

Atharva Institute of Management Studies

Activity / Event report

Name of Event/Title	: Whimsical Brandwagon	
Resource person	: Atharva Institute of Management Studies	
Judge Name	: Dr. D. HENRY	
Date(s) of conduction	: 18/10/2024	
Class / Sem	: M.M.S Sem 1/ Sem 3	
Faculty coordinator	: Prof. Gaanyesh Kulkarni & Dr. Swati Agrawal	
Student coordinator/ committee	: Kshitija Sawant Krushi Shah Hrushikesh Ayare	: Nisha Pareek Shubham Bane Prathamesh Govindwar

DESCRIPTION

Objectives:

To foster a collaborative and innovative environment among MMS students by promoting brand awareness, enhancing team-building skills, and providing opportunities for students to showcase their diverse talents and professional capabilities.

Introduction

Whimsical Brandwagon

The event “Whimsical Brandwagon” was held at our college on Friday, 18th October 2024, showcasing a vibrant display of talent and creativity. The competition was designed to foster camaraderie among the students of MMS Semester 1 & 3 and offered an engaging platform for participants to test their knowledge of branding, marketing, and creativity.

The event featured 36 teams and was structured into three competitive rounds:

1. **Logo Kya Kahenge** – In this round, participants were shown 20 brand logos, and they had to guess which brand each logo represented. From the initial 36 teams, 13 teams advanced to the second round based on their performance.
2. **Buzzer Round** – In this round, songs from various languages were played, and teams had to connect the song or its theme to a relevant industry. This tested participants’ quick thinking and industry knowledge. After this round, 6 teams progressed to the final round.
3. **Brand Se Taal Mila** – In the final round, teams were given a song and asked to create a jingle for a specific brand using the tune of the song. This round allowed participants to showcase their creativity by blending music and branding.

The event was graced by the presence of Dr. D. Henry, Director of AIMS, who served as the Chief Guest. His presence added value to the event, and his insights were appreciated by everyone present.

“Whimsical Brandwagon” was a resounding success, highlighting the creativity, teamwork, and marketing prowess of the participating students. The event brought together competition, collaboration, and innovation in a lively and engaging atmosphere.

Key Takeaways:

1. Every minute aspect of marketing plays a pivotal role in a company’s growth, influencing brand perception, customer engagement, and overall business success.
2. Testing the creative process in high-pressure environments helps students overcome stage fear, allowing them to build confidence while refining their innovative thinking.
3. Effective teamwork and synergy are essential for achieving collective goals, as collaboration enhances problem-solving and drives greater outcomes than individual efforts.

Learning Outcomes:

1. Understanding a brand’s name and logo is essential, as they form the foundation of its identity and recognition.

2. Familiarity with different industries and their brands allows for deeper insights into market trends and competitive landscapes.
3. Music plays a crucial role in making advertising more engaging and attractive, helping to capture audience attention and evoke emotions.
4. Learning how to speak confidently on stage is vital for effective communication and presentation in any professional setting.
5. Building teamwork skills fosters collaboration, enhances productivity, and drives shared success.
6. Connecting a brand with memorable jingles can make it stand out and create a unique identity that resonates with consumers.

Conclusion: Whimsical Brandwagon: A Resounding Success

The event “Whimsical Brandwagon” was a tremendous success, bringing together students for a celebration of talent, teamwork, and creativity. The competition not only fostered a strong sense of community among participants but also provided them with a platform to showcase their skills and shine on stage.

The positive feedback from both attendees and participants indicates that Whimsical Brandwagon will be remembered as a highlight of our college calendar. Its vibrant atmosphere, engaging rounds, and collaborative spirit made it a memorable experience for all involved.

We look forward to future events that continue to promote creativity, collaboration, and the development of student talent in our college community.

Winners Name:

Winner:

Team 1: 1. Vishal Bhandari
2. Mukund Thorve
3. Shruti Naik
4. Deep Achalkhamb

Team 2: 1. Shreyah Pednekar
2. Hrishik Pawar
3. Pratik Mane
4. Samwad raul

Runner Up Name:

Team: 1. Vidit Patil
2. Sagar Ghotekar

3. Prasad Salunkhe
4. Hrutwik Shinde

Act Performed By: Abhishek Sirsath

FLYER OF THE EVENT

ATHARVA
INSTITUTE OF
MANAGEMENT STUDIES

ATHARVA INSTITUTE OF MANAGEMENT STUDIES
(Affiliated to University of Mumbai, Approved by DTE & AICTE)

