



**JIMS Engineering Management Technical Campus, Greater Noida**

Affiliated to Guru Gobind Singh Indraprastha University, Delhi

Approved by AICTE, BCI and NCTE

ISO 9001:2015 Certified Institution

## **1. Circular**

**JIMS Engineering Management Technical Campus**

**Greater Noida**

(Affiliated to GGSIP, Delhi & Accredited by BCI—NCTE—AICTE)

**Department of Commerce**

**Office of HOD**

JEMTEC/B.Com (H)/2024-25/ 56

Date: 22/04/2025

**NOTICE**

All the Students of B.Com (H) are hereby informed that the “**Commerce Club**” under the flagship of Department of Commerce is organising **AD-MAD**, an Ad-Making Competition for all creative and marketing enthusiasts! This is your chance to showcase your innovative ideas, marketing flair, and storytelling skills through a powerful advertisement.

Time: - 11:15 A.M. onwards

Date: - 05 May, 2025

Venue: AB -2 Building, Seminar Hall

Theme of the event -Innovation



**Dr. Shaily Saxena**

**Head- Department of Commerce**



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**Rules and Regulations**

1. Each team must comprise 2 to 4 members only.
2. Each team must select a product of their choice.
3. Create an advertisement video showcasing the product.
4. The video must include a creative punch line, product features/benefits, and a brand name (self-created).
5. The maximum duration of the advertisement video should be 2 minutes.
6. On the day of the event (28th April), each team will be given 2 minutes to explain their product and the concept behind the advertisement.
7. A student can participate in only one team.
8. Judging Criteria:
  - Creativity and originality
  - Clarity of message
  - Use of punch line
  - Visual and audio quality
  - Overall impact
  - Presentation and communication during the 2-minute explanation



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## **2. Poster**



**JIMS ENGINEERING MANAGEMENT TECHNICAL  
CAMPUS, GREATER NOIDA**

**AFFILIATED TO GGSIPU; APPROVED BY AICTE, BCI & NCTE**



# Department of Commerce B.Com(H) Is Organising **AD MAD SHOW**

**"ONLY THE SMARTEST PITCH WINS"**



**FACULTY COORDINATOR:**

ANJALI SURI  
SUDHA PANDEY

**STUDENT COORDINATOR:**

ARPIT PANDEY : 8882196841  
SHREYA PANDIT

**Monday, 05 May 2025**

AT 11:15 AM ONWORDS  
SEMINAR HALL AB-2 BUILDING

**ONLY THE  
SMARTEST  
PITCH WINS**

**FREE REGISTRATION!**





**JIMS Engineering Management Technical Campus, Greater Noida**



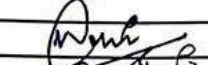


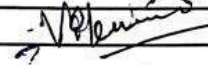
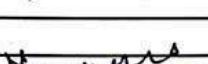
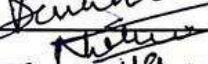
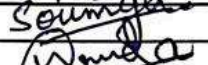
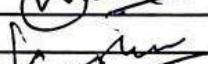
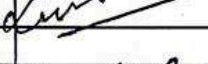
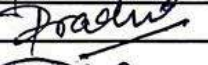
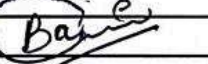
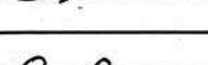
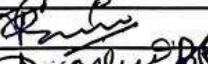
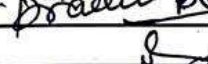
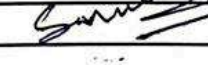

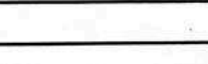
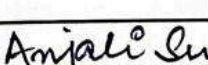



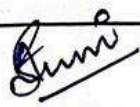
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### **3. Attendance**

Event Name- AD MAD Competition  
Date- 5/5/25

S. No	Name of the Student	Enrollment No	Sign
1	KARTIK VERMA	125588824	
2	GARIMA ARORA	225588824	
3	PARI AGGARWAL	325588824	
4	DISHA MANDAL	425588824	
5	VANSH AGARWAL	525588824	
6	RISHIKA VARSHNEY	625588824	
7	OJASV TYAGI	725588824	
8	JAGRATI GAUR	825588824	
9	TANISHKA BATRA	925588824	
10	SYED SAHIL	35125588824	
11	VIKAS KUMAR SINGH	35225588824	
12	SWATI SINGH	35425588824	
13	RITIN KUMAR	35525588824	
14	DEVANSH RAGHUVANSHI	35625588824	
15	NIKUNJ MARWAHA	50125588824	
16	SOUMYA KARAKOTI	50225588824	
17	VRINDA SHARMA	50325588824	
18	KUSHAGRA AGRAWAL	50425588824	
19	KRISH MAVI	50525588824	
20	PRACHI RAJ	50625588824	
21	RUSHIL YADAV	50725588824	
22	KRISHNA NATHANI	50825588824	
23	BABLI KUMARI	50925588824	
24	ISHTIKA CHAUDHARY	51025588824	
25	PRIYAL GUPTA	51225588824	
26	PRACHI BEHL	51325588824	
27	ABHIGYAN TYAGI	51425588824	
28	SNEHA SINGH	51525588824	
29	PRABHUN SINGH	51625588824	
30	BISHUL KAUSHAL	51725588824	
31	CHINMAY ARORA	51825588824	
Total No of Student Present :			
Total No of Student Absent :			
Faculty Signature & Name			Anjali Suri

**1. Report**

**SUBMISSION OF REPORT**

<b>Name of the Event</b>	<b>AD MAD</b>
<b>Day &amp; Date</b>	<b>MAY 05, 2025</b>
<b>Time/ Duration</b>	<b>11:15 am onwards</b>
<b>Attended by</b>	<b>B. Com Students, HoD, Faculty</b>
<b>Number of Students participated</b>	<b>15</b>
<b>Venue</b>	<b>407 room AB-I Building , JEMTEC, Greater Noida</b>

## **Report on the AD MAD**

The Department of Commerce at JIMS Engineering Management Technical Campus successfully organized the AD-MAD Competition on 5th May, 2025 under the banner of the Commerce Club. The event, held in the AB-2 Building Seminar Hall, began at 10:00 A.M. and focused on the theme of Innovation. Students from B.Com (H) participated enthusiastically in teams of 2 to 5 members, showcasing advertisement videos they had created for products of their choice. Each team presented a self-conceived brand, a creative punch line, and a compelling concept that highlighted product features and benefits.

All teams followed the event guidelines and gave 2-minute video presentations, followed by a live explanation of their product and idea. The judging panel evaluated the entries based on creativity, originality, clarity, use of punch line, and overall impact. The event turned out to be a great success, providing students with a platform to express their marketing flair and storytelling skills. Winners were awarded for their outstanding performance, and certificates were distributed to all participants in recognition of their efforts. The event concluded with a sense of achievement and encouragement for more such creative engagements in the future.

### Glimpses of Event





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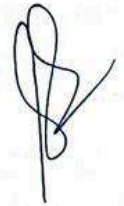
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Report Prepared by

Ms. Anjali Suri



Head of Department

Dr. Shailly Saxena