

Report on AD-Venture Event



INTRODUCTION

The Marketing Club of School of Management, Siddhartha Academy of Higher Education, organized an AD-Venture event on 20th December 2025 at 2.50 PM - 4.30 PM in the Mechanical Block Seminar Hall.

AD-Venture encouraged participants to explore innovative advertising ideas, understand brand positioning, and apply theoretical marketing concepts to real-world scenarios. Through active participation and competitive tasks, the event aimed to enhance marketing acumen, teamwork, and confidence among students, making it both an informative and enriching learning experience.





REPORT

Introduction

Recognizing the importance of experiential learning, the **Marketing Club of the School of Management, Siddhartha Academy of Higher Education**, organized an innovative marketing event titled “AD-Venture”.

The AD-Venture event was conducted on **20th December 2025** from **2:50 PM to 4:30 PM** at the **Mechanical Block Seminar Hall**. The event was specially designed for **MBA II Semester and MBA IV Semester students** to encourage them to think creatively and strategically by developing advertisement skits for **declined products**.

The event commenced with an insightful address by **Dr. Sree Ram, Head of the Department, School of Management**, who formally **addressed the gathering** and encouraged the participants. In his speech, Dr. Sree Ram emphasized the importance of **practical exposure in management education**, particularly in the area of marketing and advertising.

Objectives of the Event

The primary objectives of the AD-Venture event were as follows:

1. To provide students with hands-on experience in developing creative advertising strategies.
2. To enhance students' understanding of the **product life cycle**, particularly the decline stage.

Participant Profile

The event witnessed active and enthusiastic participation from **MBA II Semester and MBA IV Semester students** of the School of Management. A total of **7 teams** were formed, with each team comprising students from the MBA program.

The diversity in participation, involving students from different semesters, encouraged peer learning and healthy competition. The participants displayed great interest and motivation throughout the event.



Event Planning and Organization

The AD-Venture event was meticulously planned and organized by the members of the Marketing Club under the guidance of faculty coordinators. The planning process included:

- Selection of the event theme (advertising for declined products)
- Designing the quiz questions based on marketing concepts
- Establishing evaluation criteria for both rounds
- Coordinating venue arrangements and time management

- Communicating event guidelines to participating teams

The event was conducted smoothly, adhering to the scheduled time and ensuring active engagement of all participants.

Round One: Marketing Quiz

The first round was a **marketing quiz competition**, aimed at evaluating the participants' conceptual clarity and theoretical understanding of marketing principles.

Each team actively participated in the quiz, demonstrating their knowledge, analytical thinking, and quick decision-making abilities. This round served as a screening process to shortlist teams for the second round.

Round Two: Advertisement Skit Presentation

The second round was the **core activity of the event**, focusing on creativity and practical application. In this round, the shortlisted teams were required to present an **advertisement skit for a declined product**.

Each team selected a product that had lost market relevance or popularity and designed a skit highlighting.

The skits were presented in an engaging and entertaining manner, combining humour, emotion, storytelling, and persuasive communication. The performances reflected students' understanding of advertising psychology and consumer perception.

Evaluation and Judging Criteria

The performances in both rounds were evaluated based on predefined criteria to ensure fairness and transparency. The key evaluation parameters included:

1. Conceptual understanding of marketing principles
2. Creativity and originality of the advertisement idea
3. Time management and overall presentation

The judging panel carefully assessed each team's performance and provided constructive feedback.

Anchoring and Coordination

The smooth flow and success of the AD-Venture event were ensured through effective anchoring and coordination. The entire event was confidently and engagingly **anchored by Ms. N. Gnana Keerthana, Ms. Vijaya Lakshmi and Ms. K. Gita Sri**, who maintained continuity, enthusiasm, and clarity throughout both rounds of the competition. Their anchoring kept the audience engaged and ensured proper time management and seamless transitions between sessions.

The event was well coordinated by **Ms. A. Rajeswari from MBA IV Semester**, who actively supported the organizing process and ensured that all activities were conducted as planned. The event was organized under the guidance and supervision of the **Marketing Club In-charge, Dr. Prameela Surya**, whose support and encouragement played a crucial role in the successful execution of the program.

