

Atharva Institute of Management Studies

Activity / Event report

Name of the event	AdVerde
Organization	Atharva Institute of Management studies
Date of conduction	25 th March 2026
Class / Sem	1 st year (2 nd semester)
Faculty coordinator	Dr. Swati Agrawal Dr. Komal Ahuja Prof. Kajal Desai
Student coordinator/committee	Prachi Wankhede Soham Shinde Pranjal Kale Sujaal Deulkar Tulsi More Kaustubhi Bhosale Shreyash Pandey Aryan Manuja

Event Description: AdVerde – Creativity Meets strategy and Sustainability

The Marketing Club of Atharva Institute of Management Studies successfully organized “*AdVerde – Creativity Meets Strategy and Sustainability*” at the Atharva University Campus. The event witnessed enthusiastic participation from students across various departments, creating an engaging environment focused on innovation, creativity, and meaningful learning.

The objective of *AdVerde* was to integrate marketing creativity with the concept of sustainability. Participants were encouraged to design advertisements that promoted eco-friendly products, green initiatives, and socially responsible practices. Through this activity, students applied key marketing concepts such as branding, positioning, communication strategies, and consumer engagement while addressing real-world environmental concerns.

The event provided a unique platform for students to think beyond conventional advertising and develop campaigns that were not only creative but also impactful and socially relevant. It helped participants understand how modern marketing plays a vital role in promoting sustainability and influencing responsible consumer behaviour.

The success of the event was made possible through the constant support and guidance of the Faculty Coordinator, **Dr. Swati Agrawal, Dr. Komal Ahuja, Prof. Kajal Desai** their mentorship, structured planning, and motivational approach ensured smooth coordination and effective execution of the event. They played a key role in guiding students and aligning the event with its core objectives.

The Marketing Club extends heartfelt gratitude to all faculty coordinators for their valuable support and encouragement. Their cooperation helped maintain discipline, organization, and academic value throughout the event.

With the combined efforts of faculty members and student coordinators, *AdVerde* emerged as a creative, insightful, and impactful event that successfully highlighted the role of marketing in driving sustainability and responsible innovation.

Objectives:

- To encourage students to develop creative and analytical thinking through interactive activities like bidding games and price-guessing of eco-friendly products
- To help students understand pricing strategies and consumer perception by estimating the value of sustainable products
- To enhance awareness about eco-friendly products and promote sustainable consumption through engaging tasks
- To develop digital marketing skills by creating reels on sustainability themes, combining creativity with social awareness
- To foster teamwork, confidence, and communication skills through group participation and presentation activities

Key Takeaways:

- Understanding how pricing strategies work in real-life through bidding and price-guessing activities
- Gaining insights into consumer perception and value of eco-friendly products
- Learning how sustainability can be effectively integrated into marketing strategies
- Understanding the role of digital content (reels) in spreading awareness and influencing audience behaviour
- Enhancing creativity by combining marketing concepts with social and environmental themes
- Developing teamwork, decision-making, and presentation skills through interactive participation

Learning Outcomes:

- Students were able to apply marketing concepts like pricing, positioning, and consumer behaviour in practical scenarios
- Improved analytical thinking through activities like bidding and estimating product value
- Enhanced understanding of sustainable marketing and eco-friendly consumer trends
- Developed digital content creation skills by producing reels on sustainability topics
- Boosted confidence in presenting ideas creatively and participating in group based activities
- Strengthened teamwork, communication, and problem-solving abilities

FLYER OF THE EVENT



ATHARVA INSTITUTE OF MANAGEMENT STUDIES

(Affiliated to Mumbai University, approved by DTE & AICTE)

NAAC ACCREDITED

MARK  **MANIA**

passion beyond imagination

Presents

AdVerde



25TH MARCH 2026



2.00 pm TO 5.00 pm



Venue :- BIG Seminar Hall,4th floor, phase 3, Atharva University Campus, Malad(w)

