

Shree Rahul Education Society's (Regd.)



SHREE L. R. TIWARI DEGREE COLLEGE

(Arts | Commerce | Science)

UGC Recognition under sec 2(f) of the UGC Act 1956 | Approved by Government of Maharashtra |
NAAC Accredited with Grade "A" (1st Cycle) | Affiliated to University of Mumbai | College Code - 1064 |
ISO Certified 9001:2015 | Hindi Linguistic Minority institution

DEPARTMENT OF B.COM (MANAGEMENT STUDIES) ORGANISES



COMPETITION QUICK FACTS

FORMAT: SHORT VIDEO/REEL (VERTICAL FORMAT ENCOURAGED)

DURATION: MIN 30 SECONDS - MAX 60 SECONDS

TEAM SIZE: MAXIMUM 2-5 MEMBERS PER TEAM

FINAL DEADLINE: 18-12-2025

Choose ONE of the Powerful Themes!

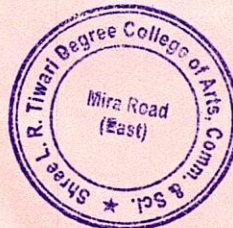
- Rahul Education HEIs (Branding & Promotion)
- Marketing the Future
- Financial Literacy for Youth
- Mental Health Matters

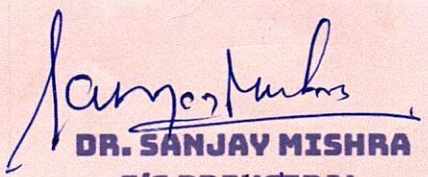
(Note: All submissions must be 100% original.)

Submission Method & Link
All final videos (MP4 preferred) must be uploaded via the Official Google Form below. Make sure to fill in all team details!

SUBMISSION FORM LINK:
<https://forms.gle/37LxfgiNzJ2rWgu69>


DR. NUSRAT CHOUDHARY
B.COM(MS) COORDINATOR




DR. SANJAY MISHRA
I/C PRINCIPAL
Shree L. R. Tiwari Degree College of Arts, Comm. & Sci.
Kanakia Park, Mira Road (East),
Dist. Thane - 401107, Maharashtra



Education For All

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Hindi Linguistic Minority Institution

Notice No: SLRTDC/2025-26

Date: 03.12.2025

NOTICE

Inter-Departmental Short Video/Reel Competition 2025 Unleash Your Creativity: Shoot, Edit, Impress!

The BMS Department at SLRTDC proudly announces an exciting **Inter-Departmental Short Video/Reel Making Competition** for the students of the **Commerce, Arts, and Science Departments**.

Objectives:

1. To get students to create videos that clearly and powerfully communicate messages about things like college courses or mental health.
2. To provide an exciting, modern way for talented students to show off what they can do.
3. To teach students how to use the latest tools to shoot, edit, and make great short videos (Reels).
4. To help students come up with unique and fresh ideas for telling a story with a video.

Competition details:

Participants : Students from Commerce, Arts, and Science Departments

Team Size: Maximum 2-5 members per team

Video Format: Short Video/Reel (vertical format is encouraged)

Duration: Minimum 30 seconds - Maximum 60 seconds

Submission Deadline: 18-12-2025

Submission Method: Google Drive (link will be provided)

Dr Nusrat Choudhary
BMS Coordinator



Dr Sanjay Mishra
I/C Principal
Shree L. R. Tiwari Degree College of Arts, Comm. & Sci.
Kanakia Park, Mira Road (East),
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Activity Report: AD-FIESTA - The AD-MAD SHOW

Date of Event: Jan 18, 2026

Venue: Room 201, NB

Organized By: Bachelor of Commerce in Management Studies (BMS Department)

1. Introduction

The BCOM (MS) department at SLRTDC organized "AD-FIESTA - The AD-MAD SHOW," a creative competition for FY and SYBMS students to show how creativity drives business. Under the theme "*Where Creativity Meets Commerce*," the event provided a platform for students to step out of the classroom and into the shoes of advertising professionals.

2. Objectives

The primary goals of the activity included:

- Fostering creativity and innovation in marketing strategies.
- Enhancing teamwork and collaborative skills among students.
- Providing a platform to showcase presentation and communication abilities.