MARK MANIA
passion beyond imagination

Organises

**WHIMSICAL
BRANDWAGON**

DATE
18TH OCTOBER 2024

TIME
02:00 PM TO 05:00 PM

Venue:-
Classroom No.02, Ground Floor, Phase3, AET Campus

GEO-TAGGED PHOTOS



 **GPS Map Camera**



Mumbai, Maharashtra, India


Atharva Educational Trust, Atharva Back Rd, Malad, Charkop Naka, Asmita Jyoti Housing Society, Malad West, Mumbai, Maharashtra 400095, India

Lat 19.197946°

Long 72.826013°

18/10/24 04:28 PM GMT +05:30



 **GPS Map Camera**



Mumbai, Maharashtra, India

Atharva Educational Trust, Atharva Back Rd, Malad, Charkop Naka, Asmita Jyoti Housing Society, Malad West, Mumbai, Maharashtra 400095, India

Lat 19.197946°

Long 72.826013°

18/10/24 04:30 PM GMT +05:30



 **GPS Map Camera**



Google

Mumbai, Maharashtra, India

Atharva Educational Trust, Atharva Back Rd, Malad, Charkop Naka, Asmita Jyoti Housing Society, Malad West, Mumbai, Maharashtra 400095, India

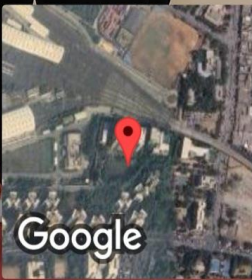
Lat 19.197946°

Long 72.826013°

18/10/24 04:31 PM GMT +05:30



 **GPS Map Camera**



Google

Mumbai, Maharashtra, India

Atharva Educational Trust, Atharva Back Rd, Malad, Charkop Naka, Asmita Jyoti Housing Society, Malad West, Mumbai, Maharashtra 400095, India

Lat 19.197946°

Long 72.826013°

18/10/24 04:54 PM GMT +05:30



 **GPS Map Camera**

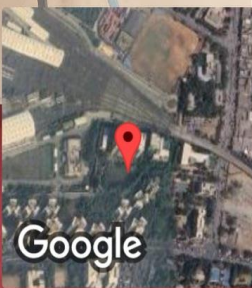
Mumbai, Maharashtra, India

Atharva Educational Trust, Atharva Back Rd, Malad, Charkop Naka, Asmita Jyoti Housing Society, Malad West, Mumbai, Maharashtra 400095, India

Lat 19.197946°

Long 72.826013°

18/10/24 04:56 PM GMT +05:30



 **GPS Map Camera**

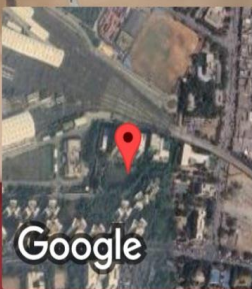
Mumbai, Maharashtra, India

Atharva Educational Trust, Atharva Back Rd, Malad, Charkop Naka, Asmita Jyoti Housing Society, Malad West, Mumbai, Maharashtra 400095, India

Lat 19.197946°

Long 72.826013°

18/10/24 04:59 PM GMT +05:30





 **GPS Map Camera**

Mumbai, Maharashtra, India

Atharva Educational Trust, Atharva Back Rd, Malad, Charkop Naka, Asmita Jyoti Housing Society, Malad West, Mumbai, Maharashtra 400095, India

Lat 19.197946°

Long 72.826013°

18/10/24 05:01 PM GMT +05:30



 **GPS Map Camera**

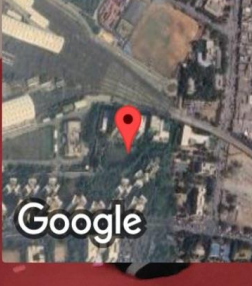
Mumbai, Maharashtra, India

Atharva Educational Trust, Atharva Back Rd, Malad, Charkop Naka, Asmita Jyoti Housing Society, Malad West, Mumbai, Maharashtra 400095, India

Lat 19.197946°

Long 72.826013°

18/10/24 05:05 PM GMT +05:30



Attendance sheet with signature

ATHARVA INSTITUTE OF MANAGEMENT STUDIES

MMS Sem- I - Attendance Sheet - Batch - 2024 - 2026

Specialization - Core

DIV. A.

