

SOIL School of Business Design

अंकुरण

By MULTIPLIERS , Batch of 2022 - 2024



यथा भूमिः तथा तोयूम, यथा बिजम तथाकरः।
यथा देशः तथा भाषा , यथा राजा तथा प्रजा॥

Meet the Magazine Team (Faculty)



Dr. Vidya M Iyer
(Director, 2 Year PGDM SOIL)



Dr. Malarvizhi. P
(Dean of Academics)



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



Dr. Manjula Srinivas
**(Dean of Centre for Design
Thinking and Liberal Arts &
Dean of Student Affairs)**



Dr. Manpreet Kaur



Dr. Archana Mahamuni



Ms. Shaivy Sharma

Meet the Magazine Team (Student)



Mansi Goel
(Student
Chief Editor)



Gunsim Bhatia
(Design-
Associate Student Editor)



Shwetank Rashmi
(Media-
Associate Student Editor)



Dweepanjli Jaiswal
(Academic -
Associate Student Editor)



Ishrat Kaur
(Content-
Associate Student Editor)



Pragya Mahajan
(Content-
Associate Student Editor)



Ruchi Sharma
(Cultural-
Associate Student Editor)



Ritika Sihag
(Cultural-
Associate Student Editor)



Aditi
(E Committee -
Associate Student Editor)

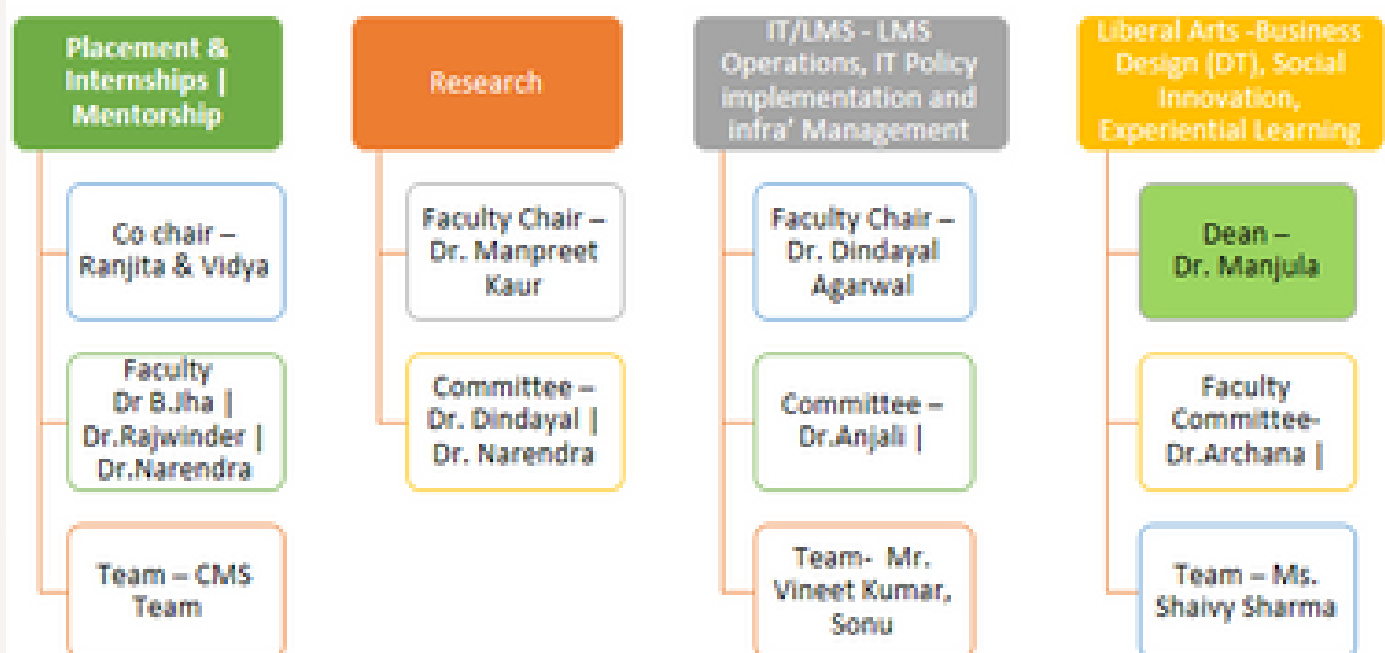
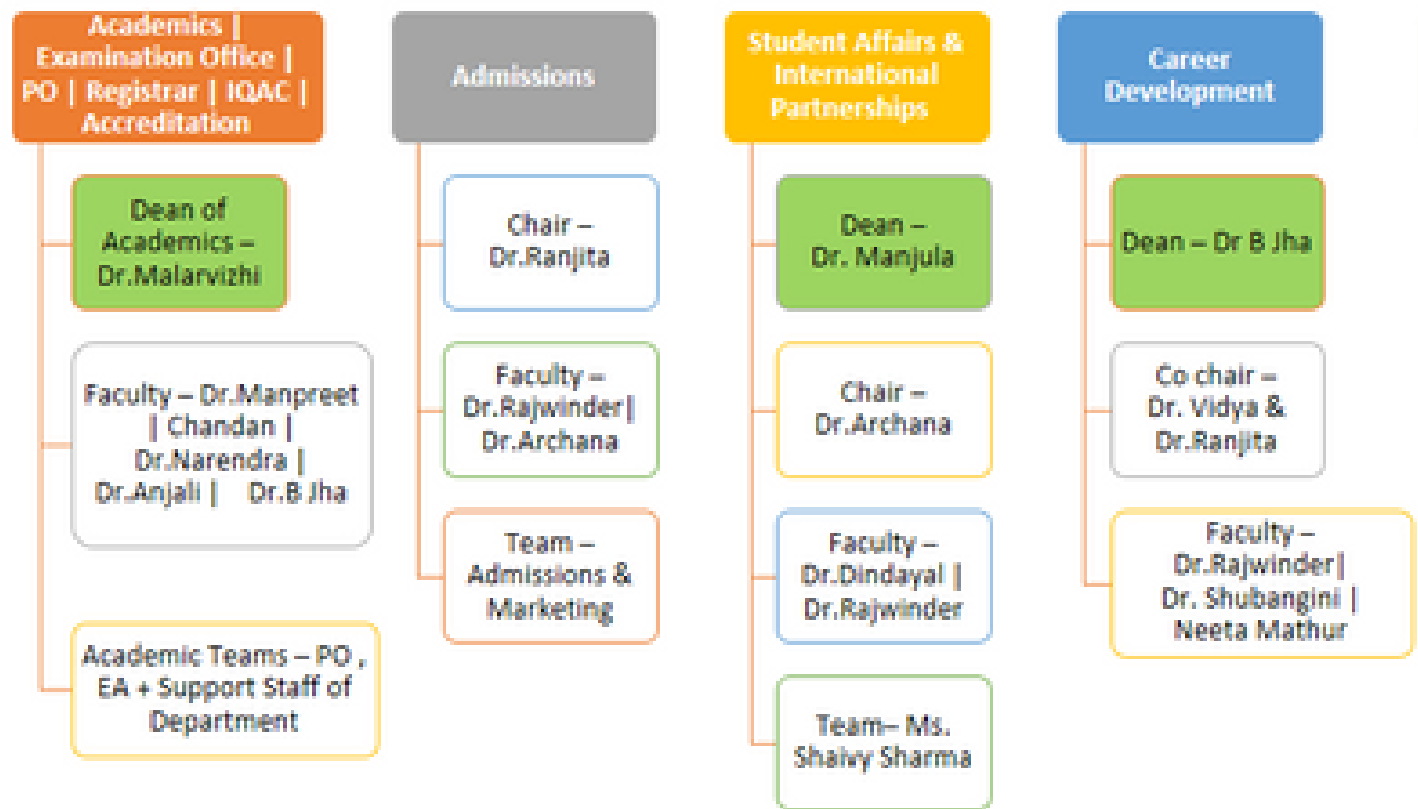


Priyanka Kumari
(E Committee -
Associate Student Editor)

ORGANOGRAM



Soil SCHOOL OF BUSINESS DESIGN



DIRECTOR'S MESSAGE

It is my great pleasure to greet you as the Director of this prestigious institution. Soil School of Business Design is an educational institute with students from diverse backgrounds, making it an ideal place for overall student growth. We want our students to pursue their dreams through critical thinking and effective communication. Our goal is to empower students to understand and solve complex problems using design thinking applications. At SOBD we offer courses such as psychology, sociology, anthropology etc. which can help students' in future prospects.