Event Execution and Evaluation

To streamline the competition, participants were provided with a Google Form link containing detailed theme requirements and submission instructions.

Using this digital platform, students uploaded their completed advertisement reels directly for review.

Following the submission deadline, the two judges met in a collaborative session to carefully evaluate each entry.

The advertisements were scored out of a total of 40 points based on the following specific criteria:

- Creativity & Innovation: (10 Marks)
- Marketing Effectiveness: (10 Marks)
- Technical Execution: (10 Marks)
- Production Quality: (10 Marks)

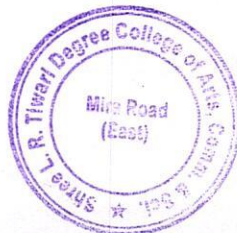
Winners of the Ad-Making Challenge

After a thorough assessment of the submissions, the following winners were announced:

Winner: Keshav Yadav

1st Runner Up: Café

2nd Runner Up: Wild Stone





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3. Event Highlights and Participation

The competition saw enthusiastic participation from seven teams of 4-6 members each, who managed their submissions via a Google Form by uploading their content alongside team and theme details. Tasked with advertising a unique product or service, teams delivered creative 30-45 second performances using skits, jingles, posters, and props.

Participants chose from four themes—**Marketing the Future, Financial Literacy for Youth, Mental Health Matters, and Rahul Education HEIs (Branding & Promotion)**—effectively demonstrating their ability to blend creative storytelling with professional marketing principles.

4. Evaluation and Judging

The teams were evaluated based on **Creativity & Innovation, Marketing Effectiveness, Technical Execution, and Production Quality.**


The panel of judges for the event included:

1. Asst. Prof. Lokesh Bahad (BSC IT)
2. Dr. Nusrat Choudhary (BMS Coordinator)

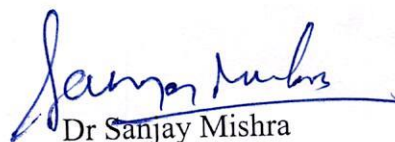
The highest average of the two judges were considered to be winners.

6. Conclusion

"AD-FIESTA" successfully fulfilled its mission to bridge the gap between commerce and creativity. By providing a practical platform for advertisement creation, the BMS Department successfully enhanced the strategic thinking and presentation skills of its students, as evidenced by the perfect satisfaction scores in student feedback.