Mark-o-Mania - Whimsical Brandwagon

Date : 18th October, 2024

Roll No.	Date Name	2.00PM - 5.00PM Signature
A-1	Devesh Agrawal	<i>Devesh Agrawal</i>
A-2	Jyeshna Bandaru	
A-3	Purvaja Bhanji	<i>Purvaja</i>
A-4	Chetan Bhoi	<i>Chetan</i>
A-5	Isha Chavan	<i>Isha</i>
A-6	Sushant Dalvi	
A-7	Priya Darade	<i>Priya D.</i>
A-8	Samrat Desale	<i>Samrat</i>
A-9	Kavish Dhadiwal	<i>Kavish</i>
A-10	Manas Dicholkar	
A-11	Geetika Ghadi	<i>Geetika</i>
A-12	Sagar Ghotekar	<i>Sagar</i>
A-13	Ayush Godam	
A-14	Sanyam Gothi	<i>Sanyam</i>
A-15	Ritika Gupta	<i>Ritika</i>
A-16	Princi Hurkat	<i>Princi</i>
A-17	Varsha Ingale	<i>Varsha</i>
A-18	Karina Jaiswal	<i>Karina</i>
A-19	Sangeeta Jakhad	<i>Sangeeta</i>
A-20	Rushikesh Jamodkar	<i>Rushikesh</i>
A-21	Yash Kasture	<i>Yash</i>
A-22	Gauravi Keny	<i>Gauravi</i>
A-23	Abdullah Khan	
A-24	Shubham Kharatmol	<i>Shubham</i>
A-25	Tanaya Lokhande	<i>Tanaya</i>
A-26	Shrutika Malvi	<i>Shrutika</i>
A-27	Vaibhav Matkar	<i>Vaibhav</i>
A-28	Riddhi Mhatre	<i>Riddhi</i>
A-29	Krutika More	<i>Krutika</i>
A-30	Sanket Narole	<i>Sanket</i>
A-31	Anaya Nimkar	<i>Anaya</i>
A-32	Vandana Paliwal	<i>Vandana</i>
A-33	Anushka Pantoji	<i>Anushka</i>
A-34	Aftab Patel	<i>AFTAB</i>
A-35	Vidit Patil	<i>Vidit</i>
A-36	Saket Pawar	
A-37	Shraddha Pingale	

A-38	Utkarsha Pokale	<i>Utkarsha</i>
A-39	Pratik Rajput	<i>Pratik</i>
A-40	Samwad Raul	<i>Samwad</i>
A-41	Ritu Raut	<i>Ritu Raut</i>
A-42	Jaydeep Sable	<i>Jaydeep</i>
A-43	Prajwal Salunke	<i>Prajwal</i>
A-44	Prasad Salunkhe	<i>Prasad</i>
A-45	Rajashree Sapkal	<i>Rajashree</i>
A-46	Gauri Sarmalkar	<i>Gauri</i>
A-47	Preeti Shetty	<i>Preeti</i>
A-48	Hrutwik Shinde	<i>Hrutwik</i>
A-49	Sharad Shinde	<i>Sharad</i>
A-50	Pavan Shirfule	<i>Pavan</i>
A-51	Siddhi Shirsat	<i>Siddhi</i>
A-52	Riya Shukla	<i>Riya</i>
A-53	Abhishek Singh	
A-54	Vedika Singh	
A-55	Kasturi Soni	<i>Kasturi</i>
A-56	Sushmitha Sukka	<i>Sushmitha</i>
A-57	Prachi Susne	<i>Prachi</i>
A-58	Pallavi Talwatkar	<i>Pallavi</i>
A-59	Harikrishna Vanja	
A-60	Priyal Vishwakarma	<i>Priyal</i>
A-61	Rohit Vishwakarma	<i>Rohit</i>
A-62	Mitali Zitre	<i>Mitali</i>
A-63	Achal Darade	<i>Achal</i>
A-64	Ayushi Vishwakarma	<i>Ayushi</i>
A-65	Sumit Mahadik	
A-66	Arya Sharma	<i>Arya</i>

