



Bunts Sangha's
S.M. Shetty College Of Science, Commerce And
Management Studies, Powai
NAAC Accredited 'A' Grade
IMC RBNQ Certificate of Merit 2019
ISO 21001: 2018 Certified

Student Enrichment Activity Approval Form 2020-2021

Department: THE MANAGEMENT ASSOCIATION (BMS)

Program: ONLINE INTER-CLASS COMPETITION ON: ADVERTAINMENT

Objectives: To understand and create content for Advertising products to induce consumers for sales by the students.

Need: To understand consumer needs and wants as per their demographics, and appeal a suitable product to them featuring their uses, price and other information through a creative video created for television advertisement by the students.

Content: Competition on Creative videos containing, product features, uses, price, jingle, tag line, etc.

Resource Person: -

Judges: Asst. Prof. Nidhi Chandorkar and Asst. Prof. Ashish Navik

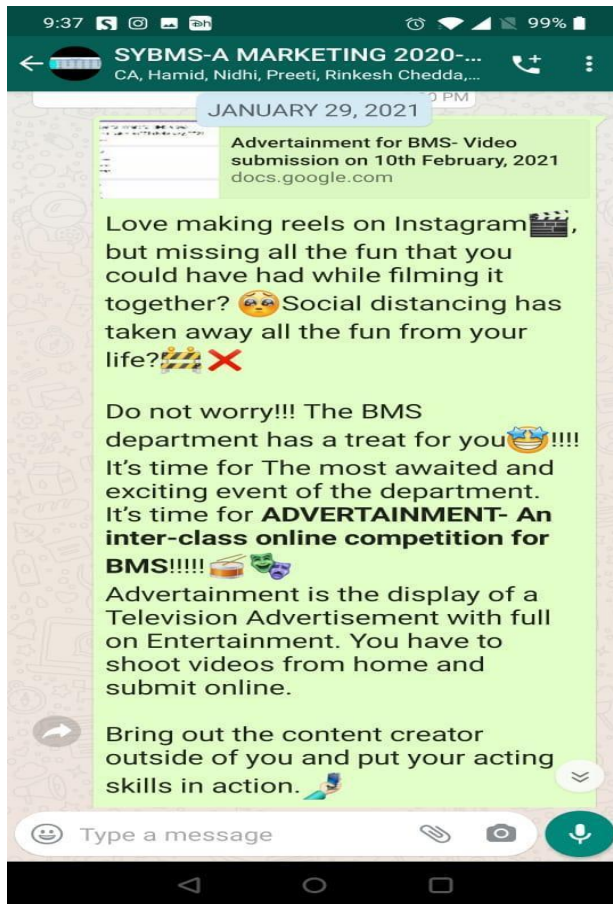
Date of submission: 10/2/2021

Cost/Budget: Nil

Proposed by: Steffi Salve

Verified by: Nidhi Chandorkar

Notice on WhatsApp groups for Registrations:



BUNTS SANGHA'S
S.M. SHETTY COLLEGE OF SCIENCE, COMMERCE AND MANAGEMENT
STUDIES
POWAI

THE MANAGEMENT ASSOCIATION
REPORT ON

ONLINE INTER-CLASS COMPETITION: ADVERTAINMENT

The Management Association organized an inter-class online competition for BMS students called 'Advertainment', which means creation of Television Advertisement with Entertainment factor.

The Objective of this competition is to understand and create content for Advertising products to induce consumers for sales by the students.

The participants have to understand consumer needs and wants as per their demographics, and appeal a suitable product to the consumers featuring their uses, price, jingle, tag line and other information through a creative video created for television advertisement.

Asst. Prof. Nidhi Chandorkar and Asst. Prof. Ashish Navik were the judges for this event.

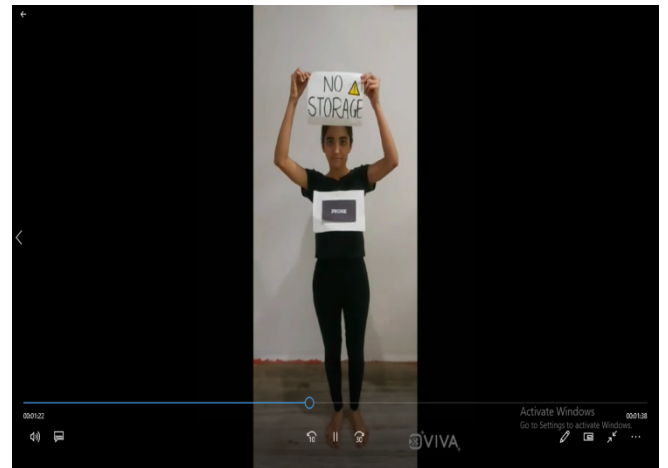
Four groups (18 Students, 12F, 6M) having members of 4-6 students in it participated and submitted the videos online.

PARTICIPANT & WINNER LIST

| Class | Group Leader | Group Members | Product Allotted | Prize |
|---------|---------------|--|------------------|-------|
| FYBMS-B | Aaryan Ajit | Aaryan Ajit , Amrit Kaur Rashi , Dipesh Patel , Ekta Kale | Footwear | 1 |
| FYBMS-B | Vinisha Uchil | Sweekrati Shetty, Prerana Gurav, Roshani Jaiswal, Vinisha Uchil | Phone | 2 |
| SYBMS-B | Priya Rai | Priya Rai, Jeffin Neelamkavil, Asita Singh, Sandhya Soni, Snehal Khamkar | Perfume | 3 |
| SYBMS-A | Tahir Khatri | Tahir Khatri, Arsalan Khan, Rohan Singh, Shruti Panhale, Bhavika Bangera | Biscuit | 3 |



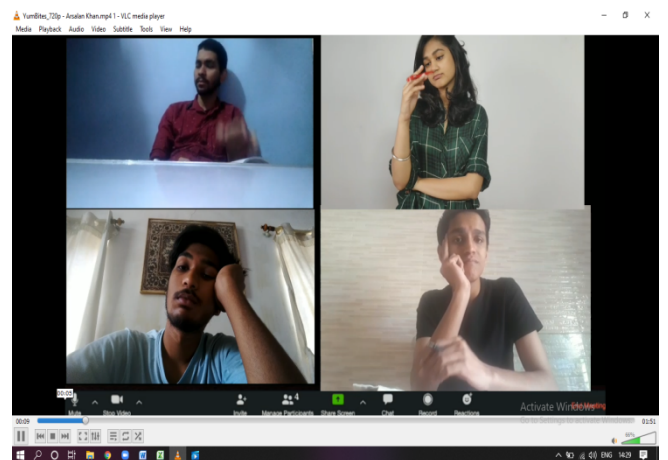
First Prize



Second Prize



Third Prize



Third Prize