Dr Nusrat Choudhary
BCOM(MS) Coordinator



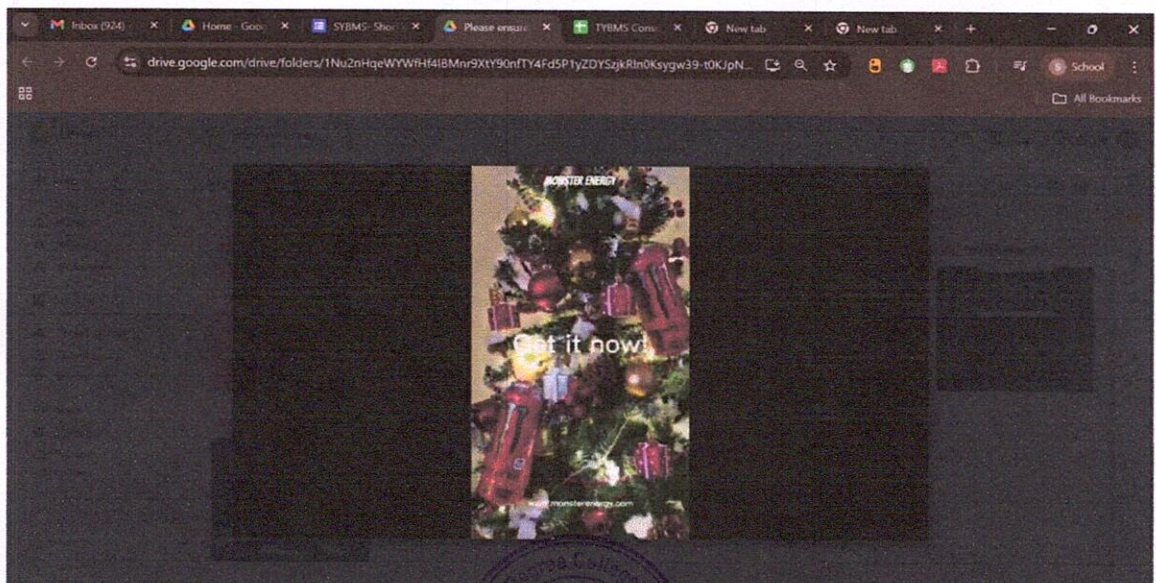
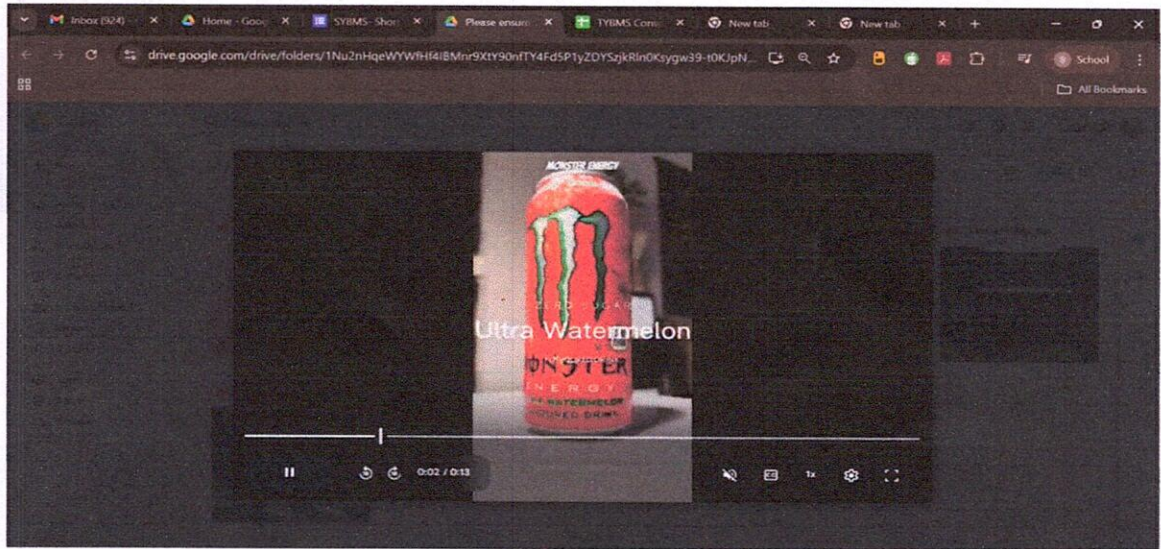
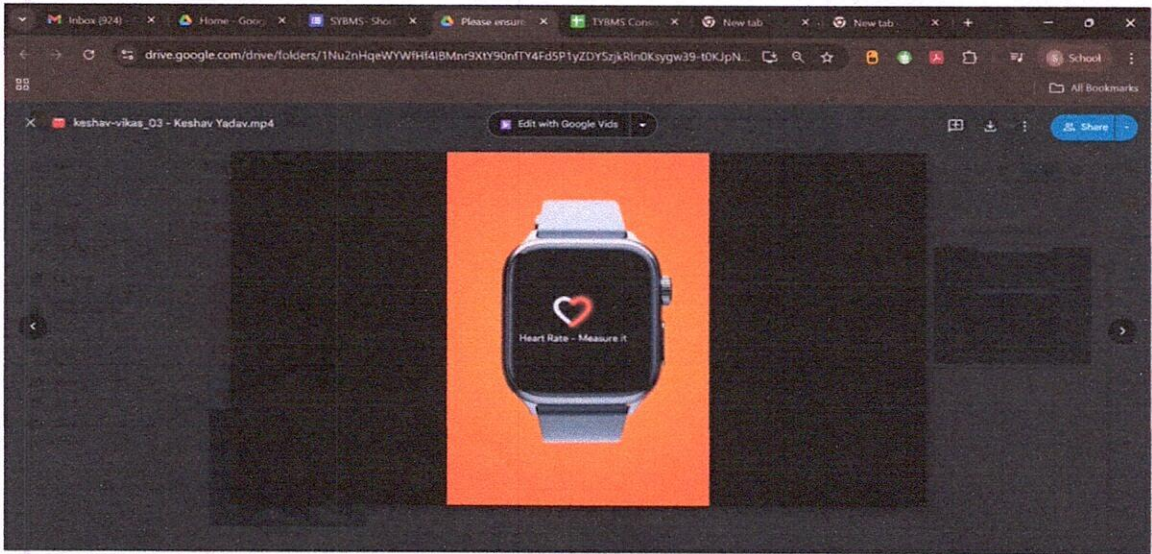

