

**Bunts Sangha's**  
**S.M.Shetty College of Science, Commerce & Management Studies, Powai.**  
**NAAC ACCREDITED 'A' GRADE ISO 21001:2018 CERTIFIED**  
**IMC RBNQ CERTIFICATE OF MERIT 2019**

**MANAGEMENT ASSOCIATION**

**Activity Approval Format**

**Program:** Advertainment

**Objective:** To provide an opportunity to students to showcase their talents related to creation of advertisements.

**Need:** It is important to motivate students and help them to develop their creative skills.

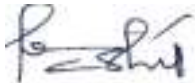
**Content:** Students were asked to form groups which were then allotted products on which they had to prepare advertisements. All the advertisements were then screened to the students and results announced.

**On:** 20th September 2021 - 26th September 2021, screening on 29th September, 2021.

**Fees:** N/A

**Proposed By:** Asst.Prof. [Preeti Matharu](#).

**Verified By:**



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MINUTES OF MEETING

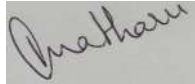
- 1) First meeting 6th September, 2021
  - The dates of the competitions were finalized.
  - The theme of the event and products were brainstormed and finalized.
  - Division of work among the teams.
- 2) Second meeting 15th September,, 2021
  - Discussion and finalisation of WhatsApp message to be prepared and circulated.
  - Discussion and finalisation of the rules of the events.
  - Discussion and finalization of the brochure of the event.
  - Distribution of work to respective event heads.

Members Present:

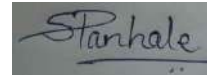
Ms. Nidhi Chandorkar



Ms. Preeti Matharu



Ms. Shruti Panhale (Overall student head - Management Association)



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MANAGEMENT ASSOCIATION  
NOTICE

WHATSAPP MSG:

" ✨ Creativity without strategy is art 🇮🇳  
while creativity ✨ with strategy is called  
advertising 📣 "

😁 OUR BMS FAMILY IS ONCE AGAIN HERE WITH IT'S  
DEPARTMENTAL EVENT 😎

WHICH EVENT ? 😞

😎 IT'S OUR ADVERTAINMENT 📊 😊

What is Advertainment? 📣 ! !

🎬 Advertainment is a combo of advertisement and entertainment 🙌

😁 IT'S AN OPEN CHALLENGE 😎 FOR STUDENTS OF ALL 3 YEARS  
OF BMS DEPARTMENT 🔥

😎 All interested people please fill up the below given form for registration  
of your group 🙌

<https://forms.gle/3yMSVJw4Gomeuy3Q8>

🌟 And also do visit our own bms department instagram page 🙌

[https://instagram.com/smshettybms?utm\\_medium=copy\\_link](https://instagram.com/smshettybms?utm_medium=copy_link)

 **In case of any queries contact us 🖱️ :-**

**Danica: +919136781250**

**Shruti:+919930065435**

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**MANAGEMENT ASSOCIATION**

**BROCHURE**

BUNTS SANGHA'S  
S.M. SHETTY COLLEGE OF SCIENCE,  
COMMERCE & MANAGEMENT STUDIES, POWAI, MUMBAI-76  
NAAC Accredited 'A' GRADE  
IMC RBNQ CERTIFICATE OF MERIT 2019  
ISO 21001:2018 CERTIFIED

MANAGEMENT  
ASSOCIATION  
*Presents*  
AN E-INTRA-DEPARTMENTAL EVENT  
**ADVERT  
AINMENT**

NEWS

19  
September  
2021

LAST DATE FOR  
REGISTRATION →

REGISTRATION LINK

# Rules and Regulations For Advertainment

- 1 | Group members limit: 4-6 (Each one should be from same class and div)
- 2 | Time limit for advertisement should be 1-3 mins.
- 3 | Product will be given by us after the registration. Example: Shoes, Clothing etc.
- 4 | You can create catchy funny tag lines, jingle, dialogues, conversation in your advertisement.
- 5 | You can submit your entries in Google form provided by us in the leaders whatsapp group.
- 6 | Late submissions won't be entertained.
- 7 | The idea should be new and innovative. Copying other brands and products is not allowed.

