make a poster based on the theme ‘Go Green’, which would be a very good fit for the place that they have been given.

All our students and faculty displayed awareness, responsibility and their enthusiasm through the Poster Making activity about the campaign.

Winners of the competition

- Priyanka
- Niharika
- Abhinav



## Debate Competition

The toastmaster club organized an event “The Debate Competition”, in which the students from all the four sections of SOBD batch 2022-24 took part. The debate competition took place on 6th October 2022

There were two rounds in the competition, the debate was judged by our dean Mr. Bidyanand Jha sir, Chandan Sir and Archana Ma’am. We were happy to see such a great response and were thankful to all the faculty members for giving us their valuable time. Coming to the topics of debate, it was trendy and hot topics.

The winners of the event are:

- Rudra
- Ritika Chaudhary
- Sushant
- Rishabh Singhal
- Aditya
- Sakshi Shree



## Fresher's Party

SOBD senior batch 2021-23 organized a fresher’s party for the Batch of 2022-24 on 3rd October 2022 in the cafeteria of the college, students came all dressed up in their best fits. The party started with the 1st round of Ramp walk, following with 2nd wherein the participants were required to show their respective talents and finally the 3rd round of QnA judged by the faculty, after which we got our Mr. fresher, Miss Freshers, Mr. Charismatic and Miss Diva. The event ended with delicious food and fun, the students had their snacks and finally danced a lot.

- Mr. Fresher – Vedant Mehta
- Ms Fresher- Kritika Gambhir
- Mr. Charismatic- Ishwar
- Ms Diva- Kashish Saini



## Plantation Drive

Nature is God’s most beautiful creation. It felicitates the growth, development and nourishment of all its creatures. As a part of GO GREEN CAMPAIGN we have organized plantation drive activity. We have collected about 30 flowering plants from Meena Bazar. To create a positive impact on students’ thinking and attitude towards the environment.

To make students aware of this issue and taking initiative towards it, SOIL School of Business Design, celebrated ‘GO GREEN CAMPAIGN’ 15th September in its premises. The Social Innovation Club took initiative to bring saplings of different plants. And Conducted the Morning Assemblies and exhibited the messages, activities and Posters. Shared the Importance of saving the Mother Earth. All the students of SOBD and faculty took part in the tree plantation program. “Today we have such greenery around us because we planted them and took care of them”. If it is not maintained and more trees are not planted in around our place our future generations will suffer. So let us do our bit and contribute to the society by planting plants and trees.

The Students of Soil along with the faculty, Social Innovation Club took the initiative of small step to help reduce pollution and make our surroundings clean and green. Such little steps taken together by they connect with their peers, their elders, their community and their environment.



# Academy Industry Week 1 & 2

The AI Week 1 commenced on the 15th of November, 2022. This week was filled with power packed enthusiast mentors, leaders and industry experts who came into the SOBD campus to add to the knowledge base of the students here at SOIL. Students at SOIL SOBD campus experienced a week of back to back lectures, case studies, simulations and question answer rounds with the speakers on board. The students were exposed to various fields such as Marketing, Finance, Analytics and HR . The experts not just brought in their perspective of how the corporate works but they also helped the students to understand what lies ahead, what is expected out of them and how can they sail through the corporate in a smoother fashion. AI week 1 helped the students get a step ahead into making the decision about their future specializations by helping them realize what is it that they need to do and how to be the best at it.

**3 DAYS**

**27 SPEAKERS**

**7 DOMAINS**



INSTITUTE of MANAGEMENT

presents

## SOIL ACADEMY INDUSTRY WEEK

15 - 17 NOV 2022, MANESAR CAMPUS



Marketing Academy



Finance Academy



Analytics Academy



HR Academy



Entrepreneurship Academy



INSTITUTE of MANAGEMENT

## SOIL ACADEMY INDUSTRY WEEK

presented by



Marketing Academy



DEBOJIT SEN

Co-Founder,  
Crack-ED



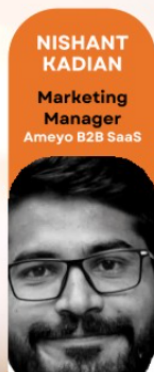
HARPREET  
KAUR

Head of  
Marketing  
KGOC Global



SAMARTH  
SAXENA

Sales Manager  
Actyv.ai



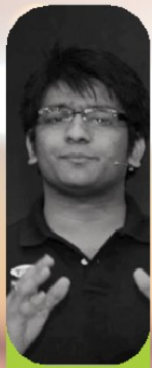
NISHANT  
KADIAN

Marketing  
Manager  
Ameyo B2B SaaS

Marketing Area Speakers

15 NOV 2022 | SOIL MANESAR CAMPUS

Document player for: Meet the Speakers - Marketing & Finance



**MUDIT VIJAYVERGIYA**

Co-Founder & Director  
Curofy

**NITIN CHOPRA**  
Ex-Head of Retail & Consumer Banking  
RBL Bank



**VIVECK SUMAN**

Chartered Financial Analyst  
(CFA)

**ROHIN VAISH**  
Deputy Manager  
BC Jindal Group



**NIKHIL AGARWAL**

Co-Founder  
ZIN Capital

**Finance Area Speakers**



INSTITUTE of MANAGEMENT

**SOIL ACADEMY  
INDUSTRY WEEK**

presented by



**Finance Academy**

15 NOV 2022 | SOIL MANESAR CAMPUS



**SHUCHITA JAIN**

VP - Client Devt & Marketing  
TransOrg Analytics

**SATYA SHARMA**  
Director - IT Infrastructure  
Bluelia Pvt Ltd



**FARHEEN RAHMAN**

Product Manager  
IndiaMART  
InterMESH Ltd

**LOGESHWAR RAVICHANDRAN**  
PGPM - Business Analytics & Finance  
SOIL'23



**HIMANSHU PANWAR**

Data Scientist  
TransOrg Analytics

**Analytics Area Speakers**



INSTITUTE of MANAGEMENT

**SOIL ACADEMY  
INDUSTRY WEEK**

presented by



**Analytics Academy**

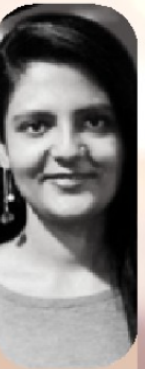
16 NOV 2022 | SOIL MANESAR CAMPUS



**SAMAR MAHAPATRA**

CHRO  
Shigan Quantum Technologies

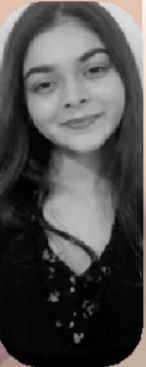
**ASHEESH CHANDOLIA**  
Senior Director HR  
Droom



**AMRITA SINGH**

Strategic Business Partner HR  
The Coca-Cola Co

**SNEHA SAHA**  
Founder  
Carmel Consulting



**DIVYA NITIN TYAGI**

Senior Manager/  
COE Lead  
Kusum Group of Companies

**HR Area Speakers**



INSTITUTE of MANAGEMENT

**SOIL ACADEMY  
INDUSTRY WEEK**

presented by



**HR Academy**

16 NOV 2022 | SOIL MANESAR CAMPUS

# Operations Research and Analytics Academy



**Tanvi Mathur**  
(President)



**Achyut Awasthi**  
(Vice President)



**Ishika Ratnam**  
(Secretary)



**Allen Devis Alfred**  
(Coordinator)

## Executive Members

**Priyansh Gupta   Yash Sahare   Shubham Mishra   Sakshi Shree**  
**Abhishek Sharma   Samay Tiwari   Ishwar Chhokar   Ayan Srivastava   Harjyot Singh Salh**

The Operations Research and Analytics Academy aims to enhance knowledge of students in the field of Operations Research and Analytics, and keep them updated with the emerging technology by organizing webinars, seminars, academy industry weeks, guest lectures, short reading materials, and various other activities. The academy intends to develop students' functional, analytical, problem solving, critical thinking skills and equip them for their final placements.

