



**A Report on  
AD-MAD SHOW COMPETITION:23rd March 2022  
Venue:Departmental Seminar Hall ,BNLT 3<sup>rd</sup> Floor**

**(Registration link :<https://forms.gle/WMXY8Mzkg3tmsFRk8>)**

**Department of Commerce and Business Management** organized a series of activities during the annual cultural, artistic, literary & technical fest Fiesta 2022. Accordingly the department organised AD-Mad Show on 23<sup>rd</sup> March 2022 under the guidance of **Prof A.K Saxena**, Dean FCM, and **Dr. Syed Shahid Mazhar**, Head, DCBM. The event consisted of inter university level competitions for the students .

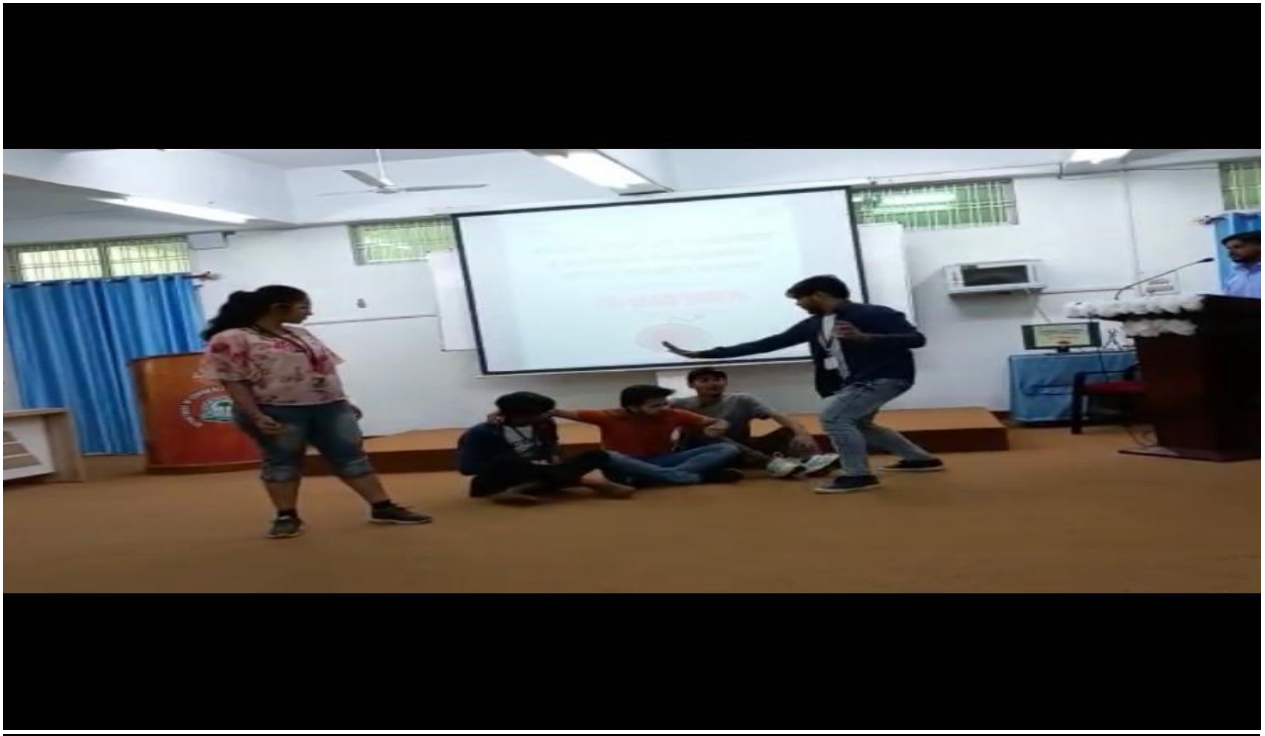
The program received an overwhelming response from both faculty members and students. All the activities proved very helpful for students to express their creative insights on innovative products and showcase humorous and sensitive ways of advertising.

This was a team event in which students participated in team of 4-5 students each representing their respective institution. There were 5 shortlisted teams in total. The team of **Department of Computer Science & Engineering,Integral University** won the **First Prize**. The students of **BBA,Department of Commerce & Business Management,Integral University** won the **Second Prize** and the students of **MBA,Department of Commerce & Business Management,Integral University** won the **Third Prize**. All the winners were awarded with certificates of Appreciation at the end of programme.**Dr. Uzmi Anjum** and **Dr.Kainat Akhtar Usmani** coordinated the program very well along with Ossama Abdeen,MBA 1<sup>st</sup> year,Khan Zoya Sageer MBA 1<sup>st</sup> year,Mohd Waris BBA 2<sup>nd</sup> Year ,Mansoorul Hasan BBA 2<sup>nd</sup> Year and Ramsha Khan BBA 2<sup>nd</sup> Year as the student Co-ordinators of this programme.

## Glimpse of Ad-Mad Show Competition



Panel of judges witnessing the performances



**Students showcasing their talent**



**Faculty members with the winners and the organizing team**

