

**Karnataka Sangha's
Manjunatha College of Commerce &
Junior College of Commerce,
Kanchangaon, Khambalpada, Thakurli (E) – 421201**

NOTICE

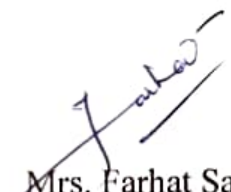
MCC/1-28/

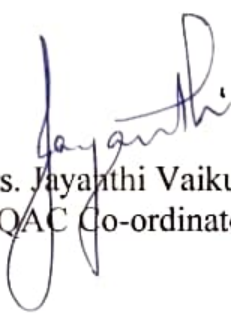
29 August 2022

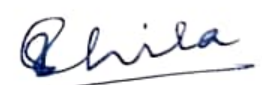
All the students are hereby informed that under the Aegis of Commerce Association, the College is conducting a Guest lecture on “**Changes in advertising in the past 75 years**” by Mrs. Jyoti Ghosh followed by Audio-Visual Advertising Competition on Monday, 12 September 2022 at 10. 15 am in the College Auditorium.
All are cordially invited for the same.

Instructions for the Audio-Visual Advertising Competition

1. The participants have to act and record the ad video, maximum duration of which is 60 seconds.
2. Minimum 2 and Maximum 5 members can be a part of one group.
3. Brand name, Company logo should be original and not copied.
4. Participants can also add jingles, background music, etc.
5. Product Ideas- Electricals, Ready to eat packets, jewelry, cosmetics, etc.
6. Video should be submitted on or before 10 September ,2022 to Prof. Farhat Sayed or Prof. Divya Iyer through pen drive.


Mrs. Farhat Sayed
Commerce Association I/C


Mrs. Jayanthi Vaikunth
IQAC Co-ordinator


Dr. Sushila Vijaykumar
I/C Principal

Proposal for Guest Lecture on changes in advertising in past 75 years and Audio Visual Ad making Competition

MCC/4-10/Seminar/Students/Others

Date: 12 September 2022

The In-charge Principal

Karnataka Sangha's

Manjunatha College of Commerce

Kanchangoan, Khambalpada, Thakurli.

Subject: Request for approval

Madam.

IQAC and COMMERCE ASSOCIATION is interested in organising guest lecture on "Changes in advertising in past 75 years" and an Ad making competition thereafter.

- I. Duration and target participants : A. Guest Lecture-1 hour, Students of FY,SY&TY (B.com, BMS, BBI & BAF)
B. Audio-Visual Ad making Competition- 1 hour
- A. Day and date of the Programme : Monday, 12 September 2022
- B. Timing of the Programme : 10.15 am onwards
- C. Mode/Platform : Offline
- D. Resource Person : Asst. Prof. Jyoti Ghosh (Tolani College)
- E. Convener : Asst. Prof. Farhat Sayed (7506331571)
- F. Funds required : Rs. 1500/- (Honorarium to Resource Persons)
- G. Technical support : Asst. Prof. Prajakta Sapute (8356984040)
Asst. Prof. Shamika Bhagat (9821505076)

Title, objectives and expected outcomes:

A. Title: - "Changes in advertising in past 75 years".

Objective – To create awareness among students about the past, present & future of Ads

Expected Outcome - The students will gain knowledge about the changing trends in advertising.

B. Title:- Audio-Visual Ad making Competition

Objective- To make the students more innovative and creative

Expected Outcome-The students will gain knowledge about what goes behind making an Advertisement.

Please approve the proposal and sanction funds for the same.

Thank you

Yours faithfully

Asst Prof. Jayanthi Vaikunth.
IQAC Coordinator

Asst. Prof. Farhat Sayed
Incharge of Commerce Association

Karnataka Sangha's
Manjunatha College of Commerce and Junior College of Commerce,
Thakurli- 421201