## “Skills and Technologies required for upcoming managers to thrive in Analytics Industry”

The day showcased concepts of Data analytics, data science, statistics, business analytics & strategy while discussing contemporary business threats & opportunities and in the field of Business analytics.

- **Ms. Shuchita Jain-** VP Sales & Marketing | TransOrg Analytics
- **Mr. Satya Prakash Sharma-** Director of IT Infrastructure | Bluella Private Limited
- **Farheen Rahman-** Product Manager | IndiaMART InterMESH Limited
- **Himanshu Panwar-** Data Scientist | TransOrg Analytics
- **Logeshwar Ravichandran-** Ex-Business Analyst | Accenture



Mr. Logeshwar R. in AI Week 1



Industry Visit to Maruti Suzuki during AI Week 2



Ms. Farheen Rahman in AI Week 1



# Marketing Academy



**Aakriti Bhatia**  
(President)



**Vani Nayal**  
(Vice President)



**Prakhar Srivastav**  
(Secretary)



**Rohit Kumar Ronak**  
(Co-ordinator)

## EXECUTIVE MEMBERS

**Riddhi Kochar**

**Sahil Gulati**

**Shreshthi Chordia**

**Harshita Negi**

**Rishabh Sharma**

**Rishabh Singhal**

**Rahul Deshmukh**

**Manali Sahu**

Marketing club organizes events and activities related to marketing, such as workshops, guest lectures, case study competitions, and networking events. We provide a platform for students to enhance their knowledge and skills in marketing and connect with industry professionals. They may also publish newsletters and conduct research on marketing-related topics.

### "Marketing Dimension: People, Places & Spaces"

The day showcased concepts of consumer behavior, market forces, branding & strategy while discussing contemporary business threats & opportunities and engagement through simulation & fun activities. The keynote speakers explained the concept of marketing with the help of real-life examples and questions such as:

- 1) What is the concept of IKIGAI? And how one could implement that in their professional as well as personal life.
- 2) What is that unique thing that Starbucks is providing to its customers?

- **Debojit Sen:** Co-Founder, Crack-Ed | AVP & Business Head, Cardekho
- **Harpreet Kaur:** Head of Marketing, KGOC Global
- **Samarth Saxena:** Sales Manager, Actyv. ai
- **Nishant Kadian:** Marketing Manager, Ameyo & Exotel



Mrs. Harpreet Kaur in AI Week 1



Industry Visit to Havas Media during AI Week 2



Mr. Samarth Saxena in AI Week 1

# Human Resource Academy



**Shivani Porwal**  
(President)



**Rudra Sathawane**  
(Vice President)



**Pragya Mahajan**  
(Secretary)



**Sanskriti Saxena**  
(Coordinator)

## Executive Members

Anshul Saxena

Priyanka Kumari

Aradhya Bhargava

Yash Rathi

Niketa Mittal

Shambhavi Prasad

Manvi Jain

HR Academy plan to develop a holistic understanding about what Human Resource in any organization is along with practical understanding and functional knowledge of concepts we have learned. We plan to create awareness about the current trends and practices going around in corporate world.

We also intend to cultivate in students' a strong characteristic of leadership skills, understand the career path they want to have and strengthen them as carrier options.

## "Emerging role of HR as a Strategic Business Partner"

The purpose of participating was to help students understand more about the workings of HR and how a business partner can enhance the productivity in a company especially understanding the human resources functions and changing workplace dynamics along with managing the employee's experience to gain a competitive advantage while appreciating the role of HR as a strategic business partner in the post-pandemic business world.

**Mr. Samar Mahapatra**, CHRO of Shigan Quantum Technologies

**Mr. Asheesh Chandolia**, Senior Director HR, Droom

**Ms. Amrita Singh**, Strategic Business Partner HR, India & Southwest Asia Region

**Ms. Divya Nitin Tyagi**, COE lead /Sr. Manager, Kusum Group of Companies

**Ms. Sneha Saha**, Founder, Carmel Consulting



Mrs. Amrita Singh in AI Week 1



Industry Visity to EIL during AI Week 2



Mrs. Divya Tyagi in AI Week 1

## Finance Academy



**Siddharth Roy**  
(President)



**Shivam Pruthi**  
(Vice President)



**Shruti Verma**  
(Secretary)



**Manik Gupta**  
(Coordinator)

### Executive Members :

**Abhishek Sharma**  
**Hritik Arora**

**Anisha**  
**Kajal Goyal**

**Abhilash Upadhyay**  
**Khush Banthia**

**Ravinder Kaur**  
**Puja Jain**

**Niharika Taneja**

The Finance Academy of SOBD helps the PGDM program by providing students with a range of specialized courses, workshops, and other resources focused on finance-related topics such as financial analysis, investments, risk management, financial modeling, and accounting. The academy also organizes guest lectures, industry visits, and internships to provide students with real-world exposure and practical experience in finance. The aim is to equip students with the knowledge, skills, and competencies required to excel in finance-related roles in the industry.

### “Disruptions and Opportunities in the Indian Financial Sector”

The event provided information on a variety of newly emerging financial disciplines as well as the current state of digital banking.

#### Speakers :

- **Mr. Nitin Chopra** - Finance Professional & Mentor/Teacher
- **Mudit Vijayvergiya** - Founder , SBNRI
- **Viveck Suman**- Chief Financial Officer , LML
- **Nitin Agarwal** - Deputy Manager-Chairman’s Office , BC Jindal Group



Mr. Mudit V. in AI Week 1



Industry Visit at Apollo Tyres Ltd during AI Week 2



Mr. Viveck Suman in AI Week 1

## Social Innovation Program

The Social Innovation Program at SOIL is a unique intervention which took place from 22nd November to 20th December 2022 where all the students work with an NGO, which they care about, once a week for a considerable duration of their post-Graduate Program. SOIL has partnered with more than 30 NGOs across the Delhi NCR region who in turn collaborate with our students to find meaningful projects where SOIL students can develop novel 'solutions' to deep-rooted social, cultural, economic and environmental problems.

