

## vanya Marketing Fest

June 24<sup>th</sup> June 2014



Inaugurating the event, Dr. Shekar Prof. IIM Bangalore and Chief Guest for the event spoke of creativity in advertisement. He stressed on the need for contrast in the advertisement which would make the advertisement have a lasting impression on the viewers. He elaborated in having subtle contrast which would enhance the quality of the advertisement. This would apply to the subsequent advertisements which would bring in a kind of continuity in communication. He recalled the creativity in the advertisement of 'Bru' instant Coffee. His talk entwined with anecdotes and instances was inspiring.



Sri H R Ranganath, CEO of Public TV and Guest of honour stressed on the need to have differentiation in marketing and capable to recall. He quoted the example of a small but very successful hotel in Mysore which is has a tremendous recall because of the impeccable taste and kind gestures. He elaborated on the swing which a successful marketing can bring about. He drew reference to the way Modi swung the votes to emerge successful in the recent elections. He complimented the students for having conceived this unique idea for the exhibition.



Sri Vijay Raghavendra, young actor of kannada film industry and Guest of Honour, said that the awareness on environment should become a life style rather than one time movement. He stressed that Go-Green concept was a social responsibility of all individuals. He said that creating this awareness has to become a passion to take it to people.



Dr. N S Viswanath Director and Principal, elaborated on contrast of the guests invited to the event and said that the students need to be complemented for this choice of guests, who have their own individual styles which have brought them success. He stressed that students must aim at being creatively constructive.

Dr. Nagesh Malavalli, Dean, felt that it is important to know where learning comes from. He said that this fest gives the students a chance to implement what they have learnt. He complimented the students for the efforts put in by them.



The exhibition had 16 teams, which exhibited different environment friendly products based on the theme- 'Go Green'. E-Cycle team (Darshan, Abhijit, Bharath, Ashwini Anand, Asha, Chaitra and Vivek Pandey) won the first prize followed by 'Vayuputra' team (Yogeeta, Mitali, Goutham, Santosh, Tanuj and Sibi) and 'Green Stop' team (Dharneesh, Bharath, Poojitha Anand, Divya, Amruth, Akshay Shetty, Abhishek and Emran Khan). 'Earth Nature' team (Kavya, Sudarshan Ramesh, Mounesh, Manjunath, Sneha, Nishitha, Pranav and Mohan Kumar) won the consolation prize.

T Jahaj team of Hitesh, Jane Elizabeth, Tulsi Dewangan, Jagruth, Aravind, Ashwin Goutham and Abhijith won the first prize for their Teasers. Second prize was won by Kagadam team of Vinay Prasad, Shruti Mali Patil, Sushanth Patil, Vidyashree, Satish and Santhosh.

The judges for the event were Sri Ramesh, Entrepreneur and NGO activist, Dr. Rajdeep Presidential award winner and Professor at Jain College, Sri Vinayak Bhat, Entrepreneur and Sri. Harish B V a leading financial consultant.

Prof. Hemath Kumar spearheaded this unique event as the faculty coordinator.



The inauguration was held in the Khincha Hall at 11.00 AM . The stalls were built in the Car park and ESV hall.