GEO-TAGGED PHOTOS OF THE EVENT





ATTENDANCE SHEET WITH SIGNATURE

ATHARVA INSTITUTE OF MANAGEMENT STUDIES			
Events Attendance Sheet			
Academic Year: 2025-2026			
Event Name: AdVerda (Marketing Club Event)			
Faculty Coordinator : Dr. Swati Agrawal & Prof. Kajal Desai			
Date			27-03-2026
Sr. No.	Roll No.	Name of the Student	Signature
1	A-1	Bandgar Sakshi Praihad	Sakshi
2	A-2	Bapat Shakambhari Yogesh	Sibapat
3	A-3	Bhave Raj Rajendra	
4	A-4	Bohari Mohammad Ilyas	
5	A-5	Chaudhari Anishka Ajay	Anishka
6	A-6	Dahije Rahul Sukhdev	Rahul
7	A-7	Dhakan Priyam Jayesh	Priyam
8	A-8	Dharme Aditi Manoj	
9	A-9	Dixit Shreya Jayant	
10	A-10	Dongre Nilesh Ravindra	
11	A-11	Ghag Tanvi Vikrant	Tanvi
12	A-12	Ghawali Vighnesh Deepak	Vighnesh
13	A-13	Gomes Swedel Santosh	Santosh
14	A-14	Gupta Shubham Ramesh	Shubham
15	A-15	Jadhav Yash Ravindra	Yash
16	A-16	Kadyan Nikita Hawasingh	Nikita
17	A-17	Khobragade Sanket Prashant	Sanket
18	A-18	Kondawar Saail Rajesh	Saail
19	A-19	Madke Nilam Nandkumar	Nilam
20	A-20	Manuja Aryan Mohit	Aryan
21	A-21	Megajigari Balaji Narsimhachari	Balaji
22	A-22	Mejari Vighnesh Vijay	Vighnesh
23	A-23	Mirza Kaynat Mustakim	Kaynat
24	A-24	Moon Siddhant Sagar	Siddhant
25	A-25	More Divyani Baliram	Divyani
26	A-26	More Tulsi Raju	Tulsi
27	A-27	Patil Mansi Vikas	Mansi
28	A-28	Patil Snigdha Prashant	Snigdha
29	A-29	Patil Unmesha Prashant	Unmesha
30	A-30	Pawar Tanvi Raghunath	Tanvi
31	A-31	Pednekar Samruddhi Krishna	Samruddhi
32	A-32	Pimparkar Dhanshree Pravin	Dhanshree
33	A-33	Pongde Rohan Gangadhar	Rohan
34	A-34	Punjani Priya Shirish	Priya
35	A-35	Rana Suresh Rajendra	Suresh
36	A-36	Raorane Surabhi Manjokumar	Surabhi
37	A-37	Salve Aditya Dhananjay	Aditya
38	A-38	Salvi Arya Shashank	Arya
39	A-39	Sanap Tejas Dattu	Tejas
40	A-40	Save Samruddhi Jitendra	Samruddhi
41	A-41	Shelar Kartik Chandrakant	Kartik
42	A-42	Singh Shudhansu Rakesh Kumar	Shudhansu
43	A-43	Sonawale Shantanu Sanjay	Shantanu
44	A-44	Thakur Prasad Satish	Prasad
45	A-45	Tripathi Piyush Subhash	Piyush
46	A-46	Yadav Namrata Ramlavat	Namrata
Total students present			
Faculty Signature			

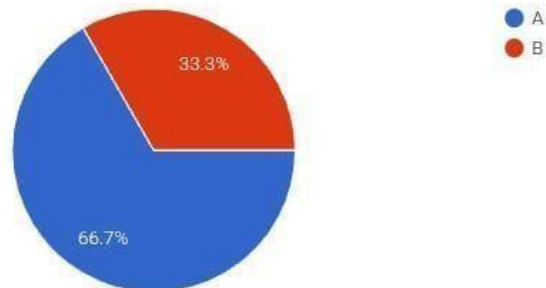
ATHARVA INSTITUTE OF MANAGEMENT STUDIES			
Events Attendance Sheet			
Academic Year-2025-2026			
Event Name: AdVerde (Mankomania Club Event)			
Faculty Coordinator : Dr. Swati Agrawal & Prof. Kajal Desai			
Date: 15-03-2026			
Sr. No.	Roll No.	Name of the Student	Signature
1	B-1	Bhamare Durgesh Pradip	
2	B-2	Bhandari Riddhika Rajesh	
3	B-3	Bhise Rahul Rajesh	
4	B-4	Bhosale Kaustubhi Ajay	
5	B-5	Bike Divya Rambabu	
6	B-6	Chaudhari Durvesh Pramod	
7	B-7	Desai Shreya Hemant	
8	B-8	Deulkar Sujal Suresh	
9	B-9	Dikkar Prajwal Murlidhar	
10	B-10	D'Souza Chris Collin	
11	B-11	Gosavi Shrutika Sham	
12	B-12	Gudekar Prachi Shashikant	
13	B-13	Gupta Suraj Deepak	
14	B-14	Joshi Nimish Kishorkumar	
15	B-15	Kale Pranjal Rajesh	
16	B-16	Khachane Mohit Avinash	
17	B-17	Khanolkar Swamini Jitendra	
18	B-18	Kolambekar Awani Vijaykumar	
19	B-19	Kumar Naveen Manoj	
20	B-20	Kurhade Aayush Ganesh	
21	B-21	Mali Ujjwal Bapu	
22	B-22	Mallah Sneha Santakumar	
23	B-23	Mankar Rishita Vijay	
24	B-24	Nachnekar Pranali Prakash	
25	B-25	Nambiar Vihara Murali	
26	B-26	Pandey Shreyash Umesh	
27	B-27	Patil Dimple Suresh	
28	B-28	Patil Priyal Vijay	
29	B-29	Patil Riya Vijay	
30	B-30	Patil Shreya Rajesh	
31	B-31	Patil Shruti Dilip	
32	B-32	Patil Sushant Dattaram	
33	B-33	Patkar Yash Gorakhnath	
34	B-34	Pawar Harsh Suhas	
35	B-35	Pawar Ragini Chintaman	
36	B-36	Sable Anushka Milind	
37	B-37	Sargam Yash Prakash	
38	B-38	Shiktode Kalyani Ganraj	
39	B-39	Shinde Soham Rajendra	
40	B-40	Shirsath Raj Ravindra	
41	B-41	Shivgan Swapnali Sunil	
42	B-42	Tembhurne Shantanu Satish	
43	B-43	Waghmare Sanket Vinod	
44	B-44	Wakude Tushar Vaijanath	
45	B-45	Wankhede Prachi Anil	
46	B-46	Yadav Aditi Rajesh	
Total students present			
Faculty Signature			