The Social Innovation Program is an extraordinary and transformative initiative designed to cultivate leadership qualities among its participants while creating a sustainable, positive influence on neighboring villages. With a strong focus on various sectors like civil, medical, environmental, and educational domains, the program aims to empower individuals to make a significant difference in the lives of thousands of people. By immersing participants in hands-on experiences, the program equips them with essential skills, knowledge, and a profound understanding of the challenges faced by underserved communities. Through innovative approaches and thoughtful strategies, these aspiring leaders contribute to the betterment of society by implementing impactful initiatives.

The program's core emphasis lies in fostering lasting change, not only through immediate interventions but also by establishing frameworks that endure well into the future. By addressing critical issues at the grassroots level, participants become catalysts for sustainable development, leaving a profound and positive legacy in the regions they serve.

Engaging with local stakeholders and collaborating with experts in different fields, the participants actively identify opportunities for growth and advancement. They also gain valuable insights into the importance of community engagement, cultural sensitivity, and adaptive leadership, essential for the success of any social initiative.

Ultimately, the Social Innovation Program emerges as a dynamic platform for nurturing compassionate, proactive, and visionary leaders who harness their potential to drive substantial improvements and foster meaningful transformations in the lives of those in need.

"Teens of God is a non-governmental organisation that works on numerous projects and supports society in every manner. We are working on several projects, including Hifaazat, Parvaah, and Sushiksha. We educate the children from the slum area who are already enrolled in schools as part of the Sushiksha Project. These resources are made available to students who require assistance with their education but cannot afford the tuition. Teens of God has chosen various slum neighbourhoods where they regularly meet the children and their parents to discuss the benefits of education for children as well as to offer assistance with financial issues.

We have discovered in this NGO just how much commitment and effort are required to do even the most basic tasks. We learned from interacting with residents of the slum that while we enjoy a very pleasant lifestyle, their struggles are excessive in every way. We now know that, if one is willing, one can live in any environment.

Above all, we had a strong understanding of empathy."

**-Vanshikha Aggarwal, Intern at Teens of God**



## SOIL PREMIER LEAGUE

Mr. Anil Sachdeva, Founder and Chairman of Soil institute of Management, inaugurated the event. The competitive matches were between the PGDM, PGPM, Alumni, and Faculty Teams.

- The Alumni team from PGPM (2015-16) bagged the 1st position and the trophy.
- Man of the Series- Rajeev Dadhwal (PGDM 2021-23)
- Women of the Series- Divya Singh (PGPM 2022-23)
- Best Batsman- Prateek Chitte (PGPM 2021-22)
- Best Bowler- Atul Chauhan (PGPM 2022-23)
- Best Fielder- Siddhant Pandey (PGDM 2022-24)

The students raised sponsorships of INR 61,000 (D2C, Sai Nath Sales, Goldexpvt ltd etc ) and organised Inter College Badminton Tournament for the purpose of raising funds.



## Winter Carnival

SOBD organized its much awaited Winter Carnival on 12th November which was full of fun, enjoyment and entertainment. Shiv Shankar Mishra - vice chairman MSME Promotional council was the chief guest of the Carnival.

Students of SOBD participated in various extra curricular activities like dancing, ramp walk, singing and the Carnival also had stalls of some delicious and mouth watering food with stalls of few NGO's representing their products and the thought behind them.



# Rural Immersion Program

## Sidhbari Trip

The annual Himalayan Learning Retreat to Sidhbari, Dharamshala is a special feature of the SOBD Curriculum which enables application of management learning in the context of rural development. The week long trip began with a train journey from Delhi to Pathankot. Students, staff and faculty stayed in the beautiful Chinmaya Ashram surrounded by mesmerizing mountains and lush greenery. Students experienced simple living and high thinking at the ashram. The students were divided into groups and went to different villages of sidhbari, they learned how being a part of Chinmaya Mission has changed the lives of rural people living there. Students got to know that what all developments are taking place at ground level in the villages, how does the Mahilla Mandal, Panchayats and Self Help Groups work. On the very last day the groups gave presentations followed by an unforgettable Bonfire Night.

Overall students along with the faculty members had a lot of fun and an experience of lifetime.

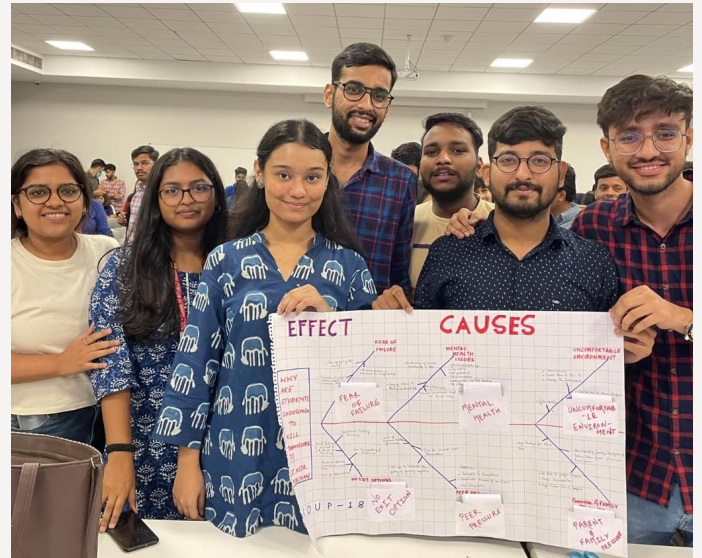
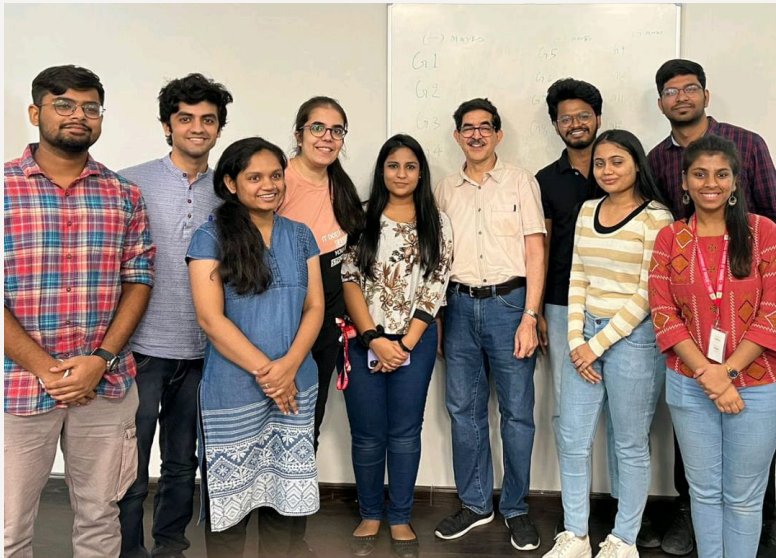




# Design Thinking

There is a famous saying which goes like, “Art has the role in education of helping children become like themselves instead of more like everyone else”. With this thought in mind, SOIL SOBD has successfully incorporated Design Thinking into its course curriculum. One of the unique features of what SOIL offers apart from providing a PGDM degree is an opportunity to its students to open the window of their souls. With Design Thinking seminars students are helped to discover themselves better one step at a time. These seminars help them to not just think out of the box but also to challenge their abilities to make art and science co-exist in to help solve real life problems.

