

**BUNTS SANGHA'S  
S.M. SHETTY COLLEGE OF SCIENCE, COMMERCE &  
MANAGEMENT STUDIES**

**Student Enrichment Activity Approval Form 2022-23**

D/4/19/22-23

**Department:** The Department of Management Studies

**Program:** THE BRAND STORY

**Objective:**

→ To provide knowledge to create their own free videos on different brands and their interesting facts

**Need:** Students will learn video making as well as about new brands

**Content:** The videos will be made in group and presented in class

**Date:** 28 march 2023

**Proposed By:** Nidhi Chandorkar (Subject Teacher)

**Verified By:** Prof. Nidhi. Chandorkar

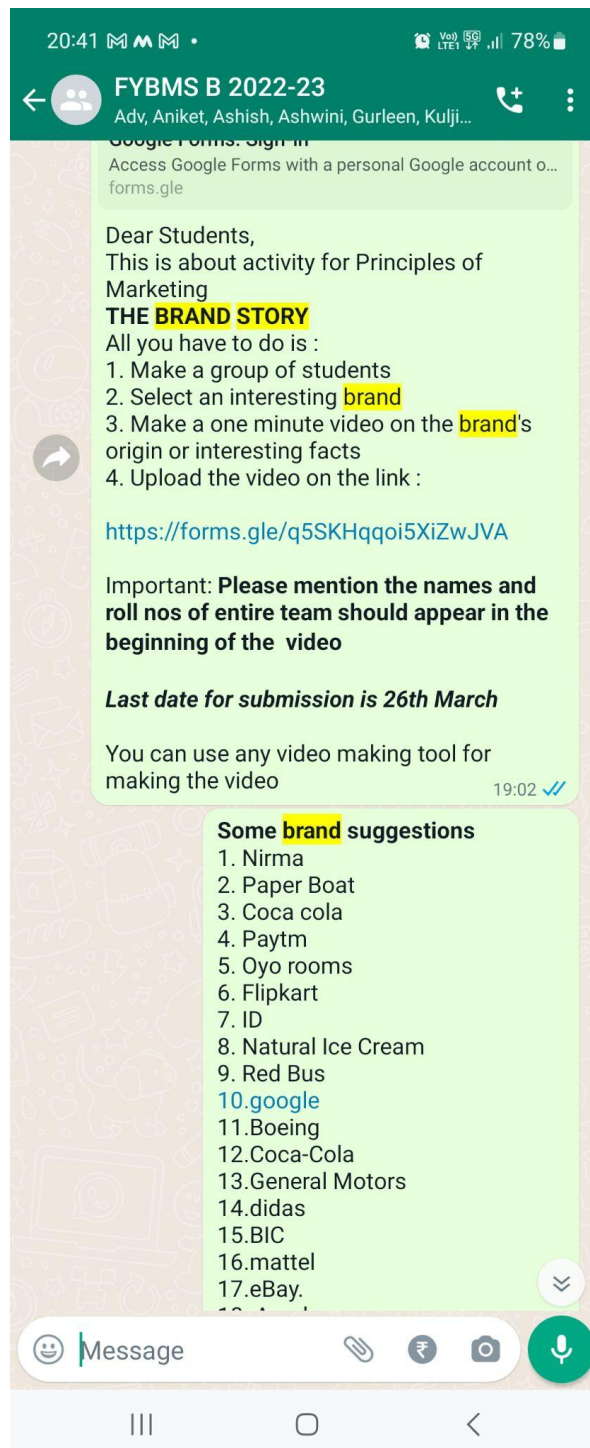


Principal



Coordinator

## MESSAGE FOR THE CLASSES



## REPORT

The Brand Story was an activity conducted for dual purpose - developing knowledge for different brands and to develop skills for making videos.

This was conducted for FYBMS students for the subject Principles of Marketing. Students were provided guidance on various video making platforms like Render Forest, Canva, PPT etc. and were then divided into groups.

They selected brand of their choice and made video on interesting facts.

21 different brands were presented by the students and videos were uploaded on departmental youtube channel - SM Shetty BMS Department.

Nidhi Chandorkar

Participants:

Brand Name	Which tool have you used for making the video?	Number of members in the group
Amul	Power point	7
Naturals Icecream	Video maker	4
Adidas	Canva and inshot	4
Coca-Cola	Canva	4
Paper Boat	Renderforest	3
Boat	Renderforest	4
Versace	Canva and Inshot	5
Cadbury	Renderforest	2
Burger King	Canva	Reeba eliza kunder, Anjali jaykaran yadav, tasmia sayyed, arantxa shasha lobo
Whisper	Canva	4
Naturals Ice Cream	Canva	Four
BOSE	clipchamp	6
Amul	Power Point	5
MAKE MY TRIP	Canva, Inshort	7
Zomato	VN	7
Bisleri	Videoscribe , Canva	2

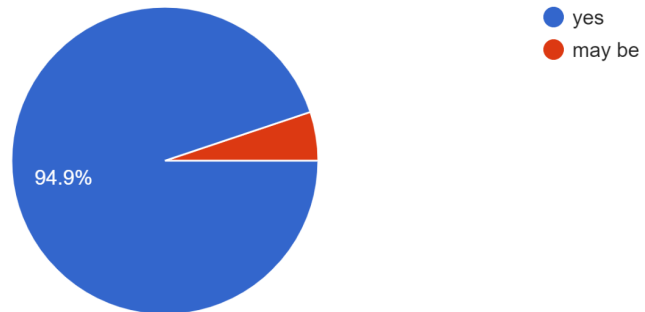
Starbucks	Canva	5
Lenskart	Inshot	7
Coca Cola	Coca Cola	Anurag Nishad
OYO Rooms	Canva	5
Amul	Canva	4
Apple	Render forest	Aayushi Panchal, Dhrutesh Jadhav, Deepshikha Karlekar, Akshath Rai
H&M	Canva	1





## Was the session interesting?

39 responses



## Could you learn any new online tool?

39 responses

