

**2019 -2020**

**“ANUNCIO-2K19”**

## **The Department of B.COM Advertising, Sales promotion and Sales management/Marketing**

The Department of B.COM Advertising, Sales promotion and Sales management/Marketing conducted an event called **“ANUNCIO-2K19”** on 16<sup>th</sup> and 17<sup>th</sup> September 2019, in collaboration with **YUVATHA (NGO)** with the theme **THE AD-WORLD** in Loyola Academy. It was 2 days an inter collegiate event. **1<sup>st</sup> day** -The chief guest for the event was **Mr. chintakindi Mallesham Padma shriAward Winner** . And **Mr.Saketh Kothamasu Founder and General secretary of a YUVATHA (NGO)** .

**Mr. chintakindi Mallesham (Padma shriAward Winner)** shared his feeling and thoughts with the department . he inspired full audience with his story of struggle .He concluded his speech with **“ win -win until u reach the goal don't live the hope “**. **2<sup>nd</sup>** chief guest **Mr. Saketh** concluded the gathering with his speech about how to save the environment and say no to plastic. There were competitions which were conducted such as **AD mad, Quiz, Product battle channel surfing, on-spot portfolio, , Brand Ambassador , personality contest & AD debate**. Students from other colleges and different Departments from our college participated in various competitions.



**2<sup>nd</sup> day chief Guest was Mr. Dinesh Kumar popularly known as Dino vault social media influencer and Y tube content creator And Mriuthjunjaysai upcoming short film director . Mr Dinesh kumar gave message to audience about riding the bikes he concluded his speech by giving us a message that “Speed kills Thrills “ Enjoy the life beautifully .**



**we had Validictory session in these we appreciated the participants and gave away the prizes to all the winners . Overall the event ended on a successful note**

**Reviews**-students from different colleges participated in these events and provided a positive and satisfied feedback about their experiences. They exclaimed their excitement and joy of their participation and chance to interact and gain knowledge from the fest of B. Com Advertising ,sales promotion and sales management / marketing .They requested to conduct the event three days .

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## First year industrial visit

### A. Concept

**Organized an Industrial tour for B.com Professional FIRST Year Students at the ANAND FOODS Pvt. Ltd. (SAIDABAD) on the 9<sup>th</sup> of Janary 2020.**

### B. Purpose

To acquire the knowledge of industrial process of packing and distributing.

### C. Report

The second year students of B.com advertising, sales promotion and sales management went for an industrial tour on 9<sup>th</sup> January 2020. Mrs. A Anjani Kumari and Ms. Hilda Magret accompanied the students for the tour. They were a total 43 students. The tour was to give the students information about the working process of the industry, on the packaging and distribution of **Parle-G** products. It provided information to the students about the product category and product line.

Mr. Mani Kanta gave inputs to the students to view the factory operations of the brand **Parle-G** products. In the production unit the students got to know how the biscuits are manufactured and labeling and packaging .The production process of **Parle-G** includes raw materials (wheat flour ,sugar ,edible oil ,mixtures ,testing and mould ,baking ,cooling & packing).First they will test the raw materials and then they will start mixing the process into mould rectangular shape and then baked. The bake mould is then cool down and made ready for packing. Students also gained the knowledge about the manufacturing unit process. The students were provided with one biscuit packet on

### A. Reviews-

Student's response was very good they have cleared their doubts with product manager about the **Parle-G** product Distribution and also working process of the industry.

## B . PHOTOS



## Second year industrial visit

### A. Concept

**Organized an Industrial tour for B.com Professional Final Year Students at the Hindustan Coca Cola Beverages Pvt Ltd. (Ameenpur unit) on the 13<sup>th</sup> of July 2018.**

### B. Purpose

To acquire the knowledge of industrial process of packing and distribution of products.

### C. Report

The final year students of B.com advertising, sales promotion and sales management went for an industrial tour on 3<sup>rd</sup> March 2020. Mr. Srivatsa and Ms. Krishna Priya accompanied the students for the tour. They were a total 40 students. The tour was to give the students information about the working process of the industry, on the packaging and distribution of Coca-Cola bottles. It provided information to the students about the product category and product line.

Mr. Suryanarayan Raju gave inputs to the students to view the factory operations of the brand Coca-Cola. In the production unit the students got to know how the bottles are manufactured, and how they are filled with beverages and other aspects such as labeling and packaging. They also gained the knowledge about the manufacturing unit process and how these bottles are stored in ware house. The students were provided with a 400ml Coca-Cola bottle each on successful completion of the tour. Overall the company provided the students with useful information which is very essential for commerce students.

### A. Reviews-

Student's response was very good they have cleared their doubts with product manager about the various product Distribution like coco-cola, sprite, limca, etc.,

### B. Photos :