Our esteemed facilitator Mr. Vijay Ghei graced the occasion of sharing his time, knowledge and enthusiasm with the students at SOIL SOBD for a three day workshop in October’22. This seminar mainly focused on human centered problem solving abilities whereby students were given various tasks that didn’t force them to disrupt their normal way of thinking.



## Design Thinking Club

The Design Thinking Club is a vibrant and enthusiastic community of individuals who are passionate about using design thinking principles to solve problems, create new products or services, and drive innovation. As a club, they provide a supportive and collaborative environment for members to learn and apply design thinking methodologies in a range of real-world contexts

The club has conducted a wide range of activities that have helped to improve and enhance the skills of students beyond the classroom setting. These activities have included workshops, guest lectures, design challenges, and collaborative projects that have all provided students with valuable opportunities to develop their skills and knowledge in design thinking

Through these activities, students have had the chance to apply the principles of design thinking to real-world problems and to work collaboratively with their peers to develop innovative solutions



Design Management Workshop by Ms. Rashmi Malik

They have also had the opportunity to learn from experienced designers and innovators, who have shared their insights and expertise in a range of fields.

Overall, the Design Thinking Club has played a vital role in helping students to develop their skills and knowledge in design thinking, and in providing them with valuable opportunities to apply these skills in a range of contexts.

## Center for Design Thinking

The goal of the Centre is to provide resources and expertise in design thinking to help students apply this methodology to tackle challenges and create innovative solutions.

The Centre includes trained design thinking experts, collaborative workspaces, and tools for ideation, prototyping, and testing. The Centre offers workshops, training, and coaching to help students develop their design thinking skills.

### Design Thinking Workshop

By Mr. Vijay Ghei

Design Thinking refers to a method of solving problems that is Human Centric i.e., it is done while keeping humans in mind. A 3-day workshop on design thinking was conducted at SOIL School of Business Design by Mr. Vijay Ghei from the 19th of September 21, 2022, till the 22nd of September 2022



### Design Thinking Workshop

By- Dr. Kanishka Prasad

It was An overwhelming session. Sir gave deep knowledge about design thinking concepts After that, he conducted an activity in which students were supposed to list down points due to which we wanted to visit a café. The main point of this activity was to analyze the things due to which people visit the cafe and should understand people's points of view of people regarding the cafe, thus, the concept of empathizing comes into the picture



### Design Management Workshop

by Ms. Rashmi Malik

Date- 12/10/2022, MPH It was a very interactive workshop with innovative elements of design thinking. Initially, Ms. Rashmi gave an overview of what we had learned in other workshops on design thinking.



## Social Impact of Design Thinking- By Mr. Vijay Ghei

Human beings are not designed to always make rational decisions (only machines do that). For some money will be happy and it may be true to some extent. Money is important but it is also limited and cannot be the only yardstick to determine a big concept such as happiness



## Design Thinking Workshop By- Dr. Kanishka Prasad

Gitanjali Saxena is a human-center's design specialist who has 24+ years of experience in the space of strategy and transformation, culture and leadership alignment. She is in the business of driving innovation and transformation for corporates, universities and entrepreneurs. She is a Stanford certified Design Thinking specialist



**Social Impact of Design  
Thinking- By Mr. Vijay Ghei**



**Design Thinking Workshop By-  
Dr. Kanishka Prasad**

# International Exchange Programs

## Future of Capitalism

The course "Future of Capitalism" examines the evolving role of capitalism in addressing global sustainability challenges and the interconnectedness between the planet, people, and the economy. Joining the "Future of Capitalism" course was a thought-provoking experience that challenged the student's understanding of the role of capitalism in promoting sustainability, benefiting the planet, and empowering people. One of the main focuses of the course is sustainability. With the increasing recognition of the finite nature of our planet's resources, it is clear that our current economic model is not sustainable in the long term. The course explores the concept of a circular economy, which aims to keep resources in use for as long as possible and minimize waste.

The course also highlighted the interconnectedness between the planet, people, and profit. We examined the ways in which the current economic model has prioritized profit over people and the planet, leading to growing income inequality and environmental degradation. However, the course also provided examples of how businesses can operate in a way that benefits both the economy and society. Overall, joining the "Future of Capitalism" course was a transformative experience that expanded the student's understanding of the potential for capitalism to think critically about how we can adapt our economic system to create a more equitable and sustainable future for all.



## Team IndoGenius at SOBD

Meetu Soni and Nick are the Founders of IndoGenius. Nick has been living and working in India for over fifteen years teaching students from around the world about culture and creativity in India. IndoGenius have more than 1600 in person alumni from US, UK, Australia and New Zealand and a further 15,000 online students.

He frequently speaks at universities and conferences across the world and has worked with clients incl. dozens of international universities, DFAT, Australia, the European Commission, the U.S. Department of State, MAE France, Fabindia and the Government of India.

At SOBD we had the privilege of hosting several university students from New Zealand



## Dialogue with Nipun Mehta , Founder - Service Space



The event was organised on the 14th of Dec'22 at SOIL School of Business Design, Manesar Campus. Mr. Nipun Mehta is the founder of ServiceSpace, an incubator of projects that works at the intersection of volunteerism, technology and gift-economy.

What started as an experiment with four friends in the Silicon Valley has now grown to a global ecosystem of over 500,000 members that has delivered millions of dollars in service for free.

Nipun has received many awards, including the Jefferson Award for Public Service, Wavy Gravy's Humanitarian award, and Dalai Lama's Unsung Hero of Compassion. In 2015, President Barack Obama appointed him to a council on poverty and inequality. He serves on the advisory boards of the Seva Foundation, the Dalai Lama Foundation, and Greater Good Science Center.



## Advisory Board Meeting at SOBD

The SOIL advisory board members have played an important role in giving shape to the SOIL dream and they have supported us in achieving our goals. The advisory & consortium board meeting helped us in measuring our performance and identifying challenges and potential opportunities through dialogue and deep introspection. This year, we have done a series of activities that enabled us to know more about the student learning experience that SOIL provides, work on future challenges & opportunities, and a special book launch honoring the great HR leaders of India was also done as a part of the meeting held on 6th Sept 2022



# WHEELS Global Foundation at SOBD

WHEELS is a social impact arm, initiated by but not limited to, PanIIT Community, Their vision is to create a material impact on 20% of the “Rurban” population of India (~160M) by 2030. WHEELS Education team is focusing on technology-enabled skills development initiatives, especially for youth and disadvantaged segments. The following dignitaries visited the SOBD Campus to sensitize the students about the Nobel cause-

- Dr. Smita Siddhanti is the Founder and President of EnDyna Inc.
- Dr. Sushil Bhatia is the President of Anu Data Inc.
- Atan Agarwal serves on the Wheels’ Board as Vice-President
- Dr Vibha Gupta Chairperson of Magan Sangrahalaya Samiti, Wardha (an institution setup by Gandhi ji)
- Gauri Kumar is a retired member of the 1979 batch of Indian Administrative Services (IAS).