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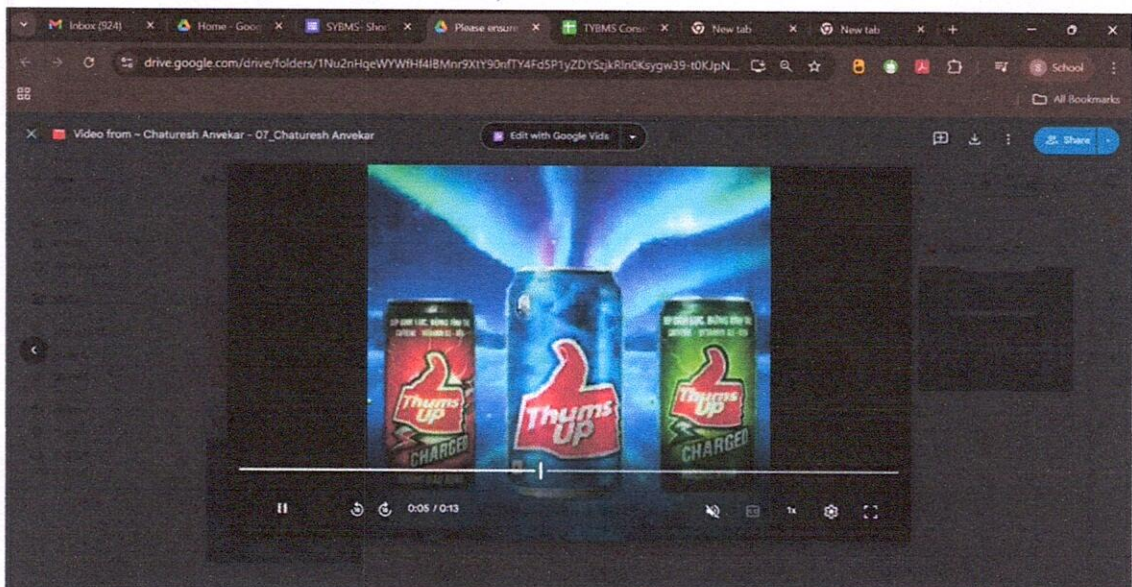
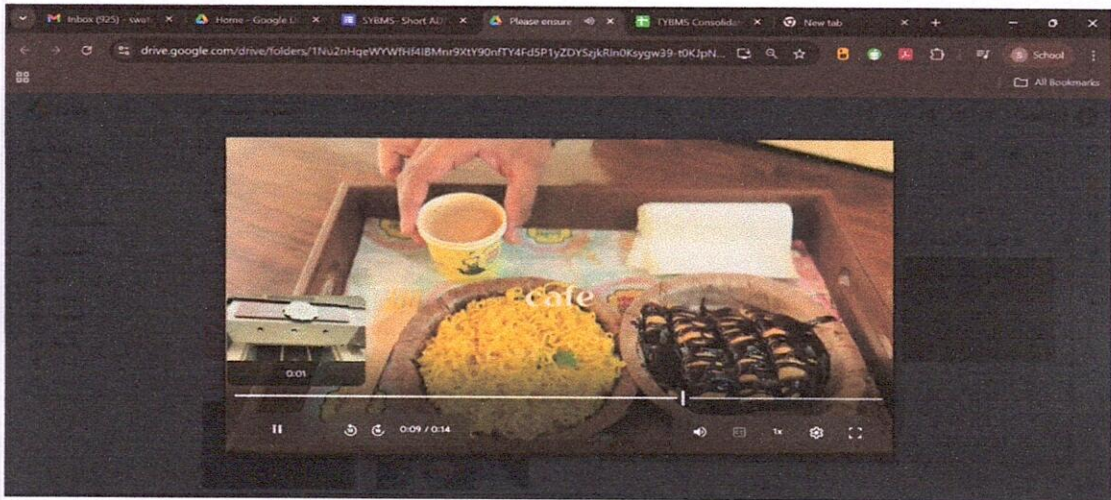
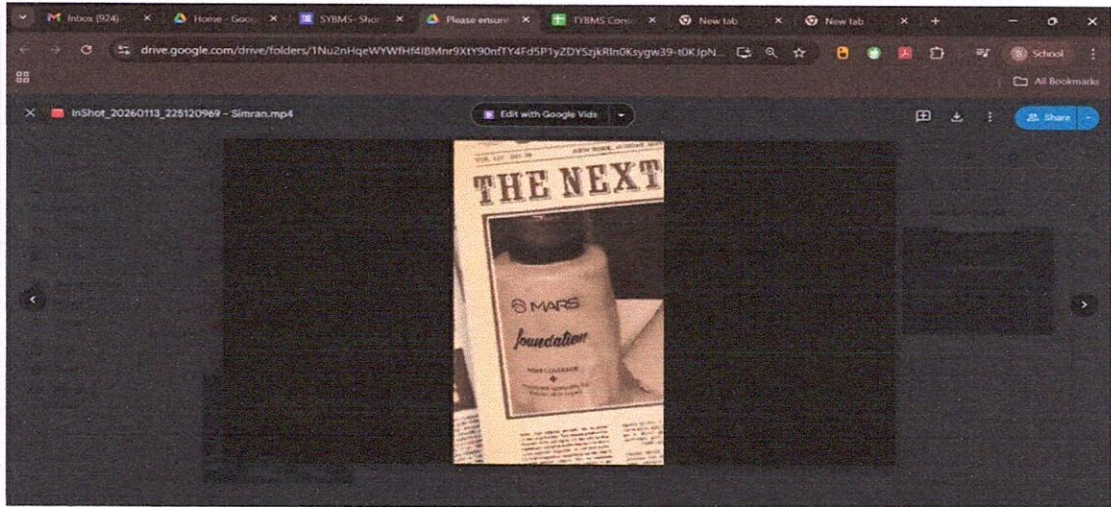
Glimpse of the event





