

Name of the Association:	The Advertising & Marketing Circle (Junior College)
Teacher-in-Charge:	Mrs. Anupamaa S Chavan
Students-in Charge:	Devansh Karia, Shashank Nolkha, Kapil Agrawal, Mihir Joshi, Krushika Mauwalla, Juhi Jayaram, Hetu Nandu, Khushali Samani Vrushabh Joshi, Deba Jagannath, Disha Gandhi, Smita Shah, Bindee Kakkad, Heenal Khandelwal, Kinjal Shah, Prerak Shah.
Secretary:	Tanvi Desai
Joint Secretary:	Rihen Ajmera
Treasurer:	Anil Prajapati
P. R. O:	Akshay Shah

Objectives of the Association:

1. To arrange activities to explore various areas in Advertising and Marketing.
2. To organise events to enhance the knowledge related to various aspects of Advertising and Marketing.
3. To get practical experience which will enlighten and inculcate various skills required to organise various programmes of the association.

Activities planned to achieve these objectives:

1. Ad-making (To practically recognize various expertise and skills required in ad-making)
2. Pocket tanks (Games)
3. Angry birds (Games)
4. Quiz (related to Advertising and Marketing)
5. Marathon (For Charitable Cause)
6. Amazing Race (To understand the importance of time and place utility which relates to physical distribution in marketing)
7. Mock parliament (Debate)

The Advertising and Marketing Circle of N.M. Junior College conducted a two day fest **Adverto** on the 18th and 19th September 2011. This was the second year of Adverto in the college, with a wider and much different concept.

Creativity was not only used by the creative committee for portraying beautiful and colourful charts but also by all committee members in making the event grand and successful.

It's rightly said to achieve something big and successful much of hard work is required but this was experienced only after the committee members started working for the event. Events like quiz, mock parliament, ad-making, amazing race and marathon were planned. Elimination round for quiz contest, mock parliament (debate), angry birds and pocket tanks was held on 17th September 2011.

Ad-making helped the young minds in using their creative brains for advertising a particular commodity/product given to them. Angry birds and Pocket tanks highlighted the adventurous skills of playing. Marathon was organized, which was completely for a charitable cause, it was decided that the proceeds of the marathon would be used for a charitable purpose, in mock parliament participants were given topics on social issues; this enabled one to know the opinion and thoughts of the young generation.

Amazing race was basically planned for participants as it gave them the experience and the joy of covering various destinations and completing various tasks in minimum time and minimum amount of money given to them. This helped the young mind to understand the importance of time and money. It was to understand the importance of time and place utility which are important aspects of physical distribution in marketing.

EVENTS:

17th September 2011 –

Eliminations were held in room no.21 (A) for:

1. Pocket tanks : 1:15pm to 3:15pm
2. Angry birds : 3:15pm to 4.00pm
3. Quiz: 4.00pm to 5 pm

18th September 2011:

It was a Sunday were in Marathon and Amazing race was organized.

1. Marathon: 8am to 9am (from N M College to Tulip Star Hotel, Juhu and back). Marathon was planned on a Sunday to avoid traffic and have comparatively empty roads. People from the age group of 17 to 55 years were running on this Sunday morning for the cause of charity. Principal Prof Sunil B Mantri, gave away the prizes to the winners of the marathon race.
2. Amazing race: 1 pm to 6 pm It was regarding the young teenagers experiencing the joy of covering various places/destinations and successfully completing the task and winning the race in minimum amount of time and money.

19th September 2011:

The last day of Adverto finally the long journey comes to an end with finals

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| 1. Quiz: | 12.00pm to 1.00pm |
| 2. Ad-making : | 1:30pm to 2:30pm |
| 3. Mock parliament : | 3.00pm to 4.00pm |
| 4. Angry birds and Pocket tanks: | 4.00pm to 5.00 pm |

The valedictory function was graced by our Vice – Principal Prof Suman Rao. She congratulated and appreciated the efforts put in by the committee members for organizing **Adverto**, and gave her best wishes for their future endeavours’.

The highlight of this fest was that all the proceeds of the marathon would be donated to the deserving students of an orphanage who are blessed with young and talented brains but somehow are not able to use it to its fullest.

All things ended up well and gave an insight to learn lot many things. The practical experience that the committee members got through this event cannot be expressed in few words; it not only changed the way they used to think but also enhanced their personalities.



The entire team of Adverto (The Advertising & Marketing Circle)

