



MARATHWADA MITRA MANDAL'S
COLLEGE OF COMMERCE

Affiliated to Savitribai Phule Pune University, Re-Accredited by NAAC with "A" Grade
ISO 9001:2015 Certified, Awarded as Best College by Savitribai Phule Pune University
202 A, Deccan Gymkhana, Pune – 411004
principal@mmcc.edu.in, enquiry@mmcc.edu.in, www.mmcc.edu.in, Ph: 020-25677932

Date: 16-01-2025

Post-Event Report: MAD AD Competition

Date: 15-01-2025

Venue: Hall No. 301

Event Overview:

The *MAD AD* competition, organized by the Department of Business Administration, was successfully held on 15th January 2025 in Hall No. 301. The event witnessed active participation from students who came together in teams to create humorous, entertaining, or satirical advertisements in a skit format.

Registration and Participation:

- The competition was open to all students, and registration was carried out through a Google Form. The competition's details and registration link were shared on the official WhatsApp group, ensuring wide communication and participation.
- A total of **15 teams** registered, in line with the competition's limit, and each team had between **2 to 7 members**, as per the rules.

Rules and Guidelines:

1. **Team Size:** Teams could consist of 2 to 7 members.
2. **Limited Teams:** Only the first 15 teams that registered were allowed to participate.
3. **Reporting Time:** Participants were required to report by **10:00 AM** near Dnyaneshwar Hall.
4. **Ad Format:** The advertisements were to be humorous, entertaining, or satirical, showcasing a given product or service. The ads could be presented in a skit format.
5. **Content Guidelines:** The use of any offensive, inappropriate, or disrespectful content, explicit language, hate speech, political/religious controversies, or plagiarism was strictly prohibited. Any violation of these rules resulted in immediate disqualification.
6. **Performance Duration:** Each performance lasted between **1 and 3 minutes**.
7. **Pre-assigned Products/Services:** The product or service for each team was pre-assigned, and teams were asked to create an advertisement for it.
8. **Props and Costumes:** Teams were encouraged to use props and costumes to enhance their performance.

Event Highlights:

- The event kicked off promptly at 10:00 AM with all the teams present and ready to perform. The students demonstrated their creativity, wit, and teamwork as they presented their ads in a lively and engaging manner.
- The atmosphere was filled with energy and excitement, as each team showcased their unique spin on the assigned product/service through humour and satire.
- The performances ranged from funny parodies of everyday products to playful takes on fictional services, with many teams incorporating props and costumes to add to the entertainment value.

Key Observations:

- The teams adhered to the time limits, with each performance falling within the specified 1 to 3 minutes.
- All participants followed the guidelines by avoiding any offensive or inappropriate content, maintaining the spirit of fun and creativity.
- The event was successful in engaging students, fostering a sense of teamwork and creativity among the participants.

Conclusion:

The *MAD AD* competition was a great success, offering a platform for students to showcase their creativity and sense of humour. The event was well-organized, and the participants demonstrated remarkable enthusiasm and talent. The Department of Business Administration looks forward to hosting more such events in the future to encourage student participation and creativity. The competition organised by Asst. Prof. Reshma Awati and co-ordinated by Asst. Prof. Snehal Borkar.





Students' Active participation in MAD AD Competition

Dr. Ashwini Kulkarni
Head of Department of Business Administration

Dr. Ganesh Patore
Principal (I/C)