Winners and Runners-Up

After careful evaluation of performances in both rounds, the judging panel declared the results as follows:

Winners



- **Ruheena Syed**
- **Mishra**
- **Devi Sri**
- **Md. Rahimunnisa**

The winning team impressed the judges with their strong marketing insight, creative advertisement skit, clear messaging, and effective presentation of revival strategies for the declined product.

Runners-Up



- **K. Gita Sri**
- **Ch. Pavithra**
- **Ch. Vasavi**
- **A. Narendra Kumar**

The runners-up team delivered a commendable performance with innovative ideas, good teamwork, and impactful communication, earning appreciation from both judges and the audience.

Conclusion

In conclusion, the **AD-Venture event** organized by the Marketing Club of the School of Management, Siddhartha Academy of Higher Education, was a significant success.

The active participation of **MBA II and IV Semester students**, along with the innovative skits presented by **7 teams**, highlighted the effectiveness of experiential learning in management education.

Vote of Thanks

The Marketing Club of the School of Management, Siddhartha Academy of Higher Education, expresses its sincere gratitude to all those who contributed to the successful organization of the AD-Venture event.

We extend our heartfelt thanks to Dr. Sree Ram, Head of the Department, for graciously addressing the gathering and motivating the students with his insightful words, which set a positive and inspiring tone for the event.

We express our deep sense of gratitude to the Marketing Club In-charge, Dr. Prameela Surya, for her constant guidance, encouragement, and support in planning and executing the event successfully.

Our sincere appreciation goes to the faculty members of the School of Management for their continuous encouragement and support throughout the event.

We would like to thank Ms. N. Gnana Keerthana and Ms. K. Gita Sri for efficiently anchoring the entire event and ensuring its smooth flow. Special thanks to Ms. A. Rajeswari (MBA IV Semester) for her effective coordination and assistance in managing the event.

We extend our appreciation to all the **MBA II and IV Semester students** who participated enthusiastically and made the event lively, creative, and meaningful.

Finally, we thank the **Marketing Club members** for their teamwork, dedication, and efforts, which played a vital role in making the AD-Venture event a grand success.



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STUDENT ROLL LIST AY 2025-26 BATCH

Date: 23-12-2025

S.No	ROLL NUMBER	NAME OF THE CANDIDATE	SIGNATURE
1	25MP01001	ADAVIKATLA SUGUNA SRITHA	A. Sugunitha
2	25MP01002	AKULA KALYAN	A. Kalyan
3	25MP01003	ALUGOJU LIKHITA	A. Likhita
4	25MP01004	APPALA VENKATA NAGA SRILATHA	S. Lalitha
5	25MP01005	APPIKATLA NARENDRA KUMAR	Narendra
6	25MP01006	CHAVALA PAVITHRA	C. Pavithra
7	25MP01007	CHITHIRALA VASAVI	Ch. Vasavi
8	25MP01008	DAKAMARI JAGADEEP	D. Jagadeep
9	25MP01009	DALAPATHIRAO CHARISHMA	D. Charishma
10	25MP01010	DEVANABOYINA NAVYA SRI	D. Navya
11	25MP01011	GADDAM PRABHAS	G. Prabhav.
12	25MP01012	GANGAVARAPU VASANTHI	G. Vasanthi
13	25MP01013	GODAVARI PAVANI	Pavani. G.
14	25MP01014	GONNABHAKTULA TEJESH HANUMANTH KUMAR	G. Tejesh.
15	25MP01015	GOWRABATTINA YOGESH	
16	25MP01017	GUNNAM KUSHWANTH KUMAR	G. Kushwanth
17	25MP01018	GURRANA VEERA BABU	G. Veerababu
18	25MP01019	JALUDU GAYATHRI MANASA	
19	25MP01020	JAYA LAKSHMI SHANMUKI POLAM	
20	25MP01021	KAMBALA LIKHITA	K. Likhita
21	25MP01022	KANAGALA HARSHA VARDHAN	
22	25MP01023	KANCHARLA KEDHAR PRABHU	K. Kedhar
23	25MP01024	KATARI VAMSI	
24	25MP01025	KATTA TEJA	T. Teja
25	25MP01026	KODALI SRI VIDYA	K. Vidya
26	25MP01027	KONGARA KRISHNA DEEPIKA	K. Krishna Deepika
27	25MP01028	KORRA CHANDANA BAI	K. Chandana Bai
28	25MP01029	KOTHAPALLI SAI HARSHITHA	K. Harshitha
29	25MP01030	KOTTI LALITHA NAGA RATNAM	K. Lalitha
30	25MP01031	KRISTAM GITA SRI	K. Gita Sri
31	25MP01033	MALLESWARAPU VIJAYA LAKSHMI	V. Vijaya
32	25MP01034	MECHINENI D V S N SAI SUDEEPTHI	M. Sudeepthi
33	25MP01035	MEKALA SRI LAKSHMI	M. Sri Lakshmi

