

NORTHERN INDIA ENGINEERING COLLEGE  
BBA DEPARTMENT  
REPORT ON AD- MADNESS (AD-MAD SHOW)

Dated: 16<sup>th</sup> March, 2018

Department: BBA

Venue: Class room

Objectives: For holistic development of students this event was organized. The students were given themes and they had to prepare an advertisement on it.

The event was organized by Funshala, the cultural committee of BBA. More than 15 teams participated and they were judged on the basis of presentation, message, team work, use of props. etc.

Outcome: It was a very lively show that saw overwhelming response by the students. Loved and enjoyed by everybody.

Beneficiaries: The students of BBA and MCA



The winners are all smiles!!!