

Mula Education Society's
Arts, Commerce and Science College, Sonai
Tal. Newasa, Dist. Ahmednagar 414105

Institution's Innovation Council

Title of the event : A Talk on ' Innovative Advertising' on National Innovation Day

Objective of the event: To create awareness about the importance of innovation
To introduce the students about activities to be carried out under IIC

Speakers Details: 1. Dr. Sandip Khedkar, Professor, Dept. of English, ACS College, Sonai

Participant Details: Total 70 students 60 girls and 20 boys
along with faculty

Overall report of the Activity:

National Innovation Day is celebrated on 15th October. It is Dr. A.P.J. Abdul Kalam's Birth Anniversary. This year it was also festival of Dusserra all over India. Hence it was decided by the IIC of the College to arrange the activities corresponding to National Innovation Day on 30/10/2021.

IIC of the college organised a lecture on "Innovative Advertizing". Professor Dr. Sandip Khedkar, Convener of IIC was the resource person. He delivered his motivational speech in the form of PPT presentation and discussed how innovation can be studied in advertising. Prin. Dr. Shankar Laware was presided over the function. In his speech he elaborated on what is innovation? and how the IIC of the college shall organize the functions in the first semester of the college for the benefits of students. Ms. Chaitali Kshirsagar, director MAESA FOUNDATION also graced the occasion.

Outcomes: Students understood the significance of innovation, ideation, proof of concept, etc. along with academia. Students got introduced with advertising as a possible career option.

Media Coverage: What's app group, Face book, College website



YASH GROUP **INSTITUTION'S INNOVATION COUNCIL**

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Day Celebration Activite
 under the
Institution's Innovation Council (IIC)
 on
'NATIONAL INNOVATION DAY'
 Date: 30th Oct, 2021 Time: 10.30 am

Dr. Sandip Khedkar
 Professor & Innovation Ambassador,
 Arts, Commerce & Science College, Sonai

Register here: <https://forms.gle/Jk9UFbmJqQUYNG26>

Mr. M.R. Bahirat **Dr. S. P. Khedkar** **Dr. D. E. Zine** **Dr. S. L. Laware**
 Coordinator Convener Vice-Principal Principal

www.acsonaiacollege.com **ACS College Sonai**

