



Shri Swami Vivekanand Shikshan Sanstha's  
**VIVEKANAND COLLEGE, KOLHAPUR**

(AN EMPOWERED AUTONOMOUS INSTITUTE)

2130, 'E' ward, Tarabai Park, Kolhapur, Tal. Karveer, Dist. Kolhapur -416003

Affiliated to Shivaji University, Kolhapur (M.S.)

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College with Potential for Excellence by U.G.C., New Delhi

"Star College" by D.B.T Govt. of India

ISO 9001 : 2015



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Prin.Mrs. Shubhangi Gawade  
M.Sc., B.Ed.

Principal  
Dr. R. R. Kumbhar  
M.Sc., M.Phil., Ph.D.

**Report on**  
**“AD MAD Show”**  
**(Advertisement Video Making)**

1. **Name of Department:** Department of English

2. **Name of Organized Activity:** “AD MAD Show (Advertisement Video Making)”

3. **Date/ Duration:** 10<sup>th</sup> March 2025.

4. **Aims and Objectives:**

- To acquaint the participants with promotional strategies in marketing through advertisements.
- To improve their presentation skills of an idea, product, or service effectively.
- The idea behind conducting this event is to provide a platform to participants to explore their creativity skills.

5. **No. of beneficiaries: 190**

Male	78
Female	112
<b>Total</b>	<b>190</b>

6. **Expenditure & funding agency** : Nil

7. **Brief description:**

The Ad-Mad Show was a fun activity where B.Com II year students created advertisement videos. The goal was to help students use their knowledge of


marketing and advertising in a creative way. Each group was given a product or service to promote, and they had to make an interesting and convincing ad for it.

Through this activity, students learned how advertisements work, how to communicate a message to an audience, and how to work as a team. It also gave them a chance to improve their problem-solving and creativity skills while having fun. Overall, the Ad-Mad Show helped students understand advertising better and apply it to real-world situations.

#### **8. Outcome:**

- A conceptual framework of advertising was introduced.
- Students were made aware of the benefits of advertising.
- The students were helped to understand the existing practices in brand management.
- The Ad-Mad Show activity was successful and engaging, providing valuable learning experiences for the commerce students.

#### **9. Photos: Attached**

  
Ms. K. R. Vhonkhande  
Subject Teacher

  
Dr. Kavita Tiwade  
Head, Dept. of English  
**Head**  
DEPARTMENT OF ENGLISH  
VIVEKANAND COLLEGE  
KOLHAPUR (EMPOWERED AUTONOMOUS)

“Dissemination of Education for Knowledge, Science and Culture”

- Shikshanmaharshi Dr. Bapuji Salunkhe

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## **Vivekanand College, Kolhapur**

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### **Department of English**

Date: 27.01.2025.

All the students of B.Com. Part II (All divisions) are hereby informed that under **Internal Continuous Evaluation for AEC English for Business Communication, Semester IV- AD MAD Show (Advertisement Video Making) (10 Marks)** need to be submitted as per the following guidelines before 10<sup>th</sup> March 2025. If you fail to submit the video, you will be responsible for your academic loss.


#### **Guidelines:**

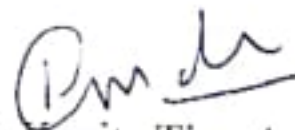
1. The advertisement should be in English Language.
2. Can be done in a team (a team can have maximum of 5 Students)
3. The video clips cannot be more than 5 minutes.
4. Caution should be taken to refrain from displaying obscenity, violence, prejudice, defamation, etc. in advertisements.

#### **Submit on WhatsApp:**

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Ms. K. R. Vhonkhande : 7083419672

  
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Subject Teacher

  
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