



**RUKMINI DEVI**  
Institute of Advanced Studies

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Category 'A+' Institution by SFRC, Govt of NCT of Delhi.  
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of GGSIPU & DHE, Govt. of NCT of Delhi.

**DOSSIER**  
ON  
*AD Making Competition (Internal Event)*

**Marketing Club**  
ON  
*18/10/2019*



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<b>Designation:</b>	Associate Professor
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<b>Title</b>	Submission of Dossier for "AD Making Competition"
<b>Resource Person/Facilitator</b>	Ms. Nandita Mittal, Director The chocolate Villa and Mr.Mayur Aggarwal, CEO Mahi Traders
<b>Date</b>	18/10/2019

### Summary

VIPANAN- Marketing Club, RDIAS, organized Vigyapan- an Inter-College Ad Making Competition for all graduate and post graduate students across India. 15 teams participated in the competition. Each team had minimum 2 and maximum 4 participants. Each team has to present their advertisement on given companies. Advertisement were shown in the form of role play and/or video.

The zeal and enthusiasm showcased by participants was remarkable. The students presented creative and innovative advertisements on companies like Zeodra Fashion, Scissor unisex salon, Mahi Traders, Virzin Wolf Cafe, The Cake Cafe, Demould Bakery, The chocolate Villa etc.

The competition helped participants in getting a platform for a nationwide exposure to showcase their creativity and talent. Companies got a platform to propagate and advertise their products through students across India.

The judges of the competition were Ms. Nandita Mittal, Director , The Chocolate Villa and Mr.Mayur Aggarwal, CEO , Mahi Traders. Each and every participant performed their best.

Following were the winners:

First prize - The team MOJOJO from RDIAS who presented their advertisement on Mahi Traders

Second prize - The Team Hukana Matata from RDIAS who presented their advertisement on Scissor Unisex Saloon

Third prize - The Team DTU Valey from DTU who presented their advertisement on The Chocolate Villa

The event concluded with the prize distribution and a group photograph of all the winners and coordinators.

### Dossier Image



3rd prize winners Team from DTU won cash prize of Rs/- 500



2nd prize winner Team from RDIAS won cash prize of Rs/- 700





1st prize winner Team from RDIAS won cash prize of Rs/- 1000