**All The Best!!!**

**For Queries Contact:**

**Shruti Panhale: 9930065435**

**Danica Monterio: 9136781250**

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**MANAGEMENT ASSOCIATION**

**PARTICIPANT LIST:**

LEADER NAME	EMAIL ID	GROUP MEMBERS NAME	Class
Aaryan Ajit	aaryanajit2903@gmail.com	Aaryan Ajit,Prerana Gurav, Aaryan Poojary, Amrit Kaur Rashi,Sweekrati Shetty	SYBMS A
Kirti Singh	21kirti87@gmail.com	Dishita Uchil , Arham Jain , Atharva Amin, Disha Anam, Kush Palekar	FYBMS A
Shruti shetty	shrutishetty471@gmail.com	Kartik Bhanushali,Disha Lodha,Aditya Lotankar,Veerar Patel,Disha Sawant	FYBMS A
Kanggan Parekh	kangganparekh@gmail.com	Pratham Panchal / Sandya Shetty / Pawana shetty / siddharth parab / advait karekar	FYBMS B
Sayyed Kaynat Abdul Sattar	kaynatsaiyadf786@gmail.com	1. Taranjit singh 2.Rohan nair 3.tejasvi Bhandare 4.Nikita devadiga 5.faisal khan	FYBMS B
Vidhi Ramesh Rachh	vidhirachh2003@gmail.com	Khushboo Prajapati, Yesha Vasa, Shreya Devadiga	FYBMS B
Devkanta maji	devkantmaji43@gmail.com	1)Devkanta maji 2)Maneeth shetty 3)Rohan shah 4)Shraddha Shetty 5)Nandita Mishra 6) Daksh jain	FYBMS A
Divyanshu Kotian	divyanshu.kotian1109@gmail.com	Divyanshu Kotian, Praneeth Shetty, Vedant Mhatre, Joylin Campbell, Janvi Bhanushali, Aadira Naik	FYBMS B
Adnan Shaikh	Adnankhan786242@gmail.com	81 Pooja Devadiga,90 Ekta Kale,111 Sakshi Poojary,137 Priya Yadav.	SYBMS B

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## **MANAGEMENT ASSOCIATION**

### **REPORT:**

The department of Management Studies organised an e-event of ad-making competition called Advertainment. The total participation for the competition was 9 groups (41 students). The participants were asked to register and prepare a video of their talent and were asked to upload the same on the google form circulated. The students were given products on 20th September 2021 and they had to submit the video by 26th September, 2021. An online screening of the videos was organised on 29th September, 2021. The event was organised with the objective to recognise the talent of the department students and give them a platform to display the same.



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**FEEDBACK:**

Full Name	Course	Class	Over all rating of the event	Did you find the event interesting?	Rate the overall organization of the event	Would you like to be a part of more such events	Any suggestions
Atharva Kamat	BMS	First year	5	Yes	5	Yes	
Sakshi bangera	BMS	First year	5	Yes	5	Maybe	Best advertisement
Diksha Divakar shetty	BMS	First year	5	Yes	5	Yes	
Khan sufiya Parvez	<a href="#">B.COM</a>	First year	5	Yes	5	Maybe	No
Rohit Anand Rawat	BMS	First year	5	Yes	5	Yes	
Ankith Moolya	BMS	First year	5	Yes	5	Yes	
Danica Monterio	BMS	Second year	5	Yes	5	Yes	
SHETTY SANDYA SHAMBU	BMS	First year	5	Yes	5	Yes	
Gayatri Gangadhar Shetty	BMS	First year	5	Yes	5	Maybe	No
Angad Singh Rawat	BMS	First year	3	Maybe	3	Maybe	not really
Abhishek	<a href="#">B.COM</a>	First year	5	Yes	5	Maybe	No