FEEDBACK ANALYSIS

Div

6 responses

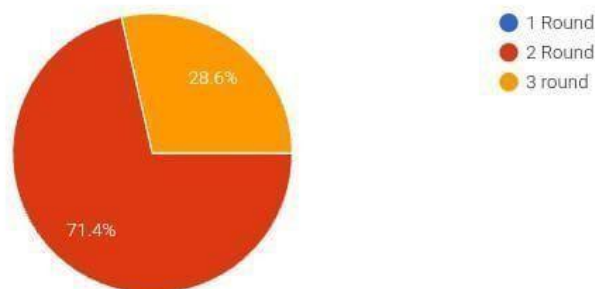
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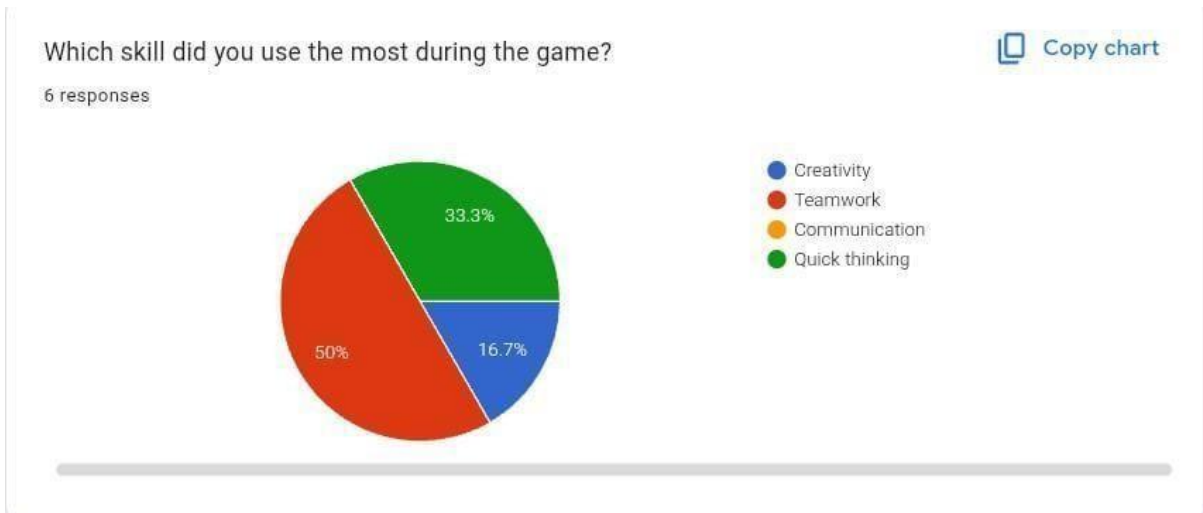
Which round did you find most interesting?