So far, the students have participated in various activities and achieved good results. I hope that they will continue to do their best with confidence. Our highly qualified staff are always ready to help each student play to their strengths.

I wish all students success in their career and future prospects!



ADVISORY BOARD MEMBERS



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ACADEMICS

ACADEMICS

The 2-year PGDM course at SOIL School of Business Design course is spread across 6 terms for 2 years. The 1st year and 2nd year have three terms in each. The compulsory 10-12 weeks Summer Internship Program commences after the Term-3. The students begin their journey at SOBD with the Orientation Program and the Bridge Classes. The credit courses typically begin from the 1st Term.

Term-1 has been nurturing the students engaged in unlearning the art of conventional learning system and relearning the concepts in creative ways. It involves fundamentals of Business Management courses along with the elementary components of Business Design. The term will also aim to polish the managerial communication of the students. This term is an immersion into the core lifestyle of a typical SOBD student.

Term-2 aims to nurture advanced knowledge of each core management subject that was introduced in Term-1 integrating it with the practical learning of Design Thinking. The students are encouraged to be socially conscious and indulge themselves in personal grooming activities.

Term-3 is designed to prepare the students work-ready for their summer internships. After the completion of the first-year programme, the students undertake 10-12 weeks of summer internships in their preferred area. Students shall be initiated into specializations in this term. One compulsory elective from the specialisation streams of Marketing, Human Resources, Finance and Analytics are offered besides the core general management courses, specialization in any corporate organization. The objective of summer training is to help students relate the concepts learned in class with practice in real life situations make them aware of business practices and to instil a sense of discipline in the students which is essential for success in the corporate world. It is mandatory training for all students, and it will be a graded component of their training.

SOBD : It is Different

2nd year of the programme will see the students opting for their specialized courses along with few core courses on Liberal Arts and Design Thinking. At the end of Year II, the students will be able to gain advance level knowledge in their field of specialization coupled with multidisciplinary learnings which also include exploring international boundaries and national cultures and heritage. The elective courses to be offered during Terms III to VI is to be announced by the Program Director by end of the Second Term. Students are required to choose a major from the following areas: (1) Marketing (2) Finance (3) Analytics (4) Human Resource

Human Resource Specialization: The course curriculum is designed to prepare students quickly and thoroughly for a career in a global business environment. The aim is reflected in the compressed time frame, reliance on individual and group assignments and a clear focus on global and contemporary HR themes and challenges. The HR program builds and nurtures high quality HR Practitioners. The program addresses a range of relevant topics including the role of HR in today's business environment, key HR processes and systems, and HR Information Systems and Technology. The program is designed and delivered with the help of Leading practitioners, academicians, and consultants. Our students are also given an opportunity to work on HR consulting projects.

Analytics Specialization: Analytics track intends to create an environment revolving around data; wherein the impact of data is understood and utilized to enhance knowledge and business decisions. It would basically deal with various data modelling and analysis techniques used in the real world to increase business performance and value. The curriculum is designed along techniques of data mining, machine learning, visualisation techniques, predictive modelling, big data technology and statistics. The students would also gain practical hands on experience of data analytics in the different functions of business which would further develop their teamwork, critical thinking ability, leadership skills and decision-making abilities.

Marketing Specialization:

In the ever-evolving global socio-economic environment, organizations need to be constantly ahead of their times. They need to be strategic in their approach, innovative in their thinking and eager to embrace technology. The Marketing stream is an honest attempt to build leaders who can address this need of the industry. After going through the cross-functional foundation courses in the first term, the students dive into the advanced courses of marketing getting exposed to the latest concepts of creating value for customers and learning the techniques to enhance the customers mind share. All the elective courses are delivered by renowned faculty who have considerable experience in the industry as well as academia.

Finance Specialization:

The world of finance has many intriguing facets with wide applications, ranging from general ones in financial management (corporate and personal) to specialized ones like security analysis, project finance, investment banking to name a few. The finance specialization track in SSOBD is meant to deep dive into most of these areas. The courses included herein accordingly cover a wide spectrum, with a fine balance of quantitative and strategic inputs. The track aims to equip the students with adequate knowledge to enable them to build a career in this sector. It has been designed to cater to a diverse range of industries and profiles within the financial sector. The track also helps to build the foundation for pursuing more specialized streams in finance for those who would like to carry it forward during their master's studies.

DESIGN THINKING

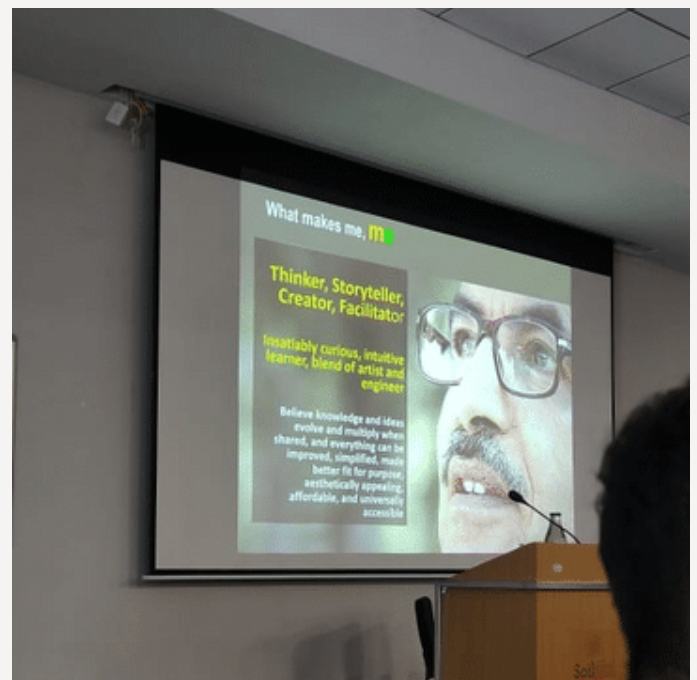


Soil SCHOOL OF BUSINESS DESIGN



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.

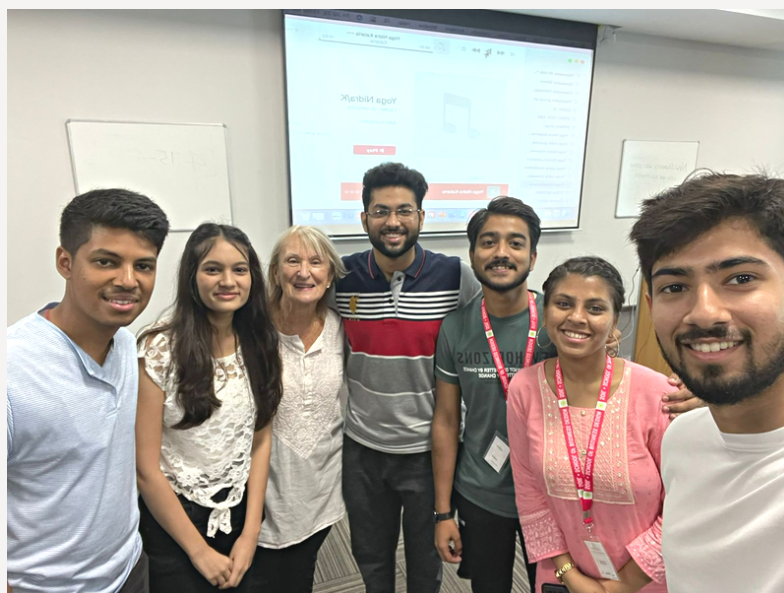
Our esteemed guest lecturer Mr. Vijay Ghei graced the occasion of sharing his time, knowledge and enthusiasm with the students at SOIL SOBD for a three day workshop in October’22. This seminar mainly focused on human centered problem solving abilities whereby students were given various tasks that didn’t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





Yoga For Wellness

It is no secret that a B-schools are immensely challenging and draining at times. By drowning in caffeine and cramming up for exams is no way to have a balanced life. To address this ongoing trend in a student's life, SOIL SOBD has come up with Yoga sessions for their students with the help of Ms. Susie Roy. Ms.Susie is a visiting faculty member at SOIL SOBD. She has completed the basic and advanced yoga teacher training programs from the International Sivananda Yoga School in Kerala, India. She conducts yoga sessions for the students and helps them relax their mind, body and soul in her hour long sessions. SOIL SOBD recognizes how important of a role mental health plays in this fast paced world. As stress begins building up, yoga comes in as a boon to help them have that calm amidst the chaos. It helps them align their breath with their movement and takes them a step closer to mindfulness. Here are a few images from the yoga sessions conducted at SOIL SOBD:



SOURCING INSPIRATION

A 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, Mr. Anil Sachdev. Mr. Sachdev 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!



