



Shri Narayanrao Babasaheb Education Society's
SHRI VENKATESH MAHAVIDYALAYA, ICHALKARANJI
ABRIDGED EVENT REPORT-2021-22

Name of Event	Workshop on In the World of Advertisement		
Department/ Committee/ Sub-Committee	Lead College Scheme		
Name of Teacher-in-Charge	Prof. Dr. N. M. Mujawar		
Chief Guest/s/ Resource Person/s	Mr. Uday Godbole & Mrs. (Dr.) S. N. Jarandikar		
Presided Over by	Prin. Dr. V. A. Mane		
Day	Thursday	Date:	31 March 2022
Time	From: 10: 00 a.m. to: 3: 00p.m.		
Venue	Room No. 2		
Total number of hours spent (Planning, preparation, execution & documentation etc.)	48 hours		
Number of Participants	73 Students & Teachers from cluster colleges		





Detailed Report:

Advertising is an important part of trade and commerce for multiple reasons. Consumers are more likely to resonate with an ad if it is something they can relate to or if it is relevant to their interests. Some creative ads remain in our memory for the longer period. Creativity is the soul of advertising, which gives life to the message and make it unforgettable. Indian advertising industry is reaching to 700 billion INR by the year 2022 at the annual growth rate of 11.59 percent and poised for further growth in the view of rapid digitalization in the upcoming years. In the view of growing use of android mobile phones, use of Internet, magnitude of watching TV and introduction of new products and services, the young generation has a wider scope to shape their career in the field of advertisement.

With a view to familiarize the students with the art of conveying the message in a creative manner and in a fantastic way, one-day workshop on '**In the world of Advertisement**' was organized on 31st March, 2022 under the Lead College Scheme of Shivaji University, in which 120 students and teachers from 10 colleges covered under the cluster participated.

Mr. Uday Godbole, Assistant Station Manager, Radio Sugar, Islampur, the resource person for the first session, inaugurated the workshop. Beforehand, Dr. Sarika Thakar presented the theme of workshop and introduced the resource person, whom Prin. Dr. Vijay A. Mane welcomed. The inaugural session was concluded with the vote of thanks given by Dr. Deepak Kamble.

Mr. Uday Godbole conducted the first session on '**Creating Social and Commercial Advertisement**', in which he described the whole process of creating an advertisement in engulfing the practical examples. He focused on important aspects of advertisement like generating an idea, creating the message, designing slogan or tag line, selecting characters and location and so on and so forth. The participants were given some product brands and asked to prepare the script and tag line. Four students representing each row presented the advertisement, which was appreciated by the resource persons and all participants.

Prof. (Dr.) Naushad Mujawar and Dr. Shubhangi Jarandikar jointly conducted the second session on '**Legal and Ethical Issues in Advertising.**' Prof. (Dr.) Naushad Mujawar enlightened the participants on various laws regulating advertisement. He further discussed the legal issues involved in advertising by playing selected ads on screen. Dr. Shubhangi Jarandikar played some selected ads on screen and discussed the ethical issues involved in them.

Miss. Mohini Anchaliya and Miss. Sneha Hogade compeered for the workshop. Dr. Bajirao Kamble gave vote of thanks. The participating students expressed their opinions about the workshop. The workshop concluded after collection of feedback from participants and distribution of Certificates of Participation to them.

I am thankful to Prin. Dr. Vijay Mane for extending his support at every level in organizing the above-mentioned workshop. I extend my thanks to all resource persons, who had positively responded at a short notice. My thanks are due to Dr. Deepak Kamble, Co-Coordinator of Lead College Workshop, my colleagues and non-teaching staff without whose cooperation, conduct of these workshops would be unimaginable. Special thanks to Dr. P.R. Gaikwad, Mr. Toufik Naykawade, Mr. Sharanappa Malghan and Mr. Talib Mulla for providing technical support.

Dr. V. A. Mane

PRINCIPAL,

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