7 responses

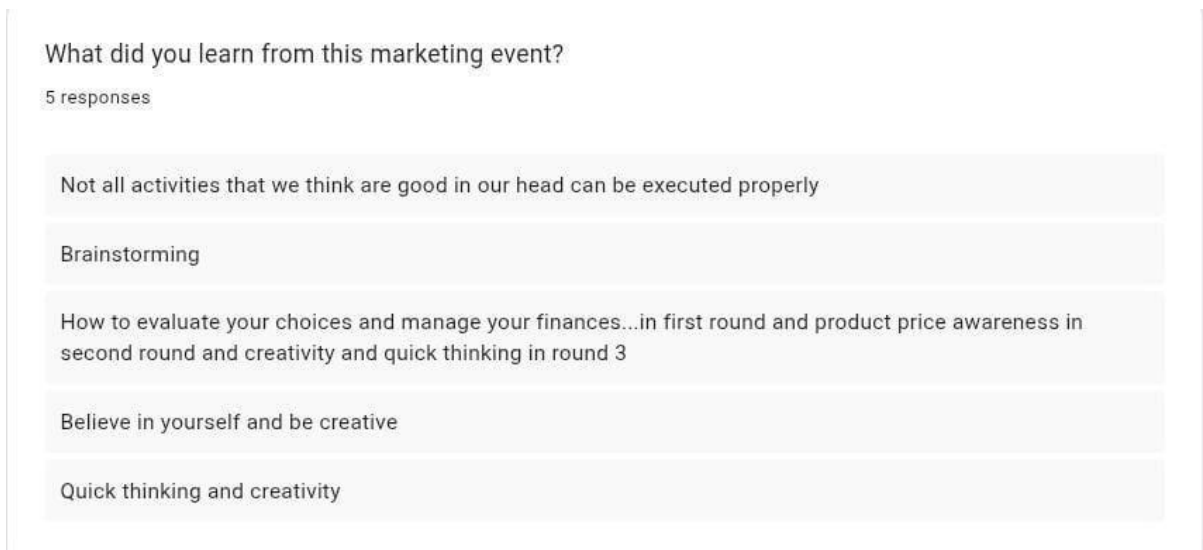
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- **The 2nd Round (71.4%) was the most interesting, indicating high engagement in interactive activities like bidding/price guessing.**
- **The 3rd Round (28.6%) also gained attention due to its creative aspect.**



- **Teamwork (50%) was the most used skill, followed by Quick Thinking (33.3%), showing strong collaboration and decisionmaking during activities.**
- **Creativity (16.7%) was mainly applied in the reel-making round.**

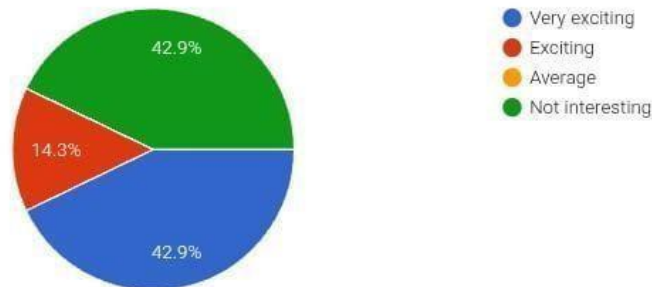


The responses show that the event provided practical marketing learning, highlighting that execution matters more than just ideas. It improved decision-making, financial awareness, creativity, and quick thinking, while also boosting confidence and teamwork—making the experience highly impactful.

How exciting did you find the event?

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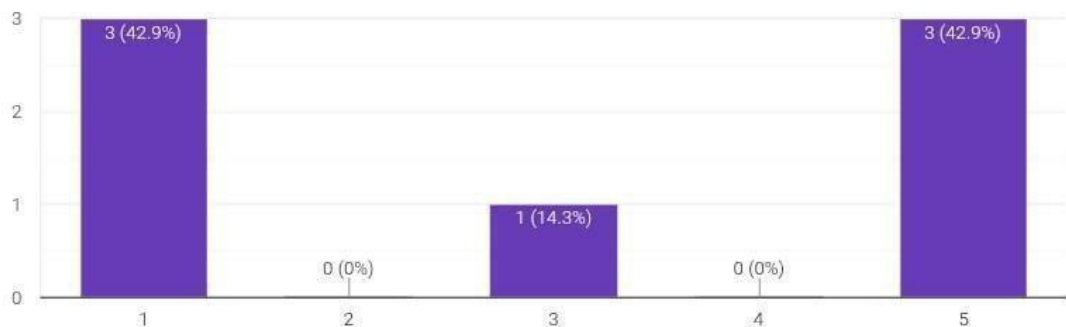
7 responses



How would you rate the overall marketing event?

 Copy chart

7 responses



The ratings show a polarized but largely positive response, with 85.8% giving either the highest or lowest ratings and a smaller 14.3% neutral. This indicates the event created a strong impact and clear impressions, while also highlighting scope to improve consistency in participant experience.

SUBMITTED TO – Dr. Swati Agrawal

EVENT REPORT PREPARED BY - Prachi Wankhede