Soil SCHOOL OF
BUSINESS
DESIGN



Sidhdharth Raju
[President]



Saumya Gupta
[Treasurer]



Amit KUMar
[Treasurer]

STUDENT COUNCIL'21-23

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

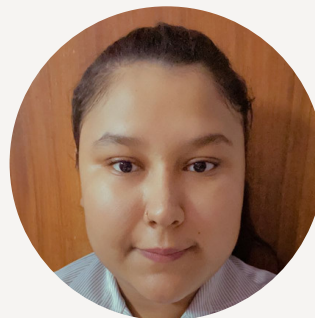
Additionally, they serve as a conduit for communicating the needs and interests of students to administration and vice versa. All students may vote or mutually agree to elect or appoint members of the Student Council, subject to the institute's approval. The Council's goal is to actively involve students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



Anushka Sharma
[Secretary]



Rohit Singh
[Secretary]



Minakshi Chatterjee
[Public Relations]



Gunjith Singh
[Public Relations]

PLACEMENT COMMITTEE

2021-2023



ANKITA
(CHANAKYA)



ARUSHI GUPTA
(CHANAKYA)



GINNI KUMAR
(ASHOKA)



MANISHA BHARDWAJ
(ASHOKA)



SAHIL SHARMA
(ASHOKA)



SAKSHI VIJAY
(ASHOKA)



VASUNDHRA VASHISHT
(CHANAKYA)



VRANDA NARANG
(ASHOKA)



SANCHIT CHANRA
(CHANAKYA)



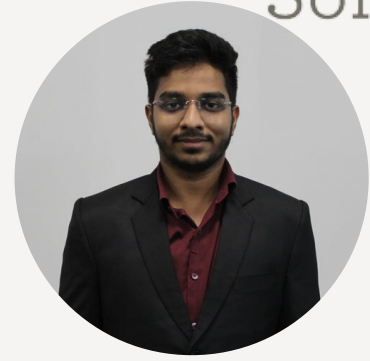
Soil SCHOOL OF
BUSINESS
DESIGN



Sonu Raj
[President]



Aditi Saxena
[Vice President]



Hrishikesh Desai
[Treasurer]

STUDENT

COUNCIL'22-24



Devansh Jalan
[Secretary]
Internal Affairs
(Academics)



Vanshikha Agarwal
[Secretary]
Internal Affairs
(Academics)



Harshita Singhal
[Secretary]
Internal Affairs
(Non Academics)



Esha Aggarwal
[Secretary]
External Affairs)

PLACEMENT COMMITTEE

2022-2024



Anubhuti Rai
(Maurya)



Aayush Birla
(Maurya)



Manvi Shaw
(Prithviraj)



Randhir Singh Thakur
(Maurya)



Neha Gangwar
(Shivaji)



Nallam Jaya Amruth
(Shivaji)



Saumya Gaur
(Shivaji)



Sahitya Shivhare
(Shivaji)



Sanya
(Prithviraj)



Sejal Puri
(Maurya)



Shaurya Babbar
(Prithviraj)



Tanmay Saxena
(Prithviraj)

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Placement Highlights 2022

22.6

Avg. Age

47%

Females

20

States

75%

Freshers

Work Experience Details

75%

Freshers

17%

0 - 24 Months

8%

24 - 48 Months

Educational Background

32%

B.Com

30%

B.E/ B.Tech

23%

B.B.A

15%

Others

RECRUITERS

HCL



intellect®
Design for Digital



Cognizant



Average CTC

Top 10% Placed

13.9

Top 25% Placed

11.8 L

No. Of
Industry
Participation

11



ROI
(Pre-MBA vs Post
MBA CTC)

160%



No. of visiting
companies

50+

Industry Consortium



SUMMER INTERNSHIP HIGHLIGHTS

Eight weeks internships with industry are an integral part of the curriculum at SOBD.

These internships give students the opportunity to put their knowledge to test in a live business environment.

Batch 2020-22

SUMMER INTERNSHIPS

Despite the impact of COVID, SOIL witnessed a total of 50 companies visiting the campus thus far in this placement season. BFSI & IT companies lead the way with 36% of companies (18 companies) closely followed by consulting, FMCG and Manufacturing companies. There were ample number of firms from the Education, chemical, analytics, supply chain sectors enabling the students to choose their preferred sector

Season Highlights

1.40 Lakhs Highest Stipend offered	14K - 16K Average Stipend offered	100% Overall Internship Projects
11 No. Of Industries Participated	50 No. of companies visited	6-8 No. Of companies Per Student

Participating Companies



Sectors

BFSI	IT&ITES	Consulting	FMCG	Education
Chemical	Supply Chain	Manufacturing	E-Commerce	AI/ML

Roles

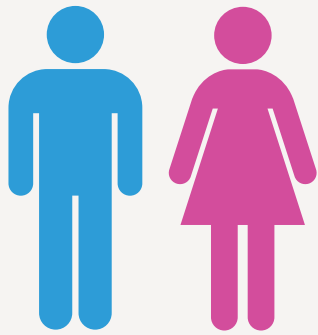
Marketing Intern	Analytics Intern	Management Trainee	Intern - Business Development
Research Analyst	Consultant	Research Analyst	Financial Research Intern
Sales Intern	Intern - Pricing	Operations Intern	HR Intern

Our partners who have constantly supported the institute throughout its 10 years of journey
The list of companies participating in the SOIL process over the years is given below

Accor	Airtel Payments Bank	Tech Mahindra	Infosys
Procter & Gamble (P&G)	GSK	Mahindra AFS	Wipro (Finance)
Mphasis	KPMG Global	HDFC Bank	Kellogg's
Gartner	Happiest Minds	Intellect Design	Motilal Oswal
Byjus	Cash Positive	Tata Chemicals	Maverick
Calpro	PNB Metlife	RazorPay	Paytm Money