# Gurgaon Design Thinking Festival

The Gurgaon Design Thinking Innovation Festival at SOIL was a highly anticipated event that brought together experts in design thinking, innovation, and entrepreneurship to share their expertise with attendees.

Held on March 25, 2023, the festival featured an exciting lineup of speakers, including Shark Tank participants, Chief Innovation Officers, and accomplished guests as Design thinking practitioners.

The festival also included a case study competition and startup challenge, in which students from reputed colleges and universities participated and won a total of 1 Lakhs in prize money.

Overall, the festival was a great success and provided an invaluable opportunity for attendees to learn from and network with some of the brightest minds in the industry.



1st Prize in Case Study Competition - Shaheed Sukhdev



2nd Position in the Case Study Competition - IMI Delhi



1st Position in the Start Up Competition - SGTB Khalsa

# Research & Publications

## Details of Research Papers & Journals:

Name of Faculty Member	Name of the Research Paper	Year of Publication	Name of the Journal
<b>Dr. Narendra Singh Chaudhary</b>	Exploring whistle-blowing intentions of employees working in the Indian banking sector	2022	Global Business and Economics Review
<b>Dr. Narendra Singh Chaudhary</b>	Mediating and moderating variables of employee relations and sustainable organizations: a systematic literature review and future research agenda	2022	International Journal of Organizational Analysis
<b>Dr. Narendra Singh Chaudhary</b>	Exploring whistleblowing intentions of Indian nurses: a qualitative study	2022	International Journal of Organizational Analysis
<b>Dr. Narendra Singh Chaudhary</b>	Can Leadership Spoil Organisational Culture?	2022	Case Centre
<b>Dr Manpreet Kaur</b>	Efficiency of Mutual funds during COVID-19: Empirical analysis in Indian context using DEA approach	2022	Journal of Contemporary Issues in Business and Government
<b>Dr Manpreet Kaur</b>	Digital Payments, Economic Growth and Currency in Circulation : Empirical Analysis in Indian	2022	Manager–The British Journal of Administrative Management
<b>Dr Dindayal Agarwal</b>	Identifying issues in adoption of AI practices in construction supply chains: towards managing sustainability	2023	Operations Management Research
<b>Dr Dindayal Agarwal</b>	Sustaining circular economy practices in supply chains during a global disruption	2023	The International Journal of Logistics Management
<b>Dr Dindayal Agarwal</b>	Studying the interactions among Industry 5.0 and circular supply chain: Towards attaining sustainable development	2023	Computer and Industrial Engineering
<b>Dr Dindayal Agarwal</b>	Drivers to mitigate climate change in context of manufacturing industry: An emerging economy study.	2023	Business Strategy and the Environment
<b>Dr Dindayal Agarwal</b>	Antecedents of digital supply chains for a circular economy: A sustainability perspective	2023	Industrial Management & Data Systems
<b>Dr Dindayal Agarwal</b>	Impediments of product recovery in circular supply chains: Implications for sustainable Development	2023	Sustainable Development
<b>Dr Anjali Munde</b>	Corporate performance: SMEs performance prediction using decision tree and random forest models	2022	Corporate Ownership and Control

## Testimonial of Class Representatives

Being a class representative in a MBA college is no easy deal but it comes with its own pros and cons. When i got this role i was happy and nervous at the same time. I was happy for being able to make it to the position and nervous because i was entrusted to act as a bridge between my fellow classmates and the faculty members which comes with great responsibility. Nevertheless after successful completion of 3 semesters as the class representative of Prithviraj section I felt blessed to have got such amazing classmates and such cooperative faculties. Being an ambivert this opportunity gave me a chance to interact with all my peers and have a better understanding of the professors.

It helped in building my communication, coordination and advocacy skills and I also understood the concept of time management and multitasking. Overall, serving as a class representative in an MBA college offered me a chance to develop leadership, communication, problem-solving, and organizational skills. It provided me with valuable networking opportunities and helped me build strong relationships with my classmates, faculty, and administration.



**Vanshikha Aggarwal**



**Siddhanth Pandey**

One of the highlights of my college life has been representing my class. I have been able to venture beyond of my comfort zone and take on new tasks like event planning and public speaking. I am appreciative of my colleagues representatives' support and advice as well as the chance to have a good influence on the campus environment.



**Abhishek Sharma**

Leadership is not a position or a title, it is an action and example. The journey started few months back when I was chosen as the class representative. People had trust on me that I will be the best fit for this position. Handling the responsibilities helped me for my self-growth like leadership qualities, smooth interaction with the faculty and students etc.



**Kritika Gambhir**

Being a class representative helps you develop leadership skills, improve communication, foster teamwork, represent peers' interests, and build a strong sense of responsibility and accountability.

I am grateful to my classmates for electing me as their class representative. My responsibility is to act as a link between students and faculty, ensuring that everyone's needs are considered and addressed. I prioritize fostering unity and collaboration among my peers, motivating them to work collectively towards shared objectives.

In conclusion, being a class representative is an honor. By serving as a bridge between students and faculty, promoting unity and teamwork, I aim to create a positive and productive learning environment.





**Rishabh Sharma**

“From just coming up with a vision to getting a direction on how to achieve it”. My Journey of almost one year in SOIL is full of Learning, throughout my journey till now I am really thankful for the opportunities that I got to better myself through education, forming relationships and experience with the real world & how people relate with one another. Also I am really thankful to my classmates for choosing me as their class representative as I learnt we can achieve success by working towards a common goal of uplifting ourselves and those around us as no one can progress in isolation, change becomes visible only when it is adopted my all..



**Devyanshi Madan Odak**

My college journey as a class representative has been one of the most memorable experiences of my life. It has allowed me to step out of my comfort zone and take on new challenges, such as public speaking and event planning. I am grateful for the support and guidance of my fellow representatives, and for the opportunity to make a positive impact on my college community



**Nitin Sharma**

My Journeys at Soil Fantastic outstanding. In Soil everyone is connected with each other they care and admire each other. I was assigned as the CR of Maurya section. They have become my family they give me intense love, which is something I'm fortunate to have. I was elected to be the president of the social media club. At first, managing both was challenging, but through time, I developed the ability to work on a variety of projects.

Started with counting with fingers and continuing with countless experiences”. Yes it’s been more than 9 months at SOIL. Firstly would like to thank my classmates for choosing me as their representative and having faith in me. The key person between the faculty and the students are the CRs. Being a CR improved my leadership skills, Time management, team work and ability to handle responsibilities



**Priyanka Kumari**



My journey of dance started at the age of 3 because my father always wanted me to learn dance. To encourage me he used to always get me a playlist of the latest songs and he even got a dvd player for it.

What inspires me to learn more about the art of dance are my supportive parents. They've always been there to support me throughout this journey of mine, be it from letting me explore my talent to encouraging me for participating at various dance competitions.

