

## VigyapanPrastuti


Vigyapan Activity was conducted in the college on 29th October, 2022 for B. Com and M. Com students. Seven teams took part in this activity. The activity aimed to acquaint the students with promotional strategies in marketing through advertisements. The students designed their props script quite artistically and innovatively with much enthusiasm. They enacted the advertisement to market their products and services and also explained the underlying marketing concept behind it through PowerPoint presentation. The activity was coordinated by Dr. Harsh Chawla, Mrs. Mukta Anand and Dr. Rupali Mishra and judged by Mrs. Padmini Agnihotri and Mrs. Swati Dwivedi.

First position was grasped by Team E – Shriyansh Singh and Yashasvi Singh. Second position was of Team C – Kunal Dixit and Mayank Tiwari, Third Position holder was Team G – Kartikey Sharma, Kanishka Sharma and Kartik Gupta.