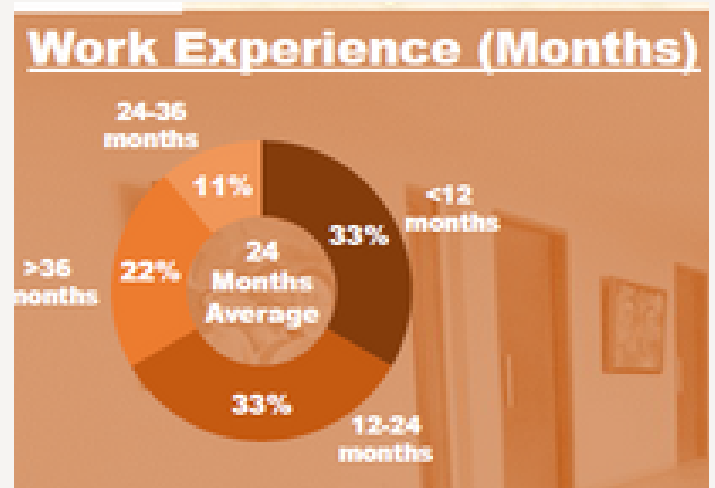
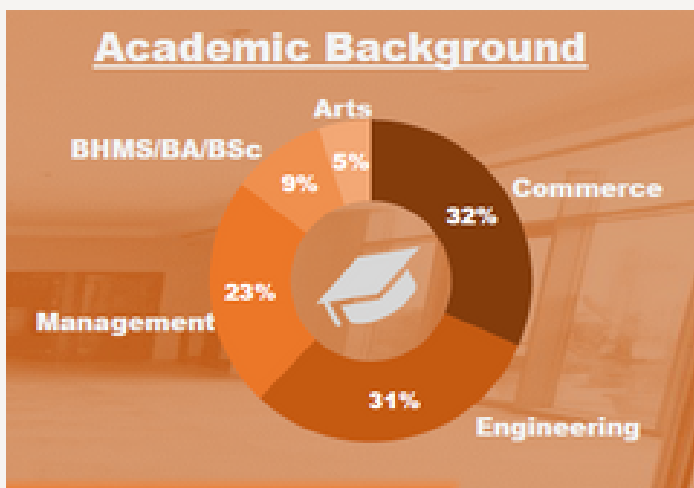
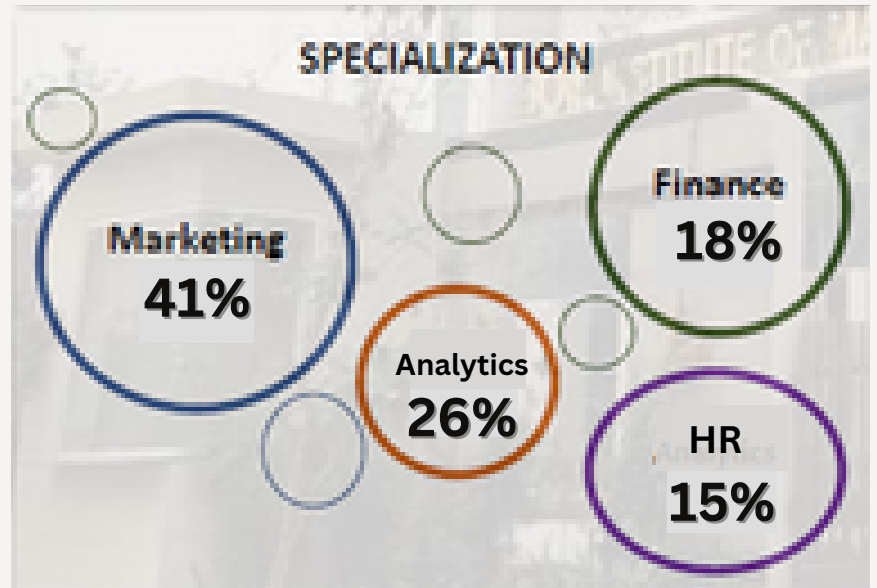
Genpact	Dupont	Frontizo (Amazon Partner Firm)	Smart Cube
HONO.AI	Panasonic	Tarnea	Bridge Group
VECV	Coverfox	TATA Electronics	SRK
Zimyo Consulting	Ever Assist	Stadhawk	Franchise India
Athena Research	Desmania	Avanaa Capital	Anand Rathi

Batch Profile 2021-2023

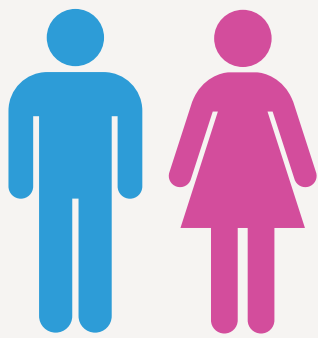


53% 47%

Batch Size - 94



Batch Profile 2022-2024

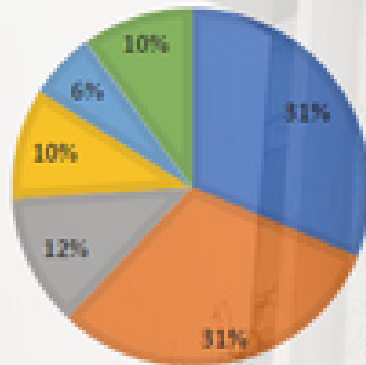


57% 43%

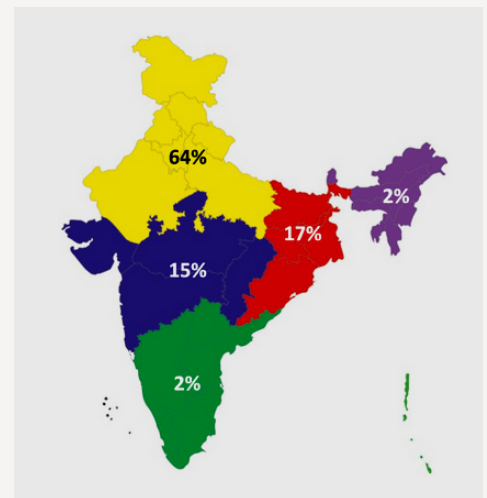
Batch Size - 204

EDUCATIONAL BACKGROUND

B.com BBA Btech
B.Sc BA/BA Hons Others



REGION WISE DISTRIBUTION



WORK EXPERIENCE (Years)

>2yrs
7%

1-2 yrs
12%

Upto 1yr
19%

Freshers
63%

Avg Exp
14mnts

SPECIALIZATION

Marketing
43%

Finance
30%

HR
19%

Analytics
8%

ACTIVE RECRUITERS



co-created by a group of

32

PLOT NO.23
Multinational and Indian companies from across industry verticals who believe in the value proposition of creating leaders

CLUBS and ACADEMIES in SOBD

1) SOCIAL MEDIA TEAM



Nitin Sharma
(President)



Pritam Roy
(Vice-President)



Sumanth Bodugu
Seceretary



Sanjana Nagpal
Treasurer

Executive Members

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

Goals and Objective –

Our goal for the club is to Create a buzz of all the events that occurred in the campus. Being the essential link between the college's management and the students. We are working closely to enhance the digital presence and awareness of School of Business Design. We are handling the coverage of all the college events, social media content, outreach, and coordinate with all the committees.

Future Events – For the future events we have thought of covering all the Diwali Mela, We have created a page for this and thought too boost the channel through different activity

- Natural Photography competition
- E-Poster making competition

2) CULTURAL CLUB



Vedant Mehta
(President)



Shriya Jadia
(Vice President)



Anushka Malasi
(Secretary)



Divyanshi Gupta
(Treasurer)

Executive Members

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

Team Outreach

- Gaurav Gupta
- Satish Patel

Goal-

The Club wants to encourage exposure to and raise students' awareness of the world's finer arts. The place to go to enjoy everything from drama to literature, poetry to music and dance.

Objective

1. To exchange knowledge and skills in various facets of culture and the arts.
2. To instil traits such as self-assurance, self-presentation, teamwork, collaboration, time management, organisational skills, self-awareness, self-discipline, open mindedness to push boundaries

3) 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

Goal

Marketing club wants to be an endearing platform where students can explore and improve various skills by proving exposure through both Business and Social events. We believe in Experiential Learning is an important aspect for PGDM students to learn practical application of theories through a variety of interesting and engaging offline events and workshops.

Objective

1. To make students come up with creative thinking abilities in solving problems and marketing issues.
2. To make students abreast of the current scenario and the happenings around the world in the marketing space.
3. To groom the personality of the students and make them more self-confident in facing this world.
4. To provide and teach them art and techniques related to marketing which would help them be industry-ready.
5. To make students understand the importance of teamwork and make them realize their leadership qualities.

4) 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**
- **Rishabh Sharma**
- **Rishabh Singhal**
- **Rahul Deshmukh**
- **Manali Sahu**
- **Harshita Negi**

OBJECTIVES

1. Marketing club will provide an opportunity and platform for every student to implement marketing theories on practices.
2. To organize events so students remain aligned with the latest marketing trends.
3. Help achieve marketing roles like Sales Manager, Business Development Manager, Customer Care Manager, etc.
4. Companies for Marketing at SOBD are Gartner, Accenture, Make My Trip, etc.

5) FINANCE CLUB



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**

GOAL

The goal is to follow a process and organize events and provide financial literacy to the students of SOBD. The aim of the club is to manage all the finances of the activities taking place and working towards the progress of SOBD.

EVENTS

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.