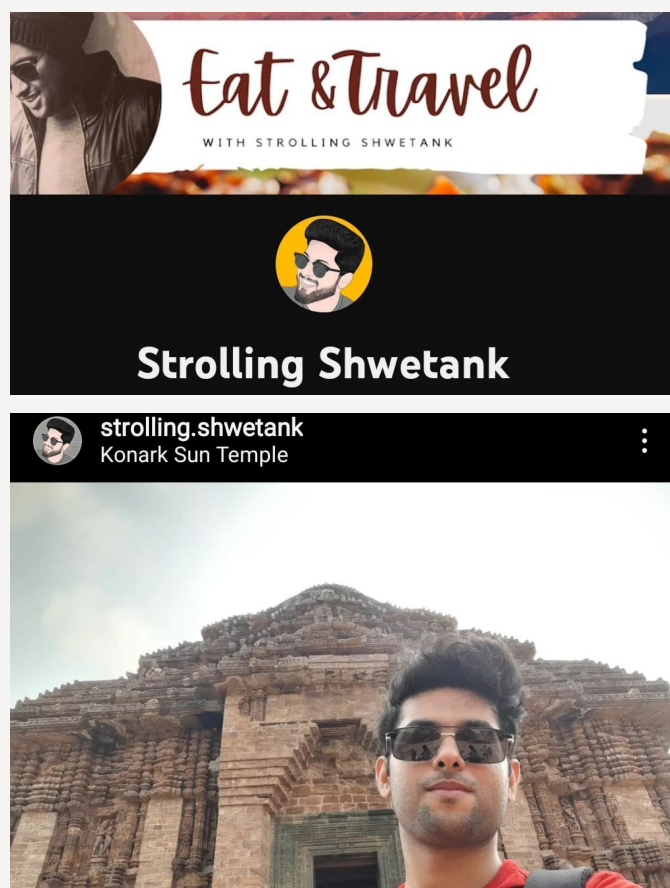
I love dancing and I am very passionate about it too. I don't dance just to showcase my talent but to also enjoy the moment, the music, the rhythm, the floor, the space and also make sure that the people watching me enjoy it too. Dance is like therapy for me and I wish to keep continuing this till the end.

**Puja Jain**

In 2022, I embarked on an exciting journey on YouTube as “StrollingShwetank” & this has been a fulfilling and transformative experience. The decision to start my own YouTube channel was born out of a passion for storytelling and a desire to inspire others through my experiences. Armed with a camera and a vision, I took the leap and uploaded my first video. The initial stages were met with challenges and uncertainties, but I remained focused and committed to sharing authentic content that resonated with my viewers. With close to 300 subscribers and 50,000 views, I am humbled by the impact my channel has had on others. Through sharing my experiences, connecting with a community, and embracing the growth that comes with it, I have found purpose on this platform. Thereon, balancing both college life and Vlogging have been difficult for me that’s why there are gaps between my contents. But still people liked my content and interacted with me through comments & messages.

Throughout my YouTube journey, I have learned valuable lessons that extend beyond the platform itself. I have discovered the power of consistency, the importance of authenticity, and the resilience required to navigate the ever-changing digital landscape. I have also learned to embrace both Ups and Downs, as they provide opportunities for growth and improvement.

As I continue on my YouTube journey, I am filled with excitement for what lies ahead. I am eager to explore new topics, engage with my subscribers, and further develop my skills as a content creator. I am grateful for the support of my audience, and I am committed to delivering content that informs, entertains, and inspires



**Shwetank Rashmi**

I am lost in your love  
And I will love you in the morning  
It's the truth and not a warning

I am lost in your love  
And I will love you each and every dawn  
I am your very willing pawn

I am lost in your love  
And I will love you in the afternoon  
To your love I never wish to be immune

I am lost in your love  
And I will love you in the middle of the day  
My love for you is molded out of clay

I am lost in your love  
And I will love you every night  
My adoration for you, has taken flight

I am lost in your love  
And I will love you under the moon  
The song you sing, is my favourite tune

I always have been fond of throwing my imagination on diary in form of random paragraphs but poetry was never my forte at first, used to write my thoughts on any particular topic.

I started writing poetries in pieces in 2021 though the protagonist here is a mystery girl as i started writing full fledged poetries once i had an encounter with her as her glance gave me an idea to accumulate a web of my imagination and put into words and outcome was a consolidated poem which was result of comparing her with the whole process of rain.

At first She used to be my source for poems because i got a way to compare her with nature around me and create a poem but gradually my imagination went beyond her and now i write on every emotion because if there would be only love in the world we wouldn't be having this much chaos around us .....

Poetry is too colorful and makes me cheerful as it is in step-relation with the other arts such as sketching & painting. Also, Poetry makes me live twice as a moment i live in present and second i live in my imagination which is way peaceful and gorgeous than real one .....

**Himanshu Phogat**



I love writing poetry because it allows me to express my deepest emotions, thoughts, and experiences in a beautifully concise and imaginative way. Through poetry, I can capture the essence of moments, evoke powerful emotions, and connect with others on a profound level. It is my soul's language. I love writing poems in Hindi, English and even Urdu.

**Aryan Pratap Singh**

*Galat Fehmiyaan* 🍂

वो समझते रह गए की ये आशिकी भी थी जिस्मानी,  
पर उन्हे कभी यकीन नहीं हुआ की इसमे रातें भी थी  
*Ruhaani...*

समझते रहे समझाते रहे जितना बन हो सका उन्हें हम  
बतलाते रहे,

पर ये *Galat Fehmiyaan* उन जाल की तरह थी कि हम  
सुलझाते रहे और वो बनाते रहे .....

©aryan\_singh

Main sooya thaa ye khwaab sochke..  
Ki raat andheri toh kyaa huuaa..din main  
toh sawera niklega..  
Socha thaa khafaa hi toh hai humse..  
Subh toh unka mann badlegaa..  
Par ptaa nhi thaa ki vo raat itni mehengi  
hogi..  
Ki subh toh hogi par usme sooraj ki ek  
kiran bhi nhi hogi...

— Aryan Singh



**Khush Bhatia**

In the depths of my mind, a desire for entrepreneurial success always lingered. In 2019, I embarked on building an all-in-one app, but market competition and financial constraints led to its closure. During a year-long break, I reluctantly tried trading, which sparked an idea to automate and innovate. The journey of Finny began, facing initial losses but eventually finding profitability. Today, Finny stands as a testament to resilience, innovation, and the rewards of unwavering determination in the face of adversity.

**“The only thing I like better than talking about Food is eating” By John Walter**

The journey started with me being a “foodholic” and wandering on the streets of Chennai searching for some good North Indian food and also passionately clicking it’s pictures, when one fine day a friend suggested why don’t you post these pictures online & that’s how “Life\_of\_a\_foodholic” was born in 2018. The game changer for my page has been the Covid lockdown which gave me & my sister an opportunity to post recipes online. Our first milestone came when probably our 3rd recipe reel hit 1M views. Little did I knew that from 1000 followers in 2020, I am going to reach 2,20,000 followers in next three years.