34	25MP01036	METLAPALLI YAMINI LAKSHMI PRIYA	Yamini M
35	25MP01037	MUNDLAPATI DENCY MOSES	M. Dency
36	25MP01038	NEPPALLI GAYATRI	
37	25MP01039	NILUFAR MONDAL	Nilufar Mondal
38	25MP01040	NUKATHOTI GNANA KEERTHANA	N. Keerthana
39	25MP01041	P N S NIKITHA TIRUVEEDHULA	
40	25MP01042	PARUCHURI AJAY	P. AJAY
41	25MP01043	PASUPULETI YAMINIESWARI	Y. Yaminieswari
42	25MP01044	PONNURI KAVYA TEJASWI	Kavya Tejaswi
43	25MP01046	POTLURI TARUN KUMAR	P. Tarun Kumar
44	25MP01047	PUPPALA LEELA CHANDRIKA SARWANI	P. L. C. Sarwani
45	25MP01048	ROMALA MOHAN KUMAR	R. Mohan Kumar
46	25MP01049	SAYYAPARAJU HARI CHARAN VARMA	
47	25MP01050	SEELAM YAGNASRI	S. Yagnasri
48	25MP01051	SHAIK AYESHA	Sh. Ayesha
49	25MP01052	SHAIK KAJA MOHIDDHIN	
50	25MP01053	SHAIK SHABNA	Sh. Shabna
51	25MP01054	SOUTANI SHANMUKHA TEJA KUMAR	S. Shanmukha
52	25MP01055	SURE VENKATA HARSHA VARDHAN SAI	S. Harsha Vardhan Sai
53	25MP01056	SURISSETTY PREM	S. Prem
54	25MP01057	TADIKAMALLA SAI SOWMYA	T. Sai Sowmya
55	25MP01058	TELLAKULA MADHU KALYAN	T. Madhu Kalyan
56	25MP01060	VAKKALAGADDA LOHITHA	
57	25MP01061	VALIVETI LEELA NAGA VENKATA SRI ANUSHA	
58	25MP01062	VALLURUPALLI HARINI	V. Harini
59	25MP01063	VEERLA REVATHI	Revathi
60	25MP01064	VELAMALA NEELAVENI	
61	25MP01065	VENNA AVINASH	
62	25MP01067	BANTU SWATHI	B. Swathi



