

“Education for Knowledge, Science, and Culture”
- Shikshanmaharshi Dr. Bapuji Salunkhe

Shri Swami Vivekanand Shikshan Sanstha's
Vivekanand College, Kolhapur
(Autonomous)



Ad Mad Show Activity

1. **Name of Department:** Department of English
2. **Name of Organized Activity:** Ad Mad Show Activity
3. **Date/ Duration:** Wednesday, 13th March, 2024. 1 hour.
4. **Aims and Objectives:**
 - To foster speaking skills among the students
 - To develop the confidence level among the students.
 - To show their creativity and acting talent
 - To acquaint the students about promotional strategies in marketing through advertisements.

5. **No. of beneficiaries:**

Teachers	Male	
	Female	02
Students	Male	04
Participants	Female	20
Total		26

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

7. **Brief description:**

Advertisements are commercial that are designed to catch the attention of the consumer. Keeping this purpose view, the Department of English organized one activity on Ad Mad Show on 13th March, 2024 for B.Com II year students. It was an opportunity to bring out individual talent of the students participating and to provide them with a platform to explore their creativity through presentation. The students presented advertisements on different products of their wish and showed their skill beautifully. There were 2 faculties Madhuri Pawar and Komal Vhonkhande and 22 students present in this activity.

8. **Outcome:**

- Fostered speaking skill among the students.
- Developed their confidence level.
- Showed their creativity and talent.
- Got acquaint with market strategies through advertisements.

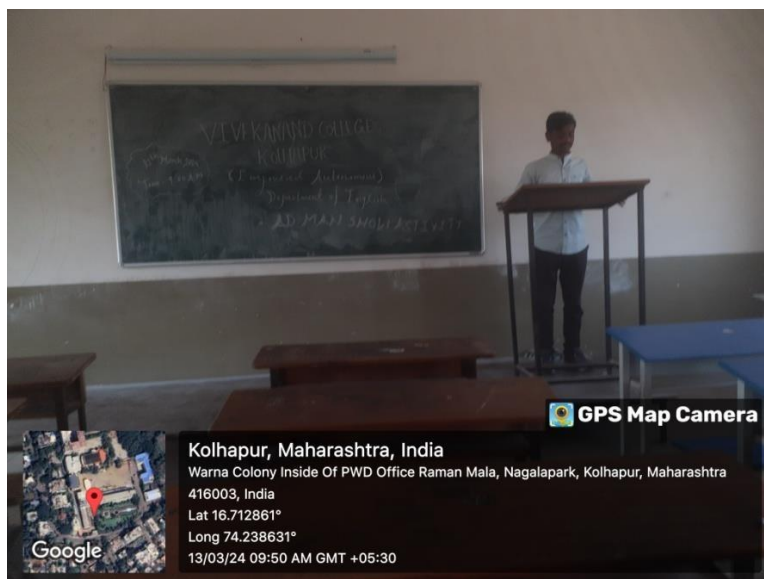
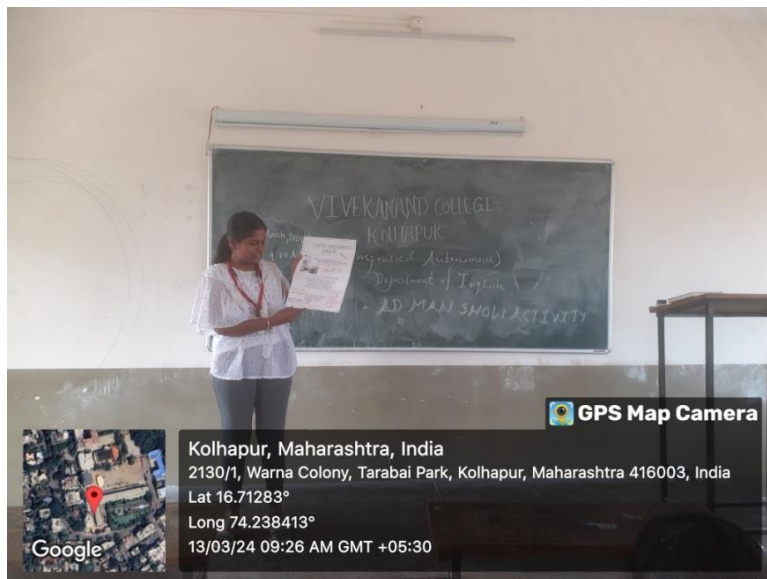
9. **Photos:** Attached



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Advertisement presented by students

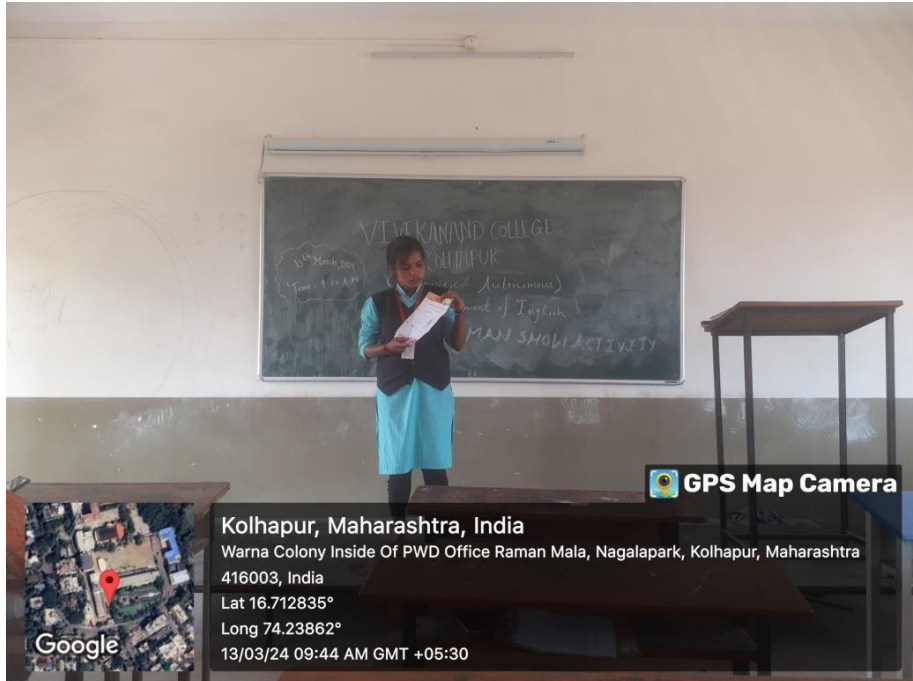




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KOLHAPUR (AUTONOMOUS)



Ms. Madhuri Pawar
Co-ordinator

Dr. Kavita Tiwade
Head, Dept. of English