



Bunts Sangha's
S.M.Shetty College of Science, Commerce and
Management Studies, Powai, Mumbai – 400076
NAAC Accredited 'A' Grade
IMC RBNQ Certificate of Merit 2019
ISO 21001:2018 Certified



Student Enrichment Activity Approval Form 2021-22

Department: The Incubation Center

Program: The Brand Builder

Objectives:

- To encourage students to create their own brand and show their creativity. With the same.
- To learn to express themselves using non-conventional creative tools.

Need: To give student artists a creative space to work with.

Content: The students have to create a brand along with logo and tagline and submit it through the google form mentioned in the message.

Date: 1st September to 5th September

Cost/Budget: N/A

Proposed by: The Incubation Center

Verified by: Prof. Nidhi Chandorkar

Coordinator

Principal



Bunts Sangha's
S.M.Shetty College of Science, Commerce and
Management Studies, Powai, Mumbai – 400076
NAAC Accredited 'A' Grade
IMC RBNQ Certificate of Merit 2019
ISO 21001:2018 Certified



Minutes of Meeting

Date: 30/08/2021

Agenda:

1. To discuss the date of the competition.
2. To discuss the rules and regulations of the competition.
3. To decide who is going to judge the competition.
4. To decide the topic for the competition.

Minutes of Meeting:

Following decisions were made on 30th August , 2021

1. The meeting was commenced by Prof. Nidhi Chandorkar and the last date decided to submit the video is 5th September, 2021.
2. It was decided that the students will compete by creating their own brand along with logo and tagline .

Member's Present:

1. Prof. Raveena Shetty
2. Prof. Ashish Navik
3. Prof. Preeti Matharu
4. Prof. Utkarsh Kapadia
5. Prof. Sujata Rizal Kotian
6. Saloni Maliwal
7. Amogh Pandit
8. Arsalan Khan

Coordinator

Principal



Bunts Sangha's
S.M.Shetty College of Science, Commerce and
Management Studies, Powai, Mumbai – 400076
NAAC Accredited 'A' Grade
IMC RBNQ Certificate of Merit 2019
ISO 21001:2018 Certified



DUTY ALLOCATION

The Brand Builder

THE INCUBATION CENTER

Before Event:

1. Brochure- Arsalan
2. Whats App Message- Amogh
3. Feedback Link- Amogh
4. Judgement Sheet- Saloni
5. Certificate Design- Arsalan
6. Certificate Circulation- Amogh

After Event:

1. Documentation- Saloni

Coordinator

Principal



Bunts Sangha's
S.M.Shetty College of Science, Commerce and
Management Studies, Powai, Mumbai – 400076
NAAC Accredited 'A' Grade
IMC RBNQ Certificate of Merit 2019
ISO 21001:2018 Certified



Notice - The Brand Builders

THE INCUBATION CENTRE Of Bunts Sangha's S.M. Shetty College of Science, Commerce and Management Studies, Powai.

Organizes

THE BRAND BUILDERS

An intercollegiate brand building competition

What is to be done?

- 1** You need to create a **NEW BRAND** for any Product or Company by adding Brand Elements like Name, Logo, Symbol & Tagline. 💡
- 2** Logo making can be done using software or it can be handmade also. 💻
- 3** Give a brief description on Logo and Product/Company for which you have done Branding.

Please remember: ⚠️

Copying an existing brand name Or symbol will lead to disqualification. ❌

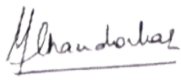
LAST DATE OF SUBMISSION: 5th SEPTEMBER 📅


Submission Link 🔗

<https://docs.google.com/forms/d/1HWuvSyeZUol2XwzH2mOtcTCTwwLp8mA0QFXXK6JB9Rmw/edit>

Winners will be awarded E-certificates for the same.

For any queries contact ☎️:
Amogh Pandit - 7045110606
Arsalan Khan - 9769551193


Coordinator


Principal



Bunts Sangha's
S.M.Shetty College of Science, Commerce and
Management Studies, Powai, Mumbai – 400076
NAAC Accredited 'A' Grade
IMC RBNQ Certificate of Merit 2019
ISO 21001:2018 Certified



Program Schedule: The Brand Builder

- The event was scheduled from the 1st September, 2021 (Wednesday) to 5th September , 2021 (Sunday).
- The mode for participation would be google forms.
- The videos would be judged by Prof. Nidhi Chandorkar (Management Faculty) and Prof. Kalpana Rai Menon (Mass Media Faculty).
- The certificates for the same would be issued after the declaration of the winners.

Coordinator

Principal



Bunts Sangha's
S.M.Shetty College of Science, Commerce and
Management Studies, Powai, Mumbai – 400076
NAAC Accredited 'A' Grade
IMC RBNQ Certificate of Merit 2019
ISO 21001:2018 Certified



Report

The Brand Builders

The Incubation Centre of Bunts Sangha's S.M. Shetty College of Science, Commerce and Management Studies, Powai had organised a brand making competition where the students were informed and given 5 days' time to create a brand with a logo and suitable tagline. 31 students from different colleges participated in the competition.