Objective

As we all know that finance is the most fastest growing field in today's era. Our objective is to enhance the financial awareness and finance domain knowledge among our batchmates. We will also enrich the financial conceptual knowledge of our batchmates

6) FINANCE ACADEMY



Siddharth Roy
(President)



Niharika Taneja
(Vice President)



Shruti Verma
(Secretary)



Manik Gupta
(Coordinator)

Executive Members

- **Rahul Deshmukh**
- **Gaurav Dubey**
- **Shivam**
- **Hritik Arora**
- **Kajal Goyal**
- **Raghav Khandelwal**
- **Puja Jain**
- **Achyut Awasthi**
- **Mallika Dhingra**

Goal and Objectives of the Finance Academy

- **Develop understanding of finance specialization as a career option**
- **Identify the skill sets required to build career in finance**
- **Apply financial tools and techniques required to the jobs related to finance domain**
- **Analyse job and career requirements and relate career interests to opportunities in the global economy**
- **Explore networking opportunities through professional associations**

Activities to be conducted

1. **Knowledge Sharing Session 1**
2. **Group Discussion**
3. **Quiz**
4. **Industry expert session 1**
5. **Workshop 1**
6. **Knowledge Sharing session 2**
7. **Group Discussion 2**

7) HUMAN RESOURCE ACADEMY



Shivani Porwal
(President)



Rudra Sathawane
(Vice President)



Anshul saxena
(Secretary)



Pragya Mahajan
(Treasurer)

Executive Members

- **Vinayak Naithani**
- **Priyanka Kumari**
- **Aaradhya Bhargava**
- **Sudhanshu Saxena**
- **Yash Rathi**
- **Niketa Mittal**
- **Shambhavi Prasad**
- **Sanskriti Saxena**

Objectives of HR Academy

As an HR academy, we plan to develop a holistic understanding and appreciation of human resources' role and gain practical insights into the functional aspects of the HR. We plan to create awareness about the current HR trends and understanding the evolving role of HR as strategic business partner.

We further intend to help students acquire the required competencies and hone their behavioural, functional and technical skills to be more employable and make the right career choices and plan their career path in future effectively.

8) OPERATIONS 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
- Abhishek Sharma
- Samay Tiwari
- Ishwar Chhokar
- Sakshi Shree

Goal

“Our aim is to make & grow students of SOBD Academically as well as Analytically strong”. Our responsibility is to keep all the Multipliers updated with the emerging technology and its applications in the corporate world. We would be organizing guest lectures, workshops, seminars, competitions, and many other student engaging activities to enhance their knowledge and skills that would further help them to boost their career as future managers.

Objective

- To create awareness among students in the field of Operations Research and Business Analytics.
- To develop interests for solving business problem using Analytical skills and Design Thinking approach
- To conduct business case study competitions/Guest Lectures on emerging topics
- To organize Conclave/Group Discussions on the latest trends related to Business Analytics

9) TOASTMASTERS CLUB



Payal Singh
(President)



Manik Gupta
(Vice President)



Ankit Dubey
(Secretary)



Harshil Saraogi
(Treasurer)

Executive Members

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

Goal

We provide a supportive and positive learning experience in which members are empowered to develop communication and leadership skills, resulting in greater self-confidence and personal growth.

Objective

The objective of this club – To help students to enhance their public speaking and boost their confidence by organizing various activities and events which will eventually help them in their placements.

10) DESIGN THINKING CLUB



Twinkle Verma
(President)



Pragya Gupta
(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

Goal

The club aims to technically strengthen the students by integrating their skills and ideas in the various fields of Engineering & technology, to cope up with the highly competitive environment

Upcoming events of Business Design club

1. Competition – Unique concept
 2. In this competition students have to think of any aspect or even object and require to connect it to design thinking, then they have to make a digital poster based on that aspect and they also have to present it in front of everyone – This is a group
 3. Students will be given 30 minutes for making digital poster
- Competition – All about empathizing
4. Students will be given a situation (common situation), for which they have to tell what they will do in that situation, for this activity they have to think from the perspective of person and should give the solution.

11) SOCIAL INNOVATION CLUB



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**

Goal:

To develop into a centre of excellence that nurtures an ecosystem to encourage participation, creativity, and research leading to long-term socioeconomic growth in the neighbourhood.

Objective:

1. To encourage academics and students to innovate and affect change in the community through promoting sustainable living and development
2. To promote mutually beneficial partnerships with rural communities through locally-based learning opportunities created to recognise and address current issues.
3. In order to create student-driven innovations targeted at achieving the UN's Sustainable Development Goals, it is necessary to give students service-learning opportunities in conjunction with non-profit groups.
4. To carry out research initiatives in collaboration with regional communities using participatory community-based techniques.

12) 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

Goals:

The Sports leagues don't aim for the highest possible profit. We want to give the members and students the chance to engage in active recreation and sports. Our goal is to encourage and support students to organize and play as much as possible with student driven events on campus without raising funds through external sources.

Objective:

The Objective of Sports Club is to create a setting that encourages the growth of abilities, competition that fosters self-improvement and sportsmanship, and allows the aspiring managers to have fun at the same time.

Events:

- Intra college Table Tennis tournament.
- Intra college Badminton tournament.
- Intra college Tug of war and Board games.
- Outdoor sports which will include Cricket, Football etc.
- Enrolling for various Inter college tournaments.

13) ENTREPRENEURSHIP CLUB



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 Ambardar
- Yash Singhal

Goals:

Our goal is to encourage and support students to organize as much as student driven events on campus without raising funds through external sources. Moreover, we plan to build funds to sponsor as much as events possible in college.

Objective:

Our objective is to make future leaders pursue their ideas by enhancing their organizing, managerial and innovative skills. So that they can be more effective and efficient in their respective roles.

ORIENTATION

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.



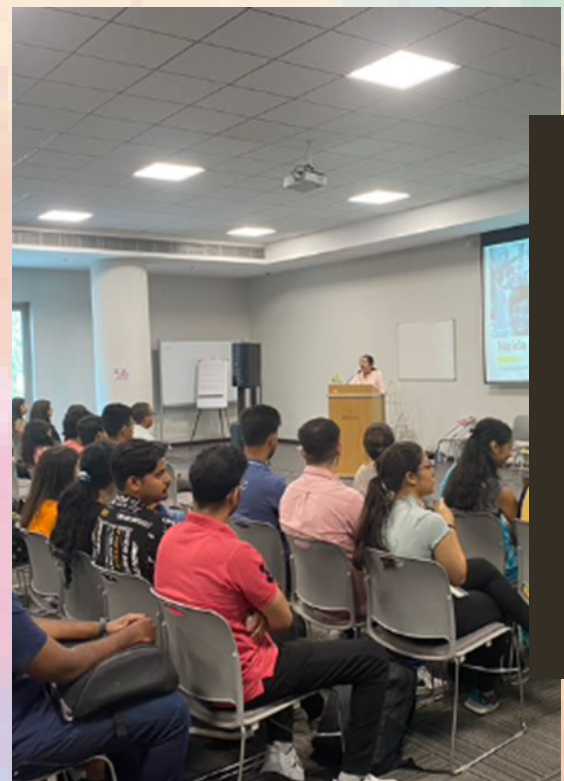


Day 5

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



SOBD's TRADITION - MORNING CIRCLES

The concept of Morning circles was introduced in the lockdown period, to check upon mental health, to encourage and motivate each other in those tough times, later on SOBD continued with morning circles offline as well.

Morning circle are conducted everyday in the MPH and a group of 5-6 people conduct it.

Morning circles at SOBD are way to start the day on a positive note, people come up and share their experiences, thoughts and opinions, news from around the world, a lot of fun and informative activities are held, birthdays are celebrated by singing Sanskrit birthday song.

Morning circle provides us the friendly platform where we can overcome our stage fear and work up on our communication and presentation skills.





EXPERIENTIAL LEARNING THROUGH EXPERIENTIAL FRIDAYS

Session 1



By Dr. Manjula Srinivas, Professor & Dean for Liberal Arts, Design Thinking & Student Affairs, advertisement emphasized the value of visual communication. She also discussed the idea of the Six Thinking Hats, which include the Yellow, Green, Black, Blue, Red, and White Hats. We discussed our ability to engage with others and contribute to society successfully depends on our interpersonal skills.

Session 2

By Peter Kotikalapudi, Head of Podcast Production at Plot Device Entertainment. The lecture covered the growth of this new channel and the innovative ways that firms are using podcasting for branding and marketing. He emphasized how crucial it is for college students to build their brands through a range of strategies, including podcasting. A podcast interview may require the use of interpersonal skills



Session 3



By Gilles Chuyen, is an expert in the field of Dance, Acting, and Choreography. During the dance for personal empowerment workshop, a demonstration of how connecting through dance enables us to connect with everything around us took place. The ability to move with timing and synchronization is a trait of someone with bodily-kinesthetic intelligence. He gave us an example of how dance may be a relaxing and enjoyable hobby.

Session 4

By Deepanshu Verma, a music composer, ad-film producer, and entrepreneur. He demonstrated the influence of voice narration, echo, music, and sound in the advertising sector. How these elements can alter the effectiveness of a basic commercial and how a company's products are tied to human traits. Our vision offers the majority of the daily impressions we form; thus we rely heavily on it. These visuals influence us to buy the product.