I have collaborated with brands such as Saffola, Fit & flex, Galaxy basmati rice, Smith & Jones, Dabur homemade, Everest, Kuvings, Baker’s dozen and many more but an important thing that I have learned through out this Journey “Consistency is the key”. There are going to be both good and bad days but keep moving forward in order to reach your destination.

**Ishika Ratnam**



**Sahil Gulati**, an individual student, achieved success in organizing the FIFA Tournament held at Fore School of Management in Delhi. The event, categorized under Esports, took place on the 18th of March, a Saturday. Sahil's efforts and dedication in putting together the tournament contributed to its overall success. The event provided a platform for gaming enthusiasts to showcase their skills and passion for FIFA, fostering a spirit of healthy competition and camaraderie. With Sahil's organizational abilities and the support of the college/university,

The tournament created a memorable and engaging experience for all participants, adding to the growing popularity of Esports in the institution.



## Theatre Journey

My street play and theatre journey began in 2015, during my second year of studying Engineering. It was a time when I was searching for an outlet to express myself and explore my creativity. I joined the street play society at my university and little did I know that this decision would profoundly shape my life.

As a member of the street play society, I was exposed to a vibrant community of artists who shared a passion for social change and storytelling. Through countless rehearsals and performances, I gradually honed my acting skills and learned the intricacies of street play. This art form allowed me to communicate powerful messages to diverse audiences on the streets, connecting with people on a deeper level.

Over the years, my involvement in street play helped me develop invaluable qualities. Firstly, it boosted my confidence. Performing in front of large crowds and engaging with strangers demanded courage, and each successful performance reinforced my belief in my abilities. I discovered that I could captivate an audience and deliver a message effectively.

Additionally, street play taught me the importance of being a team player. Collaborating with other actors, writers, and directors required effective communication, coordination, and compromise. Together, we brainstormed ideas, practiced relentlessly, and supported each other on stage. Through this process, I learned the power of teamwork and the strength that arises from collective effort.

In 2018, I was entrusted with the responsibility of leading the street play society. This role pushed me further, challenging me to be a leader with empathy. I had to understand the strengths and weaknesses of each team member, delegate tasks effectively, and create a positive and inclusive environment. Leading by example, I fostered a culture of respect, open communication, and mutual support. It was a humbling experience that taught me the significance of empathy and compassion in leadership.

Despite the challenges and obstacles I faced along the way, the art of street play continuously inspired me. It allowed me to explore and express a range of human emotions so creatively, bridging the gap between reality and performance. This profound experience has stayed with me, and even during my MBA course in 2023, I currently serve as the club's leader and oversee the university's dance, music, art & craft, and theatrical societies. I also continue to take part in street plays and theatre, cherishing it as a vital aspect of my life.

The lessons I learned from street play have proven to be invaluable in the corporate world as well. The ability to connect with people, adapt to different situations, and communicate effectively are skills that have aided me in my professional endeavors. Moreover, the understanding of human emotions and the reality depicted through street play has given me insights into navigating complex organizational dynamics and handling diverse personalities.

My journey of street play and theater has been transformative. It has shaped me into a confident individual, a team player, and a leader with empathy. The lessons I learned and the experiences I gained will forever be cherished. Street play has not only been a form of artistic expression but also a window into the human condition and a guide in navigating the challenges of the real world.

**-Vedant Mehta**



## Rap on MBA Life!

Yo! Suno zara, ab main rap karunga,  
MBA ka safar, hai ek alag rang bhara.  
Challenging hai yeh, par hai jugaad bhi,  
Skills aur knowledge se, karenge fly hum sabhi.

MBA ke classrooms, knowledge ka bhandar,  
Case studies aur projects, hai humare radar.  
Business strategies, finance aur marketing,  
Har subject mein, hai humara full swing.

Networking ka jadoo, events aur seminars,  
Industry experts se, karenge hum saath saath baat.  
Internships aur placements, hai hamara agla target  
Corporate world ko jeetne ki ab humari ye race.

Late night study sessions, coffee ka saath,  
Exams ke darr se, padhenge hum saath.  
Group discussions, presentations ka josh,  
MBA ki zindagi hai ek naya hosh.

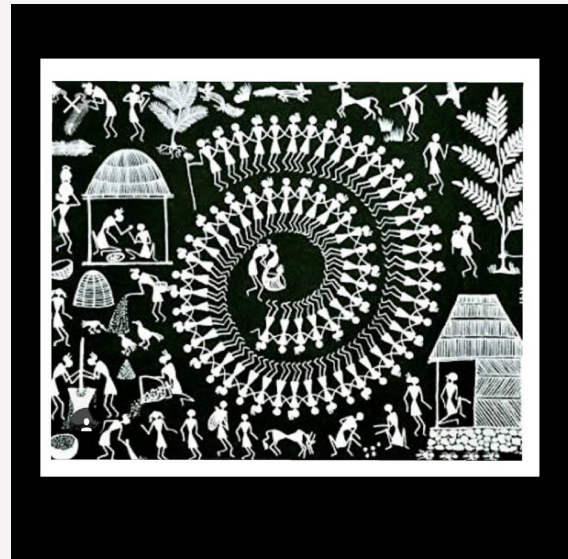
Lifelong friendships, banayenge yahan,  
Colleagues se bhi, hai humara kaarobaar plan.  
Campus ke rang, fests aur activities,  
MBA ki zindagi hai khushiyon ka repository.

Leadership skills, personality development,  
Yeh hai MBA ka usool, yeh hai requirement.  
Teamwork, critical thinking aur decision-making,  
MBA ke skills, banaenge humein shining.

MBA ki zindagi hai ek safar,  
Hai challenges aur hard work ka bazaar.  
Par success ke rang, hum dekhenge,  
MBA life mein, hum jeetenge.

Toh yeh tha mera rap MBA ki zindagi pe,  
Har student ke dil mein hai dabi ye baat  
Chase your dreams, MBA ke saath,  
Apne goals ko hum sab paege Sab saath saath,  
Phir raat me krenge party,  
yeh hai hamari baat.

- Abhishek Sharma (Maurya)



Niharika Taneja



Since 5th grade, I have been actively engaged in painting and have learned a diverse range of art forms. This collection showcases my Indian acrylic paintings. Through art, I have found solace and developed qualities of patience, calmness, and unwavering dedication, which have been invaluable in both my artistic journey and personal growth.

Ruchi Sharma

### Styling – the unspoken language.

Now when human interactions have become limited, the most instant way of language is the way we style ourselves. Personally, I have always found it interesting to discover my dressing language and what I have realized is, while the contemporary fashion trends are really attractive, I find the evergreen classics as my go to thing.

A crisp, long-sleeved shirt in white or a light, solid colour that should be well-pressed and fit your body type properly, paired with a solid, tailored trouser in a classic colour such as navy, charcoal gray, or black works great in a formal setting.