chauhan						
Kashish Ghanshyam Gupta	BMS	First year	5 Yes	5 Yes	No	
Janvi Bhanushali	BMS	First year	5 Yes	5 Yes	It was amazing	
sapaliga dheeraj vishwanath	BMS	First year	4 Yes	4 Yes	no	
Dhiraj Krishna moolya	BMS	Second year	5 Yes	5 Yes		
Shraddha Rajesh Shetty	BMS	First year	5 Yes	5 Yes		
Kush Palekar	BMS	First year	5 Yes	5 Yes		
Ronit Shetty	BMS	First year	5 Yes	5 Yes	No	
Disha Anam	BMS	First year	5 Yes	5 Yes		
Yash Ravindra Phalke	BMS	First year	4 Yes	5 Yes	It was absolutely very good and creative	
Joylin campbell	BMS	First year	5 Yes	5 Yes	No	
Veeral Mahadev Patel	BMS	First year	5 Yes	5 Yes		
Rishabh Satish Shetty	BMS	First year	5 Yes	5 Yes		
Shruti shetty	BMS	First year	5 Yes	5 Yes		
Achary Rakshita Murthy	BMS	Second year	5 Yes	5 Yes		
Aryaan Shaikh	BMS	Second year	5 Yes	5 Maybe		

Ankita kukiyaam	<a href="#">B.COM</a>	First year	5 Yes	5 Yes	No
Khan Moinuddin	BMS	First year	4 Yes	3 Yes	
Ekta Kale	BMS	Second year	5 Yes	5 Yes	
Kanchan manaram choudhary	BMS	Second year	5 May be	5 Yes	
Gauri Yashwant Wanarkar	BMS	First year	5 Yes	5 Maybe	No
Kiran Desai	BMS	First year	5 Yes	5 Yes	
Aasiya Jumla	BMS	First year	5 Yes	5 Yes	No
VIDHI RAMESH RACHH	BMS	First year	5 Yes	5 Yes	Nothing
Aayush Bahua	BMS	First year	5 Yes	5 Yes	No
Maneeth shetty	BMS	First year	3 May be	3 Maybe	None
VEDANT A. GHOGARE	BMS	First year	5 Yes	5 Maybe	
Tanisha shetty	BMS	Second year	5 Yes	4 Maybe	No
Svasti Shetty	<a href="#">B.COM</a>	First year	5 Yes	5 Maybe	Beautifully organized
Sayyed Kaynat Abdul Sattar	BMS	First year	5 Yes	5 Yes	
Devadiga Nikita	BMS	First year	5 Yes	5 Yes	No suggestions
Kartik Bhanushali	BMS	First year	5 Yes	5 Yes	

Rifa Mulla	BMS	First year	5 Yes	5 Maybe	
Pratham Anand Panchal	BMS	First year	5 Yes	5 Yes	
Prerana Vinod Gurav	BMS	Second year	5 Yes	5 Yes	
Khan Jannat	BMS	Second year	5 Yes	5 Yes	No
Sachin gupta	BMS	Second year	4 Yes	5 Maybe	
krishna tiwari	BMS	First year	5 Yes	5 Yes	no
Ashutosh Bajaj	BMS	First year	5 Yes	5 Yes	
Shruti Panhale	BMS	Third year	5 Yes	5 Yes	
Karissa Ribeiro	BMS	First year	5 Yes	5 Yes	No
Siddharth Vithoba Parab	BMS	First year	5 Yes	5 Yes	
Namita fernandes	BMS	First year	5 Yes	5 Yes	NA
Dishita Ramesh uchil	BMS	First year	5 Yes	5 Yes	No
Khushboo babulal prajapati	BMS	First year	5 Yes	5 Yes	
Vedant Shekhar Mhatre	BMS	First year	4 Yes	4 Yes	
Nandita Mishra	BMS	First year	5 Yes	5 Yes	
Janvi Bhanushali	BMS	First year	5 Yes	5 Yes	It was amazing
Shraddha Rajesh Shetty	BMS	First year	5 Yes	5 Yes	