Session 5

By Sinjini Sengupta, Founder of Lighthouse- that helps leaders, founders, brands, and change makers develop trust, build impact, and create a legacy with storytelling. She even demonstrated for us the power of storytelling in managerial and new client relationships. The best way to tell a story is to get the audience interested. We learned fresh ways to share our tales during the session and gained new perspectives on both ourselves and others

Session 6

By Pragati Paul, Senior Assistant Professor at AJK Mass Communication Research Centre, Jamia Millia Islamia. The workshop's main topic was "theatre for transmission," with the notion that we may use our acts to disseminate knowledge throughout the world. She used a reverse teaching approach, starting with knowledge and moving on to applications. She led the group in an activity to communicate emotion through movement, facial expression, and vocal modulation



EVENTS AT SOBD

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.



Teacher's Day

Teachers' Day in SOBD was celebrated with high energy and enthusiasm. The social media, toastmaster and cultural team displayed extraordinary teamwork and made this event successful. The E-invitation were prepared by social media team and was sent to all the faculty members. We came up with a creative way to facilitate our lovely teachers and gave them title relating to their teaching and their Aura. The event consisted of various activities which were fun and interactive. These titles were given to teachers but with a twist that they have to receive it while doing a ramp walk and pose. There was an activity which included that teachers have to pick a chit and have to do what is written on that chit and it was really engaging. The cultural team also choreographed a dance performance for this event. Toastmaster club managed the whole event with their anchoring and also recited some beautiful poems dedicated to all the teachers. The event ended with an open-ended dance and teachers also joined which made this event successful.

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 and the venue was MPH.

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

Freshers 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.

After that it was time for food and fun, the students had their snacks and finally danced a lot.

Mr. fresher – Vedant Mehta

Miss fresher- Kritika Gambhir

Mr. Charismatic- Ishwar

Miss Diva- Kashish Saini



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



Plantation Drive Activity

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.



GUEST LECTURES AT SOBD

Domain : Finance

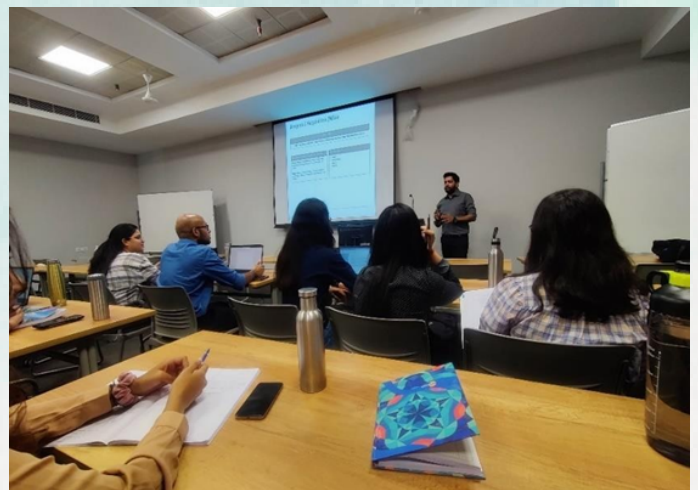
Speaker: Inderjeet Singh

Evaluation of a company, an asset, or stock requires an ever-increasing level of ability in order to make correct financial decisions. Valuation is essential to comprehending and interpreting the figures. Mr. Inderjeet Singh highlighted the principles of valuation approaches and estimate issues in this one-day valuation seminar. He also stressed the importance of approaching the estimates of cash flows, growth rates, and discount rates from a broad perspective. The curriculum improved and expanded the valuation expertise by having participants go through real-world situations. He used a case study approach and provided instances of typical clients.

Topics discussed during the session included:-

1. What Mergers and Acquisitions are
2. Distinguishing Merger from Acquisition
3. Motives for MA: a. To foster synergy b. To diversify their holdings
4. Merger and acquisitions process
5. Valuation

With a focus on selecting the optimal strategy for the particular situation, the workshop looked at the two main approaches to business valuation, Relative and DCF. The best aspect of the session was the students' interaction and engagement. It started with the basics and then discussed valuation methods using numerous examples. His valuation opinions gave us a new angle from which to examine the circumstances in which the more suitable process for value might be used. Candidates should be able to comprehend the words and different methods used in valuing a firm by the end of the session.



Domain : Human Resource

Speaker: Mr. Amit Malik, HR Head, Denso Haryana Pvt Ltd

The job of human resources becomes increasingly important in maintaining employee wellbeing and organisational growth as the business environment changes to become more dynamic and uncertain due to ongoing innovation. As a result, HR today must be both supportive and transformative.

Mr. Amit Malik, a renowned expert in enhancing HR procedures, shared his insightful knowledge with the students at SOIL School of Business Design. He also provided a reflection on the current challenges and problems that HR professionals must deal with in the real world. Additionally, he discussed the necessity and rising significance of learning and development as a function in the VUCA world, which necessitates ongoing reskilling and upskilling of workers.

He described the training and development cycle's six steps as follows:

1. A need analysis for training
2. Establishing learning goals
3. Create a Training Plan
4. Execute a training course
5. Examine training results
6. Restart the process after making the necessary adjustments.



The discussion kicked off with a focus on the urgent need to stay current on new trends and technologies because every function is accelerating toward digitization, whether it's AI-based recruitment, integrated performance management software, training trackers, or advanced Learning management systems. He also discussed the difficulty of being able to make decisions that are tough and not just based on feelings in accordance with the needs of the organisation.

He spoke extensively about the need for future HR professionals to be more technically savvy. The lecturer went on to categorise HR positions into two groups: vital and utilitarian, with a strong focus on both.

Domain : Human Resouce

Speaker: Gautam Vinod Mehra, Group Head-People & Culture at Muthoot Fincorp Ltd.

The role of the HR function with regard to setting up performance standards and measuring employee improvement and productivity in terms of these standards has been continuously evolving as a result of the changing dynamics of the business environment and the evolution of Industry 4.0 giving a boom to cyber-physical processes and gig culture.

The students were given the opportunity to ask questions of Mr. Gautam Mehra, Group Head-People & Culture at Muthoot Fincorp Ltd. engaged in conversation with the students, and share his knowledge and experience with regard to current performance management trends. Discussion was held on the subject of "Changing Paradigms in Performance Management." The lecture was quite engaging, allowing the students to ask questions of him and learn important information about the continuing developments in performance management. He also covered recent developments in software, tools, and trends that have been used by numerous firms to improve overall performance and foster employee growth. In order to advance and boost overall organisational performance, he also stressed the growing trend toward digitization and an automated culture.

The class was well received by the students, who said it helped them become more aware of the course being taught in class in a practical sense and encouraged them to be open about their questions about the subject and its dynamic nature in order to advance their knowledge as aspiring managers of the future.



Domain- Human Resource

Speaker: Dr. Vinay Yadav, General Manager- Administration and Operations at Medeor Hospitals, Manesar, India.

Dr. Vinay Yadav, a specialist in hospital administration, operations, planning, designing, quality management, and revenue growth, delivered the lecture. His talk was highly engaging and educational, with a focus on real-world applications of leadership and its ideas.

Concepts on what leadership actually is, as well as the many leadership theories and how he applied them at his job, were revealed during the workshop. Various examples from their own experiences were used to demonstrate each notion. It was discussed in the presentation how anyone with a rational and sympathetic mind can become a leader. The "Pandava Concept" was the most fascinating idea he covered.

According to the speaker, you should take advantage of any opportunities that come your way, assume full responsibility for them, and exert all of your effort to make them happen. He claimed that there is no ideal way to lead or ideal way to lead effectively. However, by assessing our own strengths and shortcomings and focusing on our natural talents, we may become a good and effective leader. To do this, we must have an ethical attitude, accept any challenges that come our way, and be steadfastly determined to provide the results despite any obstacles.



Domain- Marketing

Speaker: Mr. Vikram Singh

The session was about Consumer Behavior and Branding. The topic company and the guest kicked off the discussion. Then they went on to discuss the components of a firm.

Components of a business: 1. Production 2. Branding and marketing 3. Selling

The Porter Value Chain Model, a correct diagram of the corporate structure that incorporates corporate infrastructure, Human Resource Management, Technology Management, and Procurement, was the next topic of discussion. Along with these, he talked about a few aspects of branding and marketing.