ATHARVA INSTITUTE OF MANAGEMENT STUDIES

MMS Sem- I - Attendance Sheet - Batch - 2024 - 2026

Specialization - Core

Mark-o-Mania - Whimsical Brandwagon

Div - B

Date : 18th October, 2024

Roll No.	Date Name	2.00PM - 5.00PM Signature
B-1	Aishwarya Raghavan	
B-2	Om Banote	
B-3	Shraddha Bansode	
B-4	Keshav Bhagwat	
B-5	Jasneet Singh	
B-6	Anshu Chauhan	
B-7	Priyanka Choudhari	
B-8	Nishita Chougule	
B-9	Radhika Chourasiya	
B-10	Chirag Dhamne	
B-11	Akshata Dholwade	
B-12	Shweta Gaikwad	
B-13	Nikhil Gawande	
B-14	Khushi Halwai	
B-15	Sahil Ingale	
B-16	Akash Jadhav	
B-17	Rani Jadhav	
B-18	Mahek Jasani	
B-19	Manisha Jha	
B-20	Dhananjay Kadam	
B-21	Trupti Kadam	
B-22	Yash Kadam	
B-23	Bhavesh Kathar	
B-24	Shubham Khanvilkar	
B-25	Khushal Khawale	
B-26	Pranav Kulkarni	
B-27	Raj Kulsange	
B-28	Ekta Lalwani	
B-29	Khushi Lathi	
B-30	Sanket Malode	
B-31	Pratik Mane	
B-32	Adesh Mhatre	
B-33	Chinmay More	
B-34	Priyanka Paithankar	
B-35	Rohit Palkar	
B-36	Smeet Pateliya	
B-37	Mayur Patil	

B-38	Viraj Patil	
B-39	Abhiraj Pawar	
B-40	Hrishik Pawar	
B-41	Vaishnavi Pawar	
B-42	Shreyash Pednekar	
B-43	Mansi Pimple	
B-44	Rucha Rane	
B-45	Siddhi Rathod	
B-46	Shruti Sanap	
B-47	Hetal Sancheti	
B-48	Vidhi Sanghvi	
B-49	Khushi Saroj	
B-50	Sarvesh Sathe	
B-51	Shivani Sharma	
B-52	Tanvi Shirke	
B-53	Atharva Sonone	
B-54	Abhishek Sontakke	
B-55	Tejas Tarambale	
B-56	Aditi Thakur	
B-57	Sudhir Tiwari	
B-58	Vidya Tripathi	
B-59	Malhar Udawant	
B-60	Tanay Valvi	
B-61	Kinjal Vyas	
B-62	Disha Waghmare	
B-63	Supriya Walunj	
B-64	Kiran Yadav	
B-65	Sanskriti Yadav	
B-66	Abhay Dubey	

ATHARVA INSTITUTE OF MANAGEMENT STUDIES

MMS Sem- III - Attendance Sheet - Batch - 2023 - 2025

Specialization - Marketing

Mark-o-Mania - Whimsical Brandwagon

Date : 18th October, 2024

Roll No.	Date	2.00PM - 5.00PM
	Name	
A-3	Ahire Nikhil	
A-4	Badgujar Sankar	
A-5	Bane Shubham	
A-7	Bhandarkar Vishal	
A-11	Choudhary Parvi	
A-14	Doiphode Trisha	
A-16	Govindwar Prathmesh	
A-17	Jadhav Mansi	
A-20	Jain Suhasi	
A-22	Kachave Sahil	
A-24	Khune Shreyas	
A-34	Patidar Nainish	
A-39	Rana Aayusha	
A-40	Raut Adesh	
A-41	Raut Alkesh	
A-47	Shah Krushi	
A-51	Shinde Ramprasad	
A-54	Shirwadkar Sameer	
A-56	Sirsath Abhishek	
A-63	Thorve Mukund	
A-65	Wakale Ashish	
B-5	Ayare Hrushikesh Ravichandra	
B-6	Badgujar Swapnil Narendra	
B-8	Bansode Yogesh Prakash	
B-10	Bhagat Susmit Sahebrao	
B-15	Gadhawe Niraj Vinayak	
B-22	Jain Sakshi Kantilal	
B-27	Kamthe Sahil Mohan	
B-29	Khankar Aditya Ganesh	
B-32	Mandlik Khushi Nanabhau	
B-33	Maurya Anubhav Ashok	
B-34	Meshram Ghanshyam Sitaram	
B-38	Musale Vaibhav Satish	

B-39	Naik Shruti Vijay	
B-42	Pareek Nisha Bajarang Lal	
B-46	Petkar Vaishnavi Ramkrushna	
B-47	Pharakate Shubham Satappa	
B-48	Prajapati Rahul Manherlal	
B-50	Sankhe Mansi Narendra	
B-51	Sawant Kshitija Vinod	
B-52	Sharma Tejas Gopal	
B-55	Shukla Sopan Dinesh	
B-57	Singh Saurabh Santosh Kumar	
B-61	Tiwari Harsh Sanjiv	
B-64	Wankhede Ayush Sanjay	