Disha sawant	BMS	First year	5	Yes	5	Yes	
Riddhi Patel	BMS	Second year	5	Yes	5	Yes	
aditya prabhu	BMS	First year	5	Yes	5	Yes	no
pawana shetty	BMS	First year	3	Yes	4	Yes	
Harsh Manish Shah	BMS	First year	5	Yes	5	Yes	
Kashish Ghanshyam Gupta	BMS	First year	5	Yes	5	Yes	No
Advait Santosh Karekar	BMS	First year	5	Yes	5	Yes	
Shubhalaxmi salian	BMS	First year	5	Yes	4	Yes	---
Shreyash Khandelwal	BMS	First year	4	Yes	4	Yes	Nil
Joylin campbell	BMS	First year	5	Yes	5	Yes	No
Karthik Shetty	BMS	First year	5	Yes	5	Yes	
Ankita santosh bhirad	BMS	First year	5	Yes	5	Yes	excellent event
Vrushali Kolte	BMS	Second year	5	Yes	5	Yes	
Pooja Seetharam Devadiga	BMS	Second year	5	Yes	5	Yes	
KONIKA SAMPATLAL BHANDARI	BMS	Second year	5	Yes	5	Yes	
Ankush Yadav	BMS	Second year	5	Yes	5	Yes	no

## **ACTION TAKEN REPORT**

Feedback was taken at the time of screening of advertisements wherein Students appreciated the efforts taken by the college to conduct the event online and were happy to participate in the event. Based on this feedback, it was decided that the Management Association will conduct more such events.

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**SAMPLE CERTIFICATE:**

**BUNTS SANGHA'S**  
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**POWAL, MUMBAI - 400076**  
**NAAC ACCREDITED 'A' GRADE**  
**IMC RBNQ CERTIFICATE OF MERIT 2019**  
**ISO 20001:2018 CERTIFIED**

**THE MANAGEMENT ASSOCIATION**  
**CERTIFICATE OF PARTICIPATION**

This is to certify that  
Mr./Ms. Sweekrati Shetty from SYBMS A has participated in  
"ADVERTAINMENT" organized by  
The Management Association on Sunday, 26th September, 2021.

 _____ <b>Preeti Matharu</b> Event In-Charge	 _____ <b>Nidhi Chandorkar</b> Co-ordinator	 _____ <b>Prof. Sandesha Shetty</b> Vice Principal	 _____ <b>Dr. Liji Santosh</b> Vice Principal	 _____ <b>Dr. Sridhara Shetty</b> Principal
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**POWAL, MUMBAI - 400076**  
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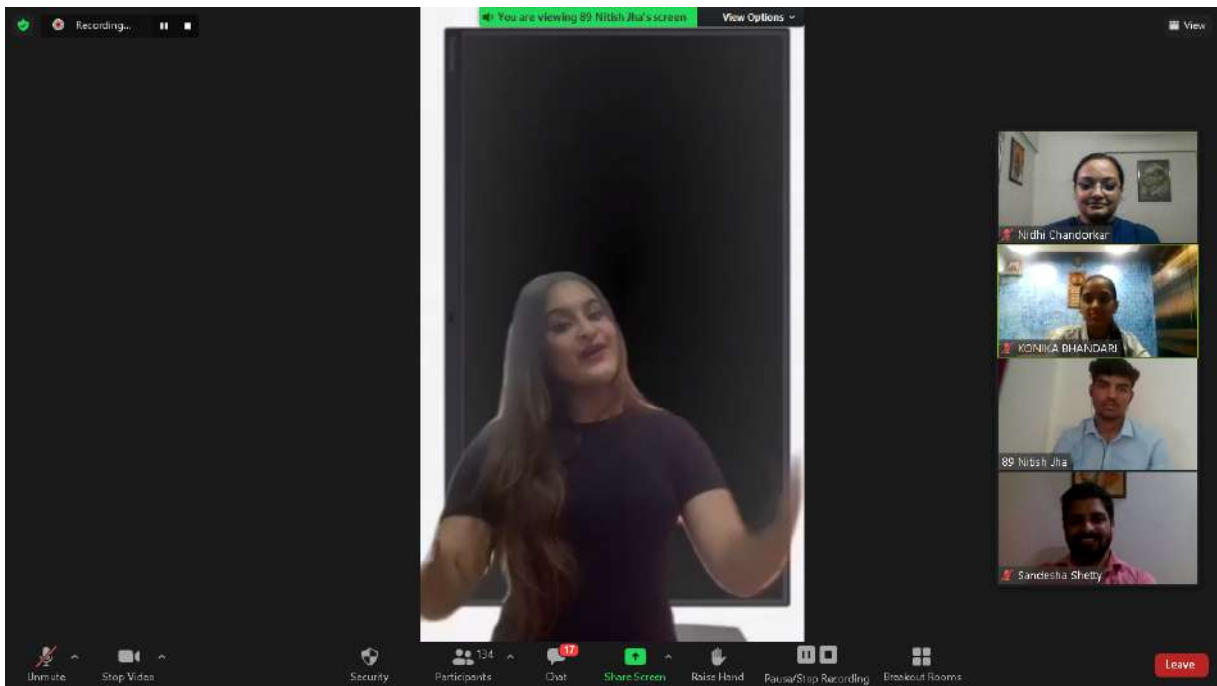
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This is to certify that  
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"ADVERTAINMENT" organized by  
The Management Association on Sunday, 26th September, 2021.