**IQAC & Commerce Association
Organise**

**Guest Lecture on "Changes in advertising in the past 75 years"& Audio-Visual Ad Making
Competition**

AGENDA


Day and Date: Tuesday, 12th Sept 2022

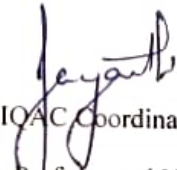
Venue: Auditorium


Compering by : Asst. Prof. Sayed Farhat &
Asst. Prof. Divya Iyer

Timing: 10.15 am onwards

Sr. No	Contents	Duration
1	Welcome address by Mrs Farhat Sayed	2 Mins
2	Floral Tributes	5 Mins
3	Address by I/C Principal Dr. Sushila Vijaykumar	2 Mins
4	Introduction of the Resource person Dr. Jyoti Ghosh by Mrs Yogini Dastane	2 Mins
5	Session on Advertising by Mrs. Jyoti Ghosh	1 Hour
6	Compering of Audio-Visual Ad making competition by Ms. Divya Iyer	2 Mins
7	Screening of Ads by Mrs. Prajakta Sapute and Mrs. Shamika Bhagat	30 Mins
8	Announcement of winners by Dr. Jyoti Ghosh	3 Mins
9	Vote of Thanks by Ms. Anuja Mane	2 Mins
10	National Anthem	1 Min


Mrs Farhat Sayed
Commerce Association I/C


IQAC Coordinator
Asso. Prof. Jayanti Vaikunth


Dr. Sushila Vijaykumar
I/C Principal

Karnataka Sangha's
Manjunatha College of Commerce and Junior College of Commerce,
Thakurli-421 201

Date: 6 September 2022

Guest Lecture on "Changes in advertising in the past 75 years" & Audio-Visual Advertising
Competition

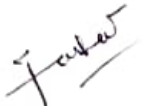
Duty Chart

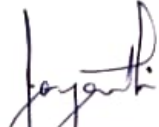
Overall Compering	Mrs. Farhat Sayed Ms. Divya Iyer
Judges for the Competition	Dr. Jyoti Ghosh Mrs. Vrunda Yadwad Ms. Tarannum
Stage Arrangements	Ms. Anuja Mane
Introduction of the Resource Person	Mrs. Yogini Dastane
Preparing Proposal, Invitation letter, Thanks letter, Notice (Management and Resource Person)	Mrs. Farhat Sayed , Ms. Divya Iyer
E-certificate Preparation	Mrs. Farhat Sayed
Mic and Sound System Arrangements	Mrs. Supriya Bhalerao
Geo Tag Photos	Mr. Pawan Ahuja
Report Writing	Mrs. Yogini Dastane Mrs. Rashmi Shetty
Honorarium to Resource Person and Settlement of Accounts	Mrs. Preeti Poojary
Feedback Form	Mrs. Farhat Sayed Ms. Divya Iyer
Writing Notice on Notice Board	Ms. Ritu Thakur
Vote of Thanks	Ms. Anuja Mane

Event date: 12 September 2022

Time: 10.15 am onwards

Venue: Auditorium


Mrs Farhat Sayed
Commerce Association I/C


IQAC Coordinator
Asso. Prof. Jayanti Vaikunth


Dr. Sushila Vijaykumar
I/C Principal



KARNATAKA SANGHA'S
MANJUNATHA COLLEGE OF COMMERCE &
JUNIOR COLLEGE OF COMMERCE
Kanchangaon, Khambalpada, Thakurli (E), Dist. Thane - 421 201.



Affiliated to University of Mumbai Recognized under Section 2(F) & 12(B) of the UGC act, 1956 LINGUISTIC MINORITY (KANNADA)	Tel. Nos. 0251-2439952 /2441826 Mobile : 9321115841 Website : www.ksmanjunathacollege.edu.in E-mail ID : mcac_college@rediffmail.com	
Est. 1999	College code - 520	Jr. College Index No. J16.17.052(2008)

MCC/ 1-20/164

27 August 2022

Ms Jyoti Ghosh
Tolani College of Commerce.

Subject: Invitation as Guest Speaker

Madam

We are pleased to inform you that under the aegis of IQAC and Commerce Association, we are organising a guest lecture on 'Changes in Advertising in the past 75 years'. The schedule is as follows:

Day and Date: - Monday, 12 September 2022

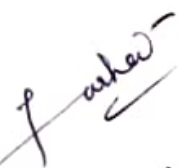
Time: - 10.15 am

Venue: College Auditorium

Contact Person: - Asst. Prof. Sayed Farhat - 7506331571


Asst. Prof. Divya Iyer- 9167397184

We would be honoured if you accept our invitation to be the Guest Speaker.