- Adoption Curve: A curve that illustrates the gap between the early market and the mainstream market.
- Brand Fundamental Purpose: emotion connected, Trust factor Marketing Warfare amongst the Big Brands like Maruti Suzuki, Tata, Renault, and Hyundai Delivery better than the competition
- Moat Concept: A strong brand offers benefits and protection.
- Brand vision, identifying & perception
- Targeting the segment: size, profit margin, opportunity for growth, and competitive edge

The "meaning of branding" is then discussed. He gives examples from companies like BMW, Netflix, Tesla, and Airbnb to illustrate how, even if people forget everything else, they will always remember how you made them feel. Finally, he compares great and bad brands using the Nano Car as an example. He used Royal Enfield as an illustration to highlight the company and its subsidiary. The purpose, identity, and underlying concept of the brand were all thoroughly explained by him. He continues by discussing the value of branding and how it precedes marketing. He then goes on to discuss how to analyse consumer behaviour by placing yourself in their position. He eventually brings up the four fundamental pillars of business: product, consumer, brand.



Creations

🌸 Mr Period's 🌸

So, the adventure begins.
As Mr Period's visits me again.
Every month when it comes, my body says "HOORAY"!!!!
But my mind says "Oh No!! Not Today".
Destroying my plans.
In every way it can.
Changing pads every 4 hours.
And it looks like a murder scene in the shower.
Sometimes it's heavy, Sometimes it's low.
No one can predict Mr Period's flow.
Let's not forget ,those awful mood swings.
And crying for small things.
Feeling bloated all the damn time.
And wearing white, feels like a crime.
Now, Sleeping is another challenge.
Changing position all night, to find the perfect balance.
Coz, you don't want the sheets to get stain.
As washing them, will be a real pain.
The pain gets worst.
And those cramps hurts.
Whenever someone says "it can't be that bad".
It's just really makes me mad.
You may think it's regular, so it's easier to go through.
Trust me if you were in my place, your good days would be very few.
And after 5 days , this adventure finally get's over.
No more checking ,the back of my pants over and over.
But wait! It's not the end.
As Mr Period's will visit again.



**-Priyanka Kumari
Rudrama**

My name symbolizes moon , Though it's you whose
radiance compels me to hone

My severity is pre-eminent , Though in the night of your
skin I find tenderness

Hell's malevolence remains picturized in my mind , Though
in your heavenly touch I find benevolence

My words let my Heart to be in subjugation , Though in
dusk of your lips I find Liberty

**-Himanshu Pughat
Prthviraj**

मजहार ♥

बता नहीं पाएं जता नहीं पाए,
समझा सकते थे उनको पर समझा नहीं पाए।।
उनके *Dil* में कोई और बस गया था,
बता सकते थे वो पर बता नहीं पाए।।
पल पल लगा...दिन दिन लगा कि आज *Bayaan* करदे
उनको,
समझा देते थे *khudko* पर उनको समझा नहीं पाए।।
mohabbat बस कुछ पुरानी यादों का *mazhaar* है,
समझाया था उन्होंने पर हम थे कि इतना भी समझ नहीं
पाए।।

©aryan_singh

**-Aryan Pratap Singh
Maurya**

...now we don't meet regularly,
Though we all live right adjacently
its been six years, we parted happily
in our own chosen voyage consciously

And it's ok.

reminiscing the days engenders serenity
A telltale of days we lived properly
Otherwise,
lived viciously
We meet with our heart, mind, arms openly
And what takes me to them again is
how they treated each other heartfully.
Stillwe don't meet regularly
because we understand
...we can't meet regularly.

**-Sahitya Shivhare
Shivajiji**



FOR OUR SOLDIERS OUT THERE:

//What are you made up of?

Unknown to the cinch;

Whether you will enjoy another cup of tea in your lanai
or see your kids smiling or go on long walks with
your wife ever again.

You leave.

You leave for what you have been made up for,

With a heavy yet courageous heart.

A fire is always alive,

A cascade is always streaming,

The enemy cannot overpower you

Such is your surge to keep your nation guarded.

After a war at the front, you sit by

In the dark, trying to seek solace;

Mourning over the one's lost

The ones who were your only support here.

Away from home,

You search your pockets in despair

To find a torn piece of photograph

Your family is smiling

A small curve appears on your sullen face and a tear
slips by and takes your missing place in the photograph.

You don't know whether you will see them again or not;

You still go out there.

To fight for the nation.

Such is your sincerity towards your duty.

How do you always prioritize the duty over your family?

Be it scorching heat or cadaverous cold;

Be it the downpours or the gale;

You are always out there standing upright and stringent

Looking out for the enemy;

Oh, I salute you!

But is my salute even worthy enough,

In front of what you do?

We live here inside doing all the nuisance,

And you out there paying a price for our faults.

Oh, how can we ever repay you?

How can we ever pay back the sacrifices you made for the Nation, for
us?

We are indebted to you for life.

Thank you for being there,

So we could be safe here//.

**-Vanshika Aggarwal
Prithviraj**

भाग मत कर प्रयास
असफलता घरे तुझे..

मार्ग हों अवरुद्ध,

पास ना हो धन तेरे

और कार्य हो अपार

तो भाग मत कर प्रयास

कर प्रयास भाग मत

चाहे तू हंस

किंतु आँखें हो नम.....

भाग मत कर प्रयास

जीत में ही हार है

रात में ही है दिन,

निकलेगा सूरज फिर क्षितिज पार

भाग मत कर प्रयास

पीड़ा ही सुख है

सुख ही है पीड़ा

हार ही जीत है

जीत ही है हार

तो भाग मत कर प्रयास

कर प्रयास भाग मत

भाग मत कर प्रयास

कर प्रयास भाग मत.....

- आचार्य विष्णुगुप्त चाणक्य

**-Saumya Gaur
Shivaji**

SEARCH OF SOMETHING



Every night he gets up,

In search of something stolen...

But he exhorts himself,
somehow!!

everyday he hopes to,

find it anyway..

but there is no miracle,
happening anyhow!!

Every time he blames

Himself that he should

Have taken care of it..

But who cares?

When he doesn't even

Know who have it

Now.....!!!!

**-Shivam Pruthi
Maurya**

बस नाम ही लिखा था कि, तेरा चेहरा याद आया ,
क्या लिखूँ सोच रहा था कि ,कलम में तेरा हाथ आया ।

मेरे दर्द को याद कर मेरी आँखें भर आयी ,
फिर बहन पास आकर बोली क्या हुआ लिख,
ना मेरे भाई।

याद है मुझे तकिया पकड़ कर सिसकना तेरा,
मुझे देख कर खुशी से बाँहों में लिपटना तेरा.
कैसे तू भूल सकती है उन खुशी के पलों को,
नहीं समझ आया मुझे यूँ बदलना तेरा ।।

बस नाम लिखा तो तेरा ख्याल याद आया

मुझे नहीं पता तूने ये कैसी बेवफाई की है,
उसने मुझसे पूछे बिना सगाई की है ।
मैंने अपने परिवार से तेरे लिए लड़ाई की है
कैसे हो जाते तेरे मेहंदी वाले हाथ, 'दूसरों के '
मैंने भगवन से तुझे अपने लिए दुहाई की है ।।

बस नाम लिखा तो तेरा ख्याल याद आया

तेरी समंदर सी आँखों में मैं अपनी नाव चलाऊंगा,
तेरे चेहरे को मैं चांदनी रात की तरह सजाऊंगा।
तुम अपने हुस्न को चाँद की नजरो से बचा कर रखना
मैं सेहरा बाँध के घोड़ी लेकर तुझे लेने आऊँगा ।।