 _____ <b>Preeti Matharu</b> Event In-Charge	 _____ <b>Nidhi Chandorkar</b> Co-ordinator	 _____ <b>Prof. Sandesha Shetty</b> Vice Principal	 _____ <b>Dr. Liji Santosh</b> Vice Principal	 _____ <b>Dr. Sridhara Shetty</b> Principal
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**PICTURES:**





Zoom Meeting

Recording...

Nidhi Chandorkar | 89 Nidhi Jha | Sandesha Shetty | Preeti Matharu | Ashish Navik

Participants (128)

Find a participant

- NC Nidhi Chand... (Co-host, me)
- Preeti Matharu (Host)
- 89 Nidhi Jha (Co-host)
- K KONIKA BHANDARI (Co-host)
- A Ashish Navik (Co-host)

Invite | Mute All

Chat

aura

From 04 FYBMS Kedar Singh Bh... to Everyone:

ok

clothes one na?

Who can see your messages? Recording On

To: Preeti Ma... (Direct Message)


Type message here...

27°C Rain ENG 13:07

Recording...

You are viewing 89 Nidhi Jha's screen

View Options



LIFE GEAR

Nidhi Chandorkar

Nidhi Chandorkar

89 Nidhi Jha

KONIKA BHANDARI

Sandeshha Shetty

Unmute | Start Video | Security | Participants (127) | Chat (18) | Share Screen | Raise Hand | Pause/Stop Recording | Breakout Rooms | Leave

The image shows a Zoom meeting interface. The main video window displays a man with dark hair and a mustache, wearing a light blue shirt and earphones. Above the video, a gallery of five participants is visible: Nidhi Chancorkar, KONIKA BHANDARI, Sandesh Shetty, Preeti Matharu, and Ashish Navik. A 'Recording...' indicator is present in the top left of the video area. On the right side, the 'Participants (125)' list includes: Nidhi Chand... (Co-host, me), Preeti Matharu (Host), BN Nitish Jha (Co-host), KONIKA BHANDARI (Co-host), and Ashish Navik (Co-host). Below the list is a 'Chat' window with messages: 'auri', 'From FYBMS Kedar Singh Bh... to Everyone', 'ok', and 'clothes one na?'. A notification at the bottom of the chat says 'Who can see your messages? Recording O'. The bottom toolbar contains icons for Mute, Stop Video, Security, Participants (125), Chat, Share Screen, Raise Hand, Pause/Stop Recording, and a red 'Leave' button.