

## Jai Hind Advertising Festival

JAF is Jaihinds initiative for its Bcom, BA, and Bsc students on the 27th nov 2014. It is the biggest intra college academic edufest in Jaihind which started last year . Jaihind is the first to conceptualise such a unique idea of advertising and marketing fest which gives an excellent opportunity and platform for the students of jaihind to showcase there creativity and advertising knowledge.

JAF has more than 50 teams,each team comprising of 10 members marking this to more than 500 participants. JAF has about 100 student volunteers who help organising this event. We have a footfall of 3000 students from the surrounding colleges.

JAF consist of 3 rounds:

- 1) Pre Promotion week which starts one week prior to the D Day where all 50 teams (500 hundred students)start promoting their product in unique way which makes them think out of the box n explore modern and new marketing style. As the days get near to the final day each team fiercely compete. Students get excellent platform and opportunity to learn business and financial traits which helps them prepare for the competitive corporate world which they would face in a couple of years.
- 2) AD Video where every team has to create one television advertisement based on their product or service where it is compulsory for each n every member to participate or feature in the advertisement. Students actually recognise their talent and potential they also imbibe management skills like team spirit, coordination, innovation, integrative thinking, leadership and many other in the process of designing.
- 3) Space designing is the theme on the final day where all the teams get 2 hrs to decorate n design their ad booths (space is allocated in advance so they can arrange their resorces in advance ) there is lot of brainstorming and exchange of ideas to implement the theme in mind into reality they also display and sell their products to the people who visit their stalls during the event they attract the audience by annoncing discounts or keeping ad games on their respective stalls. At the end of the fest students are enriched and get a holistic experience.

The event judges declare the runners up & winners of the competition . These teams get award and recognition in the form of trophy and medals. Rest of the participants are awarded with participation certificates and prizes . The winning team also get a PLACEMENT in an advertising firm.

JAF also observes CSR by making NGOs a part of the fest and most importantly JAF also leaves beautiful memories for the students of their college life.