



Krantiveer Vasantrao Narayanrao Naik Shikshan Prasarak Sanstha

LOKNETE GOPINATHJI MUNDE

INSTITUTE OF ENGINEERING EDUCATION & RESEARCH

Approved by AICTE, Accredited 'B' Grade By NAAC



AD-301	Activity Report	Academic Year: 2025-26
Rev-00		Semester: I / II

DEPARTMENT OF Management Studies

Particulars	Description
Activity	Tech Fest 2k26 (Ad Mad Show)
Activity level	Inter institute
Title	Adcraft ,Ad Mad Show
Speaker / Resource Person Name Designation Organization/Institute Name and address	Mr.Sahil Jadhav Founder and Director Nashik Urban Nashik
Organized by (EESA / Energy Club etc)	The Department of Management Studies
Venue	
Date & Time	
Objectives of the activity	To enhance practical understanding of marketing, branding, and advertising concepts To encourage creative thinking and innovation
Outcomes of activity	Cross-College Benchmarking Networking & Relationship Building
Targeted participants	MBA Students ,Final Year students (BBA,BE,B.com)
Total no. of participants, Participation %	11 Participants ,2 teams
Content of the activity	Content/Topics to be covered
Relevance to POs	PO4, PO7
Relevance to PSOs	
Methodology used	Performance on Stage.

Brief Description of the Activity

The Department of Management Studies at K. V. N. Naik SPSS LoGMIEER successfully organized an **“Ad Mad Show”** on **27th February 2026** as part of its academic and creative engagement initiatives. The event aimed to encourage innovation, creativity, and marketing communication skills among the students. Participants enthusiastically showcased their talent by presenting imaginative advertisements for various products and services. The performances reflected originality, teamwork, and effective brand communication. The event was **evaluated and judged by Sahil Jadhav**, whose insightful observations added value to the competition. He appreciated the creativity and confidence displayed by the participants. The program witnessed active participation and enthusiastic support from students and faculty members. Overall, the event proved to be an enriching learning experience, blending entertainment with practical marketing insights.

Geo- tag photos of the Activity





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