

Activities of the Commerce Association 2019-20

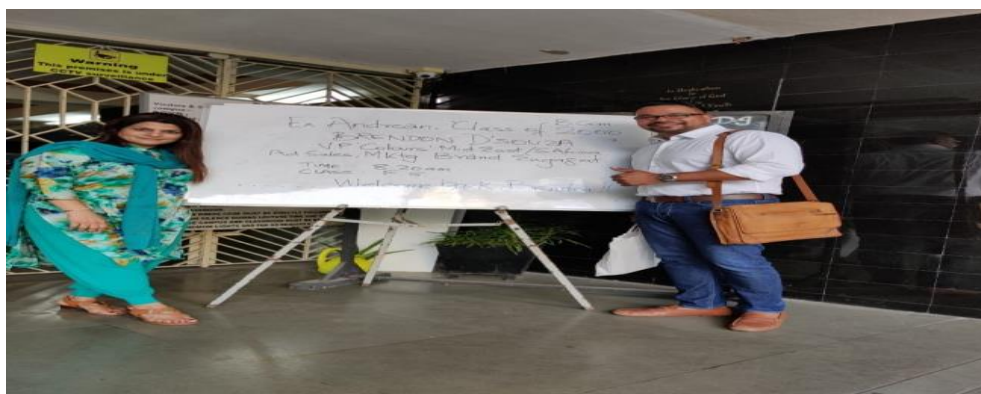
Guest Lectures

- Guest Lecture cum workshop by Mr. Kosal Malladi, General Manager, Maidson Media on “Careers in advertising” (17 Dec 2019)



(Picture 1-Students doing role play as functional heads of the Advertising Agency and taking decision over a project- workshop picture)

Picture-2 Mr. Kosal Malladi, General Manager-Maidson Media)



(picture 3- Dr. Desiree Gonsalves with Mr. Brendon D'souza –V.P. Colours)

- **Ex Andrian Brendon D'souza, V. P colours ,”Mid East/South Africa, Ad Sales , Marketing Brand engagement “ on Careers in Media” on 16 December 2019.**

COMFEST



(Picture 4--Comfest team-209-20)

Every year Commerce Association organizes Comfest a week of activities related to management, marketing and human resource areas

Activities undertaken under COMFEST in collaboration with MCOM (2019-20)

Guest Lectures

- Motivational talk by Kuntal Joisher-(the world's first vegan to scale Mt. Everest) brought in a insight on how one should be determined for the goal in his life. Students got inspired by Kuntal determination and strong desire and passion to achieve its goal. (20 Jan 2020)
- **Guest Lecture by Pratiksha Rajendra Kavade on “Start up initiatives”**
She gave an insight of how to go about setting up a start up and following it up. She gave the ground realities students will face while being budding Entrepreneurs. She also systematically gave the idea of overcoming some of the obstacle which will help them to sustain in market (22 Jan 2020)



(Picture 5- Kuntal Joisher –Motivational talk

Picture 6 -Pratiksha Rajendra Kavade on “Start up initiatives”)

Ad Mad Show: 20th Jan 2020

- With the aim of compelling students to come up with creative ideas, Shoot an Ad was held on 20 Jan 2020.

Click –A-Pic:: 20th Jan 2020

- In “Click- A-Pic” competition students had to click pictures and prepare a collage on “Politics and Business”.



(Picture 7-Winners of the Click a pic competition along with the OC of Comfestand Mr. Kuntal Joisher with faculty Dr. Harmeet kaur Bhasin and Prof. Savina Shenoy)

Business Quiz competition (21 Jan 2020)

The competition's final round was held on 21 Jan 2020. The participant teams had to make it through brain storming rounds to grab a place. It compromised of a mix bag of challenges such as MCQs, Buzzer Round and 'Guess the Personality', associate the news with the company, recall the CEO, LOGO , making of LOGOs of different brands etc. all of which were aimed at testing the participants' mental ability and speed.



(Picture 8 and 9 Business Quiz – Comfest – 21-JAN 2020)

21 Jan 2020 – LOGO Making Competition

The students participated in creativity competition of LOGO making. On the spot they were given the topic to make LOGO for the college and Commfest. Students showed their talents of creativity and marketing.



(Picture 10-Logo making competition)

Shark Tank- A unique business Idea competition (22 Jan 2020)

Students came up with unique business ideas. They did a presentation to impress the venture capitalist. The ideas which they presented were not assumptions but they were really working on them.

Crazy Marketing Competition -22 Jan 2020

Students in team showed their talents and creativity in marketing a silly product given to them on the spot. They used the tools of role play and advertising.



(Picture 11 –crazy Marketing Competition, Picture 12- winners of shark tank and crazy marketing competition)