The brands judged by Prof. Nidhi Chandorkar (Management Faculty) and Prof. Kalpana Rai Menon (Mass Media Faculty). The winners were selected and applauded. All the participants were provided with participation certificates.

-Nidhi Chandorkar

We are delighted to share that **THE INCUBATION CENTER** has received great response for **BRAND BUILDERS- An Intercollegiate Competition on Brand Creation.**

The winners 🏆 of the competition are

First : 🏅 Pratik Chavan (Vivekanand Institute)

Second: 🏅 Ridhesh Shirodkar (S M Shetty)

Third: 🏅 Meenakshi Kunnutgi (S M Shetty)

Fourth: Riddhi Patel (S M Shetty)

Congratulations to all the winners !!

Coordinator

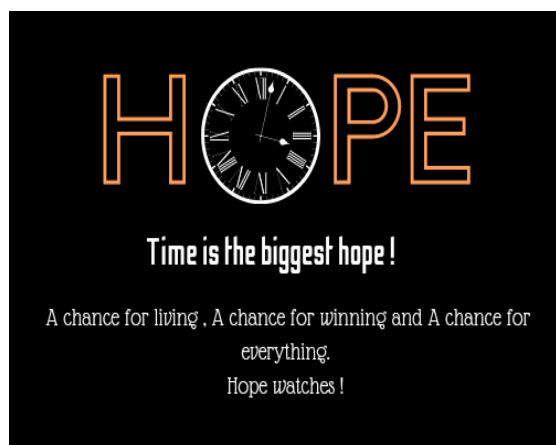
Principal



Bunts Sangha's
S.M.Shetty College of Science, Commerce and
Management Studies, Powai, Mumbai – 400076
NAAC Accredited 'A' Grade
IMC RBNQ Certificate of Merit 2019
ISO 21001:2018 Certified



Pictures [Winner Brands]



M Chandrasekar
Coordinator

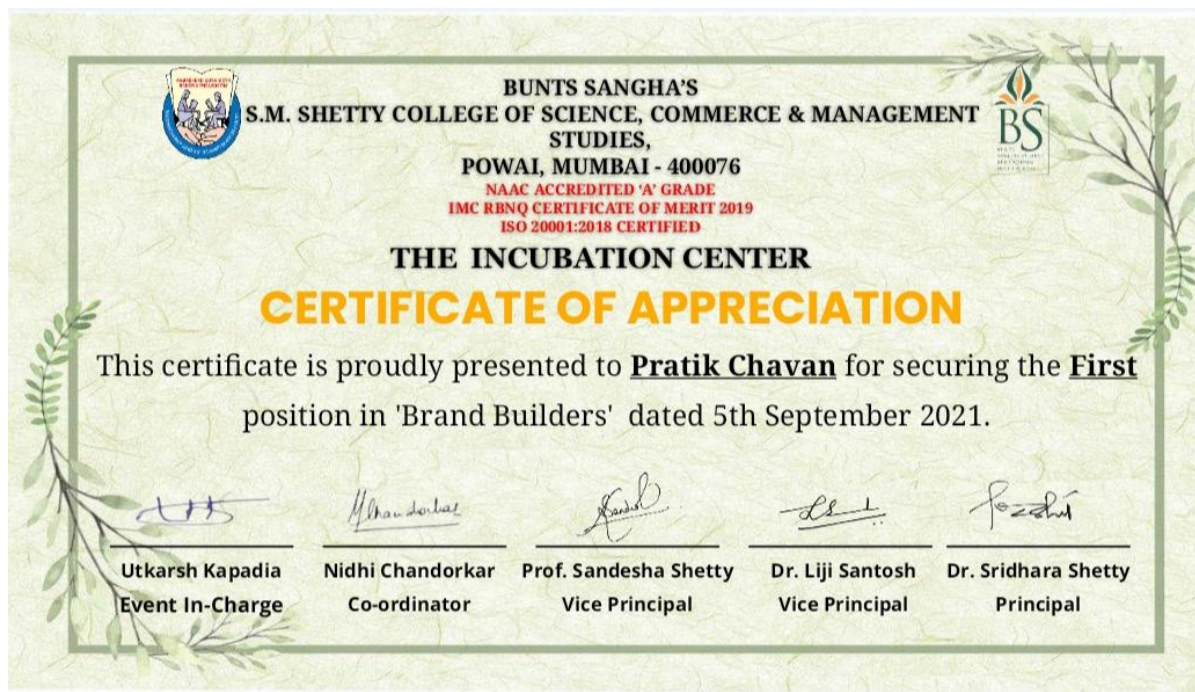
P. S. Shetty
Principal



Bunts Sangha's
S.M.Shetty College of Science, Commerce and
Management Studies, Powai, Mumbai – 400076
NAAC Accredited 'A' Grade
IMC RBNQ Certificate of Merit 2019
ISO 21001:2018 Certified



Certificate - The Brand Builders



Coordinator

Principal