

AADHRITA 2020

MVGR COLLEGE OF ENGINEERING (A)

VIPANI KRIYA

-Let your advertising blossom

EVENT DESCRIPTION: The Main Motto of this event is to make the young minds understand the importance of advertisement and give them chance to showcase their talent in ad making.

NUMBER OF ROUNDS: The event consists of three levels.

LEVEL 1: This level will be a written test. The test is based on marketing concepts and examples. Teams that clear the knockout stage will move to the next level.

LEVEL 2: This level will be product blue print round. The team should describe the product design for the assigned product within a stipulated given time and give an oral presentation for the same.

LEVEL 3: This final level consists of teams who are qualified. This round is a video shoot round. Here the finalists need to shoot an ad video for the assigned product in the 2nd round.

RULES FOR THE EVENT:

The maximum team size should be of 2 members.

The members for the team may be from different colleges.

Any number of teams can participate from same college.

No two team must have any common members.

Everyone in the team should have bonafide certificate from their school or college.

The ad video must not exceed 1 min.

REGISTRATION FEE:150/-

PRIZE :

Win exciting prizes and E-certificates will be given for all the participants.

AADHRITA 2020

MVGR COLLEGE OF ENGINEERING (A)

CONTACT DETAILS:

NAME: Sirisha Varma (MBA,2nd year)

M, Mahima (MBA,2nd year)

MAIL ID: mahimamutnuru@gmail.com

PHONE NUMBER: Sirisha Varma -7989920363

M. Mahima – 8374479243