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Judgement Sheet: AD-FIESTA Reel Submission

Event Name: AD-FIESTA - The AD-MAD SHOW

Department: B.Com (Management Studies)

Date: January 20, 2026

Rate each team on a scale of 1 to 10 (1 = Poor, 10 = Exceptional)

Judge 1 : Asst Prof Lokesh Bahad
Scoring Rubric

Team No.	Creativity & Innovation (10)	Marketing Effectiveness (10)	Technical Execution (10)	Production Quality (10)	Total Score (40)
Chaturesh Anvekar	5	5	5	5	20
Joel Group (Monster)	7	9	4	9	29
Bhoomi & Bhavya	5	8	2	8	23
Wild Stone	9	10	6	10	35
Café	10	10	10	10	40
Simran	10	7	5	9	31
Keshav Yadav	10	10	10	10	40



Judgement Sheet: AD-FIESTA Reel Submission



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Event Name: AD-FIESTA - The AD-MAD SHOW

Department: B.Com (Management Studies)

Date: January 20, 2026

Rate each team on a scale of 1 to 10 (1 = Poor, 10 = Exceptional)

Judge 2: Dr Nusrat Choudhary

Scoring Rubric

Team No.	Creativity & Innovation (10)	Marketing Effectiveness (10)	Technical Execution (10)	Production Quality (10)	Total Score (40)
Chaturesh Anvekar	5	4	3	4	16
Joel Group (Monster)	8	9	5	8	30
Bhoomi & Bhavya	3	6	3	7	19
Wild Stone	8	10	7	10	35
Café	9	10	10	10	39
Simran	10	8	6	9	33
Keshav Yadav	10	10	10	10	40



Final Judgement Sheet: AD-FIESTA Reel Submission



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Final Judgement Sheet: AD-FIESTA Reel Submission

Team Name	Judge 1 Score	Judge 2 Score	Total Average Score
Keshav Yadav	40	40	40
Café	40	39	39.5
Wild Stone	35	35	35
Simran	31	33	32
Joel Group (Monster)	29	30	29.5
Bhoomi & Bhavya	23	19	21
Chaturesh Anvekar	20	16	18

Final Rankings

Winner: Keshav Yadav

1st Runner Up: Café

2nd Runner Up: Wild Stone





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