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 a 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 2 min

REGISTRATION FEE:100/-

PRIZE:

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

CONTACT DETAILS:

NAME: Sirisha Varma , M.V.Tusharika varma

MAIL ID:tusharikamulagapata98@gmail.com

PHONE NUMBER: 8106047832, 8919240591

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