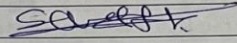
ATHARVA INSTITUTE OF MANAGEMENT STUDIES

MMS Sem- III - Attendance Sheet - Batch - 2023 - 2025

Specialization - Systems / IT

Mark-o-Mania - Whimsical Brandwagon

Date : 18th October, 2024

Roll No.	Date	2.00PM - 5.00PM
	Name	
B-12	Bhogle Kaustubh Vidyadhar	
B-19	Gurudu Sahith Haridas	
B-26	Kajrekar Rutvik Govind	

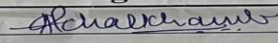
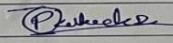
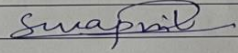
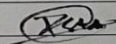
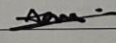
ATHARVA INSTITUTE OF MANAGEMENT STUDIES

MMS Sem- III - Attendance Sheet - Batch - 2023 - 2025

Specialization - Operation

Mark-o-Mania - Whimsical Brandwagon

Date : 18th October, 2024

Roll No.	Date	2.00PM - 5.00PM
	Name	
A-1	Achalkhamb Deep	
A-12	Dhere Ankur	
A-25	Kukudkar Pranali	
A-33	Pagare Pratik	
A-36	Pawar Sushant	
A-43	Salame Swapnil	
A-48	Shaikh Amin	
A-49	Sharma Mehul	
B-1	Ahire Pankaj Dharmapal	
B-3	Akulwar Prathmesh Sunilrao	
B-18	Gorivale Ashwin Narayan	
B-25	Kadwadkar Prafulla Ganesh	
B-44	Patil Aniket Nagoji	
B-56	Singh Devendra Sukhvir	
B-66	Yadav Charu Devendra	

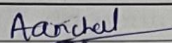
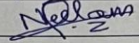
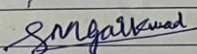
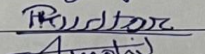
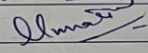
ATHARVA INSTITUTE OF MANAGEMENT STUDIES

MMS Sem- III - Attendance Sheet - Batch - 2023 - 2025

Specialization - Human Resource

Mark-o-Mania - Whimsical Brandwagon

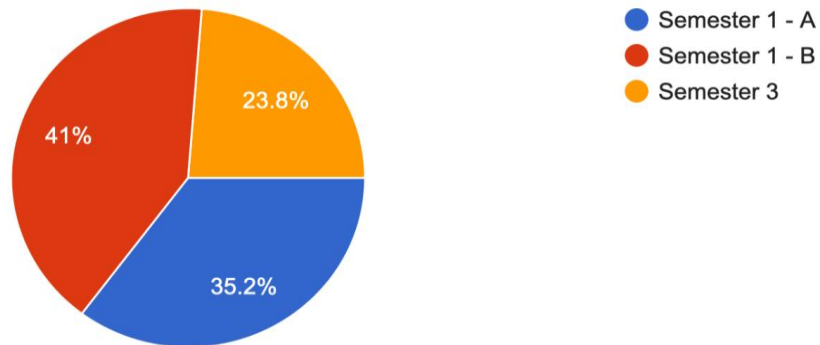
Date : 18th October, 2024

Roll No.	Date	2.00PM - 5.00PM
	Name	
A-27	Malpani Aanchal	
A-50	Shekhawat Neelam	
A-55	Singh Kamini	
A-57	Sona Mansi	
B-13	Chaudhary Nidhi Rajkumar	
B-16	Gaikwad Sahyogi Mahendra	
B-31	Kudtarkar Pooja Prakash	
B-35	Mohite Apurva Mahendra	
B-40	Nakum Unnati Vijay	
B-41	Panchal Om Kalpesh	
B-65	Yadav Aakanksha Pramod	
B-67	Gharat Sakshi	

Feedback Analysis

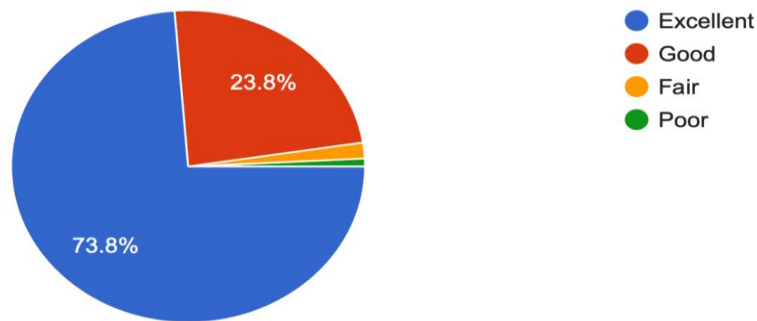
Class & Division

122 responses



