

Walchand Institute of Technology, Solapur

WIT-Institution's Innovation Council &

Computer Society of India

11/12/2021

Report of Ad Making Competition

Advertisement plays important role in the marketing of products & services. Students should know the same. Also the present scenario is of digital nature. Keeping this in mind along with the social responsibility, one competition related to advertisement preparation was arranged. The competition was about creating an animated clip with a social message. The different topics given for the advertise preparation were Climate Change, Woman Empowerment, Legal Awareness & Digital India.

It was a part of WITech-2021, a National Level Technical Symposium was organized by CSE & IT departments under the banner of CSI student chapter & Institute's Innovation Council, in Walchand Institute of Technology, Solapur.

It was judged on the basis of creativity, story, evaluation and execution.

The event was judged by Miss. Divyanshi Gupta, Associate UI UX, Kanini Software Solution.

Prof. Mrs, Sharmila Karpe, Anjali Deshpande, Mrs. Rashmi Dixit, Mrs. Anupama Budhewar took efforts for this event.

58 teams participated in the completion. Every team was having 2 students. Total of 136 students participated in the competition.

This competition has helped us to create awareness among students about the role of advertisement in business.

This competition has also helped us to create awareness about social responsibility among the students.

Screen shots: Considering the Covid-19 situation, the competition was conducted in online mode.