However, with this, I am really fascinated with our Indic styles like a short printed/patterned kurta paired with jeans gives out a strong, confident impression and also portrays you as someone who is progressive and yet proud of the Indic culture which I believe should be our identity going forward as youth.

Having said this, styling is a part of everyone's individual identity and I love admiring people having their own fashion language. Hence styling has to be something that is explored personally rather than being forced for.

**Rudra Sathawane**

I believe as a member of your organization, you serve as a representative of the company to the public. Whether you're making service calls, visiting clients or speaking with customers in a store, your appearance reflects on the business. Dressing professionally helps you present a positive, professional image of your organization to others.

I strongly feel that you can do your best work when you feel your best. Dressing professionally can help you feel empowered and confident to take on new challenges, meet new people and progress in your career. When other areas of your professional life may be out of your control, how you present yourself is something that you can control and use to your advantage.

The image you curate is like your personal brand. It can often communicate a great deal about you to others who don't interact with you. In my opinion, one should create a professional wardrobe that speaks to your goals, personality and creativity .

To me dressing and presenting myself in the most unique way, brings utter satisfaction and confidence! It is the only tool which outshines you in the crowd even before uttering a single word.

**Kashish Sahni**

### Skincare and Haircare Tips

When I reflect on my younger self, I remember struggling with confidence due to persistent acne and marks. In my determination to find a solution, I embarked on a journey of trial and error, trying various remedies that promised quick fixes. However, it was only when I shifted my focus to consistency and a holistic approach that I discovered the secrets to achieving healthy, glowing skin.

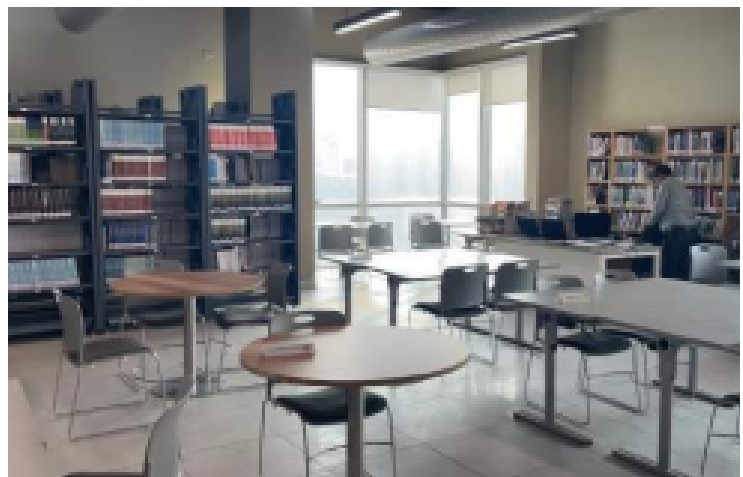
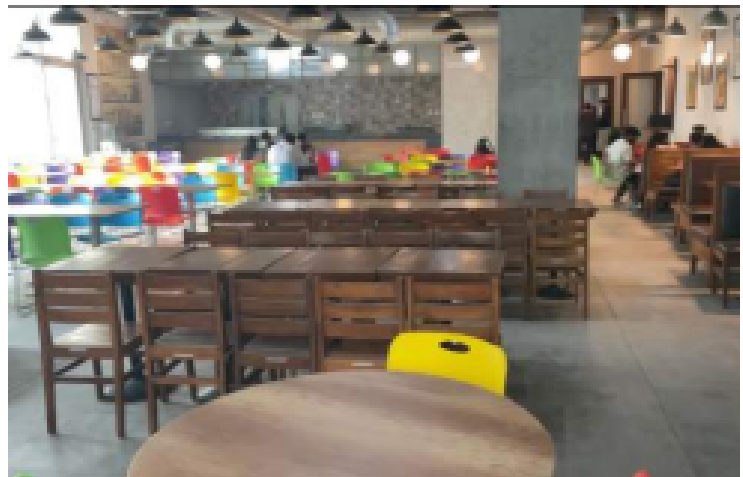
After countless failed attempts, I stumbled upon a simple yet effective home remedy that transformed my skincare routine. Mixing Besan, Haldi, Malai/Curd, Gulab Jab, Lemon juice, and oil, I created a paste that, with regular use, yielded remarkable results. Besides skincare remedies, I also discovered the benefits of practicing yoga. It not only enhanced my physical strength and flexibility but also brought a sense of calmness and improved concentration. Understanding the influence of diet on skin health, I prioritized hydration by consuming more water and reducing junk food and spicy meals. This change had a significant impact on my skin's condition, unlocking a radiant and clear complexion.

Through this skincare journey, I learned to trust the process and embrace consistency, natural remedies, yoga, and a healthy diet. Along the way, I developed a newfound love and appreciation for my body. Skincare, I realized, is a personal and transformative journey that requires a holistic approach. By embracing this approach, you too can discover radiant and confident skin, and more importantly, foster self-love and appreciation.

**Mansi Goel**

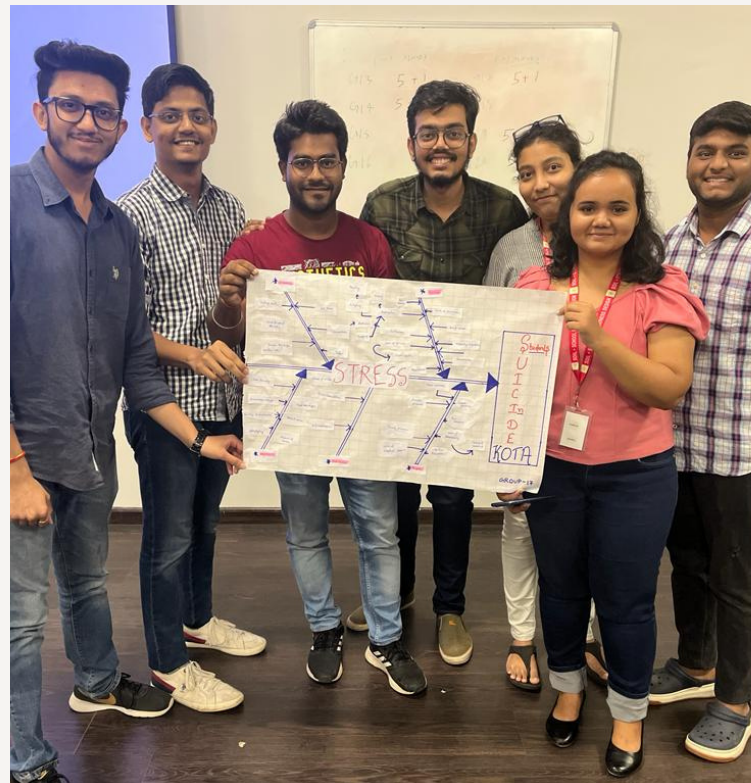


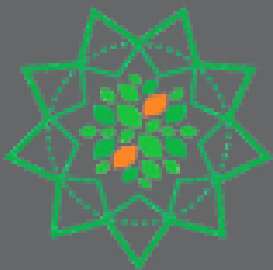












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