Asst. Prof. Sayed Farhat
Commerce Association In-Charge



Yours faithfully


Dr. Sushila Vijaykumar
In-Charge Principal



KARNATAKA SANGHA'S
MANJUNATHA COLLEGE OF COMMERCE &
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Affiliated to University of Mumbai Recognized under Section 2(F) & 12(B) of the UGC act, 1956 LINGUISTIC MINORITY (KANNADA)	Tel. Nos. 0251-2439952 /2441826 Mobile : 9321115841 Website : www.ksmanjunathacollege.edu.in E-mail ID : mcac_college@rediffmail.com	
Est. 1999	College code - 520	Jr. College Index No. J16.17.052(2008)

MCC/1-20/164

13 September 2022

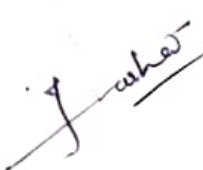
Ms Jyoti Ghosh
Tolani College of Commerce.

Subject: Letter expressing gratitude

Madam

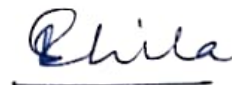
We thank you for engaging a session on the topic '**Changes in Advertising in the past 75 years**' organized by IQAC and Commerce Association on 12 September 2022 at 10.15 am

We look forward to your cooperation in our future endeavours.


Asst. Prof. Sayed Farhat
Commerce Association In-Charge



Yours faithfully


Dr. Sushila Vijaykumar
In-Charge Principal

**Karnataka Sangha's
Manjunatha College of Commerce &
Junior College of Commerce, Thakurli- East**

Judgement Criteria for the Audio-Visual Ad making competition

Organised by IQAC & Commerce Association


Date: 07 September 2022

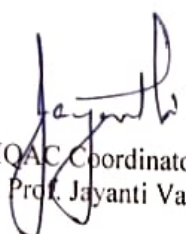
All the students who wish to participate in the Audio-Visual Ad making competition on 12 September 2022 are hereby informed about the criteria on which the Ad will be judged


The Judgement Criteria is as follows-

Creativity	USP	Editing Technique (Transitions, animations, etc.)	Uniqueness (Brand Name, Brand logo, Tagline)	Informative	Total Marks
10 Marks	10 Marks	10 Marks	10 Marks	10 Marks	50 Marks

For any doubts and Queries, contact Asst. Prof. Farhat Sayed or Asst. Prof. Divya Iyer


Mrs. Farhat Sayed
Commerce Association I/C


IQAC Coordinator
Asso. Prof. Jayanti Vaikunth


Dr. Sushila Vijaykumar
I/C Principal

Karnataka Sangha's Manjunatha College of Commerce, Thakurli (East)
IQAC & Commerce Association
Organise

Guest Session on Changes in Advertising in 75 years on 12 Sept 2022.

FEEDBACK FORM

1. Name of the Student: Ravina Madhukar Holgir
2. Class: Sy Bcom
3. Observation about the session (Please tick the correct option):

Sr	Particulars	Excellent	Good	Satisfactory	Poor	Can't Say
1.	Content	✓				
2.	Relevance to the Syllabus			✓		
3.	Knowledge Gained		✓			
4.	Usefulness in Life	✓				
5.	Speaker			✓		
6.	Overall Opinion of the session		✓			

4. Remarks (if any):

This Session is really usefull & very good
Session. & I really happy for the session.

Signature of Student

Ravina

Karnataka Sangha's Manjunatha College of Commerce, Thakurli (East)

IQAC & Commerce Association

Organise

Guest Session on Changes in Advertising in 75 years on 12 Sept 2022.

FEEDBACK FORM

1. Name of the Student: Rishabh R. Jaiswar

2. Class: S-Y B.com

3. Observation about the session (Please tick the correct option):

Sr	Particulars	Excellent	Good	Satisfactory	Poor	Can't Say
1.	Content		✓			
2.	Relevance to the Syllabus	✓				
3.	Knowledge Gained	✓				
4.	Usefulness in Life		✓			
5.	Speaker	✓				
6.	Overall Opinion of the session	✓				

4. Remarks (if any):

Nice session, we get lots of knowledge about advertising which will be useful for our syllabus.

Rishabh

Signature of Student

Karnataka Sangha's Manjunatha College of Commerce, Thakurli (East)
IQAC & Commerce Association

Organise

Guest Session on Changes in Advertising in 75 years on 12 Sept 2022.

FEEDBACK FORM

1. Name of the Student: S. Siddheshh Bone
2. Class: Sy B Com (A)
3. Observation about the session (Please tick the correct option):

Sr	Particulars	Excellent	Good	Satisfactory	Poor	Can't Say
1.	Content		✓			
2.	Relevance to the Syllabus			✓		
3.	Knowledge Gained			✓		
4.	Usefulness in Life		✓			
5.	Speaker	✓				
6.	Overall Opinion of the session		✓			

4. Remarks (if any):

Nice session we all enjoyed. Thank you
😊

S. Bone

Signature of Student

Karnataka Sangha's Manjunatha College of Commerce, Thakurli (East)
IQAC & Commerce Association
Organise
Guest Session on Changes in Advertising in 75 years on 12 Sept 2022.

