

**The Advertising & Marketing Circle
(Junior College)**

Teacher in Charge	:	Mrs. Anupamaa S Chavan
Secretary	:	Devansh Karia
Treasurer	:	Tanvi Desai
Committee Members	:	Tanvi Joshi, Shrenik Lakhani, Shashank Nolkha, Sutej Vora, Krushika Mauwalla, Ayushi Kapasi, Sarang Parekh, Fenil

The Advertising and Marketing Circle (AMC) organized one day fest named '*Adverto*', on 15th December 2010, in room number 5 of N M College. The events included Lecture by Dabbawallas of Mumbai, followed by a Quiz Contest based on Advertising and Marketing aspect, and a Lecture by Mr. Sachin Rele, CEO of Autonics Energy Pvt Ltd., on Marketing.

The programme started with lighting of the lamp by Principal Shri. Sunil Mantri, followed Shri Sopan Mare, Shri Raghunath Medge (Speakers from Mumbai Dabbawalla Association), Vice Principal (Degree College) Smt. Sangita Kher, and Teacher in charge Mrs. Anupamaa Chavan which was followed by Ganesh and Saraswati Vandana, sung by Suraj Bharati.

Shri Raghunath Medge started with his lecture, which highlighted the following –

Out of 5000 Dabbawallas, about 85% are illiterate and the remaining 15% are educated up to 8th grade. However by working for past 120 years with full dedication, time management, no strike gathering experience in logistics - Mumbai Dabbawallas have created a place of their own. The Six Sigma Certificate, ISO Certificate and many other certificates awarded to them by external agencies has further corroborated the high quality of work being done by them. The visit of English King - Prince Charles and Virgin Atlantis Chairman Sir Richards Branson has given Dabbawallas much media attention and respect in the society.

Shri Medge enlightened our students with the way they carry out their day to day operations through a power point presentation. Students were informed about their rules and regulation, coding system for the Tiffin boxes and the management of the same. It is only due to their hard work and dedication they have been able to create an identity of their own, not only in India but also outside India. The lecture was very informative and their slide show was quite interesting.

Students got to learn a lot from them. The lecture gave an insight to the students so as to how the Dabbawallas managed with the distribution of dabbas in the crowded city of Mumbai with the help of local trains, cycle and carts. Students got to know the importance of distribution, i.e. if goods/services if not distributed at right time, right place and right condition it can lead to a disaster to the organization.

Dabbawallas are mostly invited by Management colleges, hospitality colleges, educational institutes, private & multinational organizations and government and semi government companies. Some of names the organizations which have invited Dabbawallas are as IIT Bombay, Delhi, Kharagpur and almost all other IITs.IIM - Indore, Lucknow and almost all other IIMs. Many Meetings of Confederation of Indian Industries (CII) .Stanford University delegations to India. University Of Nebraska. Symbiosis Management School - Pune. Bharat Petroleum Corporation Ltd. Global Business School- Nagpur. NM Dalmia Management Institute - Mumbai. National Stock Exchange - Mumbai. Reserve Bank of India. Mahindra & Mahindra - Kandivli (Mumbai) and Nasik. Sandoz Pharmaceuticals - Mumbai. Indian School of Business (ISB) - Hyderabad.GE Money Servicing - Hyderabad. Microsoft - Gurgoan. Genpact - Hyderabad. Community of cooked food - Italy. Accenture - Mumbai.SAP India and many other organizations in Mumbai, India and abroad.

The lecture of Shri Medge was followed by a Quiz Contest. All the **junior** college students were invited for the quiz, which was based on advertising and marketing area. There were 3 rounds in the quiz. The quiz consisted of a rapid fire round, identifying the products through their logo (shown on a power point presentation) & identifying the company with their punch line. It was entertaining and all the participants as well as the audience enjoyed the quiz show. The winners and even the members from the audience who answered the questions correctly were given gift hampers.

At the end we had a lecture on Marketing. Mr. Sachin Rele who is an MBA, LLB and presently CEO of Autonics Energy Pvt .Ltd. gave a lecture on Core Marketing. He is also a visiting faculty at NMIMS. He explained the very basics of marketing by giving students classic examples which they could relate to. Students enjoyed and appreciated the lecture given by him. The students understood the importance of marketing. If one is not able to market his goods/services properly he will never succeed, no matter whether he is a good manufacturer or a skilled professional.

The programme was ended with a vote of thanks to all the Speakers, Principal, and the staff of N M College, who helped in organizing the function.