**-Anurag Singh
Maurya**

बस नाम लिखा तो तेरा ख्याल याद आया





CREATIONS



**-RUCHI SHARMA
SHIVAJI**



**-VANI NAYAL
MAURYA**



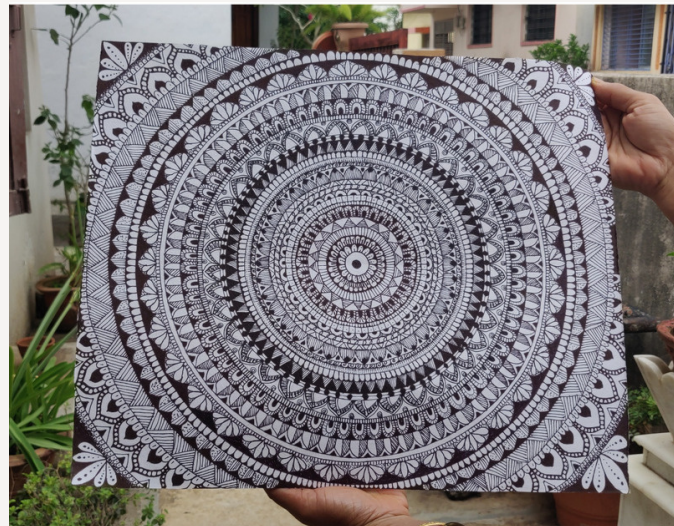
**-ANUBHUTI RAI
MAURYA**



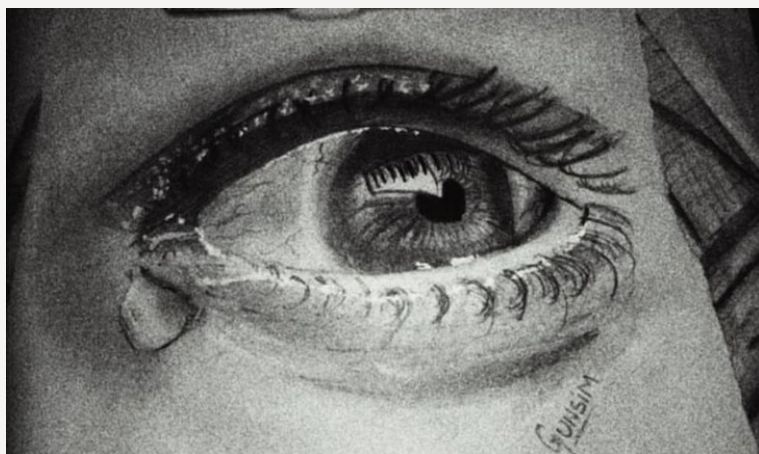
CREATIONS



Anandi Yadav
-Maurya



Mitali Mudgalkar
-Prithviraj



Gunsim Bhatia
-Maurya



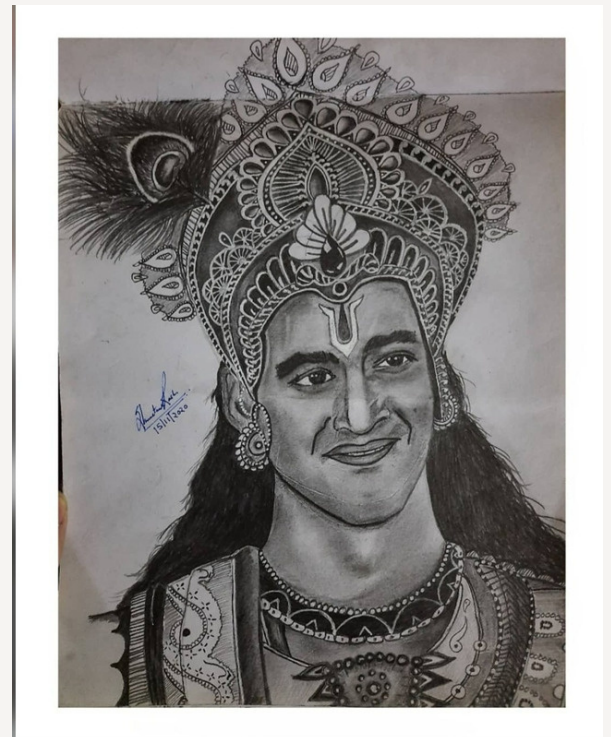
Harshita Singhal
-Prithviraj



CREATIONS



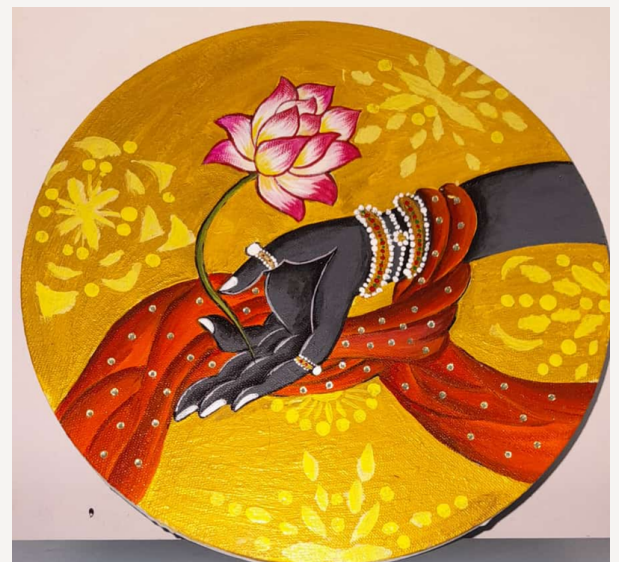
Drishti Srivastav
-Shivaji



Shwetank Rashmi
-Shivaji



Yash Sahare
-Shivaji



Shambhavi Singh
-Rudrama

Testimonials

Before Joining Soil (School of business design), I was anxious about what things would Turn Up here. Now, am glad about my choice to enrol at Soil. Soil stands out with its distinguished uniqueness of the “Design Thinking” approach. It is a perfect platform to polish one’s skills and calibres and nurture their talents. It is a wonderful experience to learn from industry experts and experienced professors this B School is giving us exposure to corporate life and a needed boost for our career growth.

-Nishant Dhanuka (Shivaji)

When I entered SOBD for the first time I was in dilemma and a little bit nervous but SOBD welcomed me in a very warm environment. It’s been a roller coaster ride for me from sleepless nights to complete assignments to enjoying with colleagues and experiential Friday . This experience will remain a lifetime memory deep inside my heart as I will live my life to fullest in these 2 years in SOBD .

Abhinav Kumar Gupta (Prithviraj)

My PGDM journey so far has been really amazing. I took various initiatives and got many opportunities to lead a team. Enhancing my leadership skills and career was my only reason to join SOIL School Of Business Design. Moreover, here I am learning an unique course of Business Design , wherein I got opportunity to attend Design Thinking workshops which has helped me gain some insights on this beautiful and innovative course. Since, I’m an active personality , I also participated in many cultural activities such as Solo Dance, Duet Dance & Solo Singing. Also, I led the Flag Hosting Event on Independence Day 2022. The Dean of the college Respected Manjula Srinivas Ma'am appointed me as the volunteer of "Thank God It's Experiential Friday" course , offered by SOBD. This incredible course taught me to be more and more creative in my life. Through this, I got the opportunities to meet various Business experts and corporate leaders. One of the best part of my journey at SOBD is that I'm leading the highest committee at the college , serving as "Placement Coordinator". I'm confident that I'll fulfil all the responsibilities allotted to me & will definitely help my cohorts in getting the best placements. Thanks Placement committee for trusting on me.

Saumya Gaur (Shivaji)

My MBA experience at the SOIL is an exceptional one that opened up numerous avenues for me to explore through my professional life. The course gave me the knowledge and abilities I need to advance in my work. Along with being a pivotal period in terms of my career, my time at SOIL while pursuing my MBA also helped me mold my personality, aspirations, and worldview. It also connected me with many brilliant people who had made their mark in the business world or set out on the wondrous journey with me.

Animesh Tripathy (Shivaji)

The 4 months in Sobd have proven to be a rollercoaster ride full of fun and learning. All the presentations and group activities have helped me to groom my personality. This program taught us to meet endless deadlines, participate in various activities, late night studies, and still manage to have some spare time to relax with friends. I met many people with diverse backgrounds and it was very nice to learn and celebrate various cultures through them. All the fests and events are the best part of Sobd as they are celebrated with full pomp and show

Sanskriti Saxena (Maurya)

One word: Amazing Two words: Top Notch Three Words: Unbelievably mind blowing Four words: I Am loving it... From the best faculty to the Best friends, from a rigorous academic schedule to phenomenal activities, from an elite lifestyle to the old monk escapades, from a multitude of live projects and assignments to those free moments and long walks between hostels, life at SOBD is everything one want in a college. Here I met several people who were strangers but now are important part of my life. Getting a lot of learnings from everyone. The experiential fridays, the design thinking workshops , AI week and more gives a lot of exposure and learning to everyone. Thrilled to experience more adventure at SOBD.

Priyanka Kumari(Rudrama)