FEEDBACK FORM

1. Name of the Student: Manish R. Jaiswar
2. Class: S4 bcom
3. Observation about the session (Please tick the correct option):

Sr	Particulars	Excellent	Good	Satisfactory	Poor	Can't Say
1.	Content		✓			
2.	Relevance to the Syllabus		✓			
3.	Knowledge Gained	✓				
4.	Usefulness in Life		✓			
5.	Speaker	✓				
6.	Overall Opinion of the session		✓			

4. Remarks (if any):

Good session, I know a Thank you for
giving lot of information about Indian ads

Manish
Signature of Student

Karnataka Sangha's Manjunatha College of Commerce, Thakurli (East)
IQAC & Commerce Association
Organise
Guest Session on Changes in Advertising in 75 years on 12 Sept 2022.

FEEDBACK FORM

1. Name of the Student: Minakshi Chitrakant Ingale
2. Class: SY. B.COM
3. Observation about the session (Please tick the correct option):

Sr	Particulars	Excellent	Good	Satisfactory	Poor	Can't Say
1.	Content		✓			
2.	Relevance to the Syllabus		✓			
3.	Knowledge Gained		✓			
4.	Usefulness in Life		✓			
5.	Speaker		✓			
6.	Overall Opinion of the session		✓			

4. Remarks (if any):

This session is really helpful I really happy for the session.

Signature of Student

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**Karnataka Sangha's
Manjunatha College of Commerce &
Junior College of Commerce, Thakurli- East**

Audio-Visual Advertising Competition

Individual Judges Score Sheet

Judge's Name: Tarannum Sheikh

Date: 12 September 2022

Team No.	Creativity	USP	Editing Technique (Transitions, animations, etc.)	Uniqueness (Brand Name, Brand logo, Tagline)	Informative	Total Marks
	10 Marks	10 Marks	10 Marks	10 Marks	10 Marks	50 Marks
1	07	05	08	06	04	30
2	03	04	05	08	08	28
3	03	04	03	05	03	18
4	07	06	07	08	05	33
5	08	07	08	06	06	35
6	08	08	08	07	08	35
7	03	04	05	03	03	18
8	08	07	08	08	08	39
9						
10						

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**Karnataka Sangha's
Manjunatha College of Commerce &
Junior College of Commerce, Thakurli- East**

Audio-Visual Advertising Competition

Individual Judges Score Sheet

Judge's Name: Brunda R. Yadwad.

Date: 12 September 2022

Team No.	Creativity	USP	Editing Technique (Transitions, animations, etc.)	Uniqueness (Brand Name, Brand logo, Tagline)	Informative	Total Marks
	10 Marks	10 Marks	10 Marks	10 Marks	10 Marks	50 Marks
1 Hops	06	04	08	06	06	30
2 social	05	02	06	-	06	19
3 defiant skill	04	03	05	04	04	20
4 Boil	04	03	04	04	05	20
5 chara chandi	06	04	05	05	05	25
6 Nitesh	05	04	05	04	05	23
7 lalaji	04	03	03	03	04	17
8 Charged up	06	05	06	06	04	27
9						
10						

Brunda R. Yadwad

Karnataka Sangha's
Manjunatha College of Commerce &
Junior College of Commerce, Thakurli- East

Audio-Visual Advertising Competition

Individual Judges Score Sheet

Judge's Name: Jyoti S. Ghosh

Date: 12 September 2022

Team No.	Creativity	USP	Editing Technique (Transitions, animations, etc.)	Uniqueness (Brand Name, Brand logo, Tagline)	Informative	Total Marks
	10 Marks	10 Marks	10 Marks	10 Marks	10 Marks	50 Marks
1	10	10	08	09	09	46 -
2	08	08	09	08	08	41
3	08	08	07	08	08	39
4	08	09	08	08	08	41
5	09	09	08	08	09	43 -
6	09	10	09	09	09	46 -
7	08	08	07	07	08	38
8	08	08	08	08	08	40
9						
10						

(J) Ghosh
12/09/2022



Chita
Principal
Manjunatha College of Commerce
Kanchangaoon, Khambalpada,
Thakurli (E) - 421 201.