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SCHOOL OF MANAGEMENT

Date :-23-12-2025

S.No	ROLL NUMBER	NAME OF THE CANDIDATE	SIGNATURE
1	238W1E0002	AKULA RAJESWARI	A. Rajeswari
2	24MP01001	ADAPA PAVAN	A. Pavan
3	24MP01002	BATNA NAGA KANAKA TEJASWINI	BNK Tejaswini
4	24MP01003	BHASHYAM HEMASRI	B. Hashyam
5	24MP01004	BOMMISSETTY SAKTHI SRILAKSHMI	B. Sakthi Srilakshmi
6	24MP01005	CHALAGURUGULA SAI DIVYA	Ch. Sai Divya
7	24MP01006	CHAPAKA DEEPIKA	Ch. Deepika
8	24MP01007	CHAVATA YATH DHARMA SHAKTHINI	Ch. Yathakani
9	24MP01008	CHERUKU DURGA BHARATHI	Ch. Durga Bharathi
10	24MP01009	CHINTADA YASASWINI	Ch. Yasaswini
11	24MP01010	DEEPIKA MISHRA	D. Deepika
12	24MP01011	DESU GAYATHRI PRAGNA	D. Pragana
13	24MP01012	DODDACA GNANA BHAVANI	G. Gnana Bhavani
14	24MP01013	GADDAM VEDAVARSHINI	G. Veda Varshini
15	24MP01014	GANJARAPALLI GAYATHRI	G. Gayathri
16	24MP01015	GAYATHRI TRIPURANI	G. Gayathri
17	24MP01016	GUDALA VENKATA SIVAMANI KEERTHAN	G. Keerthana
18	24MP01017	HARSHINI VOOSA	H. Harshini
19	24MP01018	JAHNAVI ALEKHYA MADISSETTY	J. Ahnavi
20	24MP01019	JALADI YASASWINI	J. Yasaswini
21	24MP01020	JANJANAM MEGHANA	J. Meghana
22	24MP01021	JOGA SRINIVAS	J. Srinivas
23	24MP01022	KAJA DHANALAKSHMI	K. Dhanalakshmi
24	24MP01023	KOLLATI KARTHIK NAIDU	K. Kartik
25	24MP01024	KOLLU JOSHIKA	K. Joshika
26	24MP01025	KONDAVEETI THEJITHA	K. Thejitha
27	24MP01026	MADAM SWARNA LATHA	M. Swarna Latha
28	24MP01027	MEESALA SOWJANYA	M. Sowjanya
29	24MP01028	MOHAMMAD RAHIMUNNISA	M. Rahimunnisa
30	24MP01029	MOHAMMED AFREEN FATHIMA	Md. Afreen
31	24MP01030	MOHAMMED FARZANA	Md. Farzana
32	24MP01031	MONDRU ALEKHYA	M. Alekhya
33	24MP01032	MUNNANGI SAHITH	M. Sahith
34	24MP01033	NADIPILLI UMA DEVI	N. Devi
35	24MP01034	NAGA HARINI GURRAM	N. Harini
36	24MP01035	NAYANA GANNU	N. Gannu
37	24MP01036	PALLEKONDA KEERTHANA	P. Keerthana
38	24MP01037	PANNIRU KAVYA	P. Kavya
39	24MP01038	PARUSU MANOJ KUMAR	P. Manoj
40	24MP01040	PETLA BHAVANA	P. Bhavana
41	24MP01041	POKA NAGA PUJITHA	P. Naga Pujitha
42	24MP01042	PONNAPALLI DEVI SRI	P. Devi Sri
43	24MP01043	RACHETI BALU	R. Balu
44	24MP01044	SADIA SIDDIQA	Sadia Siddiq
45	24MP01045	SAMMETA JASWANTH	S. Jaswanti
46	24MP01046	SHAIK AMESHA BEGUM	Sh. Amesh Begum
47	24MP01047	SHAIK AMREEN KOUSAR	Sh. Amreen
48	24MP01048	SHAIK MUNWAR TEHASEEN	Sh. Munwar

49	24MP01049	SHAIK RETHIK ROSHAN	Sk. Rethika Roshan
50	24MP01050	SHAIK SHAJIYA BEGUM	Sk. Shajiya
51	24MP01051	SUNKARA SRINAGA TULASI	Tulasi
52	24MP01052	SUVARAPU VENKATA JAGANNADHA KUMAR	S.V. Kumar
53	24MP01053	SYED RUHEENA	Sr. Ruheena
54	24MP01054	TAMMINA SHASHANK	T. Shashank
55	24MP01055	THOLETI KUMAR NAGA SAI	T. Kumar
56	24MP01056	THOTA ANURADHA	T. Anuradha
57	24MP01057	THURAKA KRANTHI	T. Kranti
58	24MP01058	TIRUVURU MOUNIKA	T. Mounika
59	24MP01059	TURANGI BHARGAV	T. Bhargav
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63	24MP01064	VIJJI ANITHA	V. Anitha
64	24MP01065	VINUKONDA SRIYA	V. Sriya
65	24MP01066	YADLAPALLI NAVYA	Y. Navya

ATTENDANCE SUMMARY

YEAR/SEMESTER	PRESENT	ABSENT
II SEMESTER	65	0
IV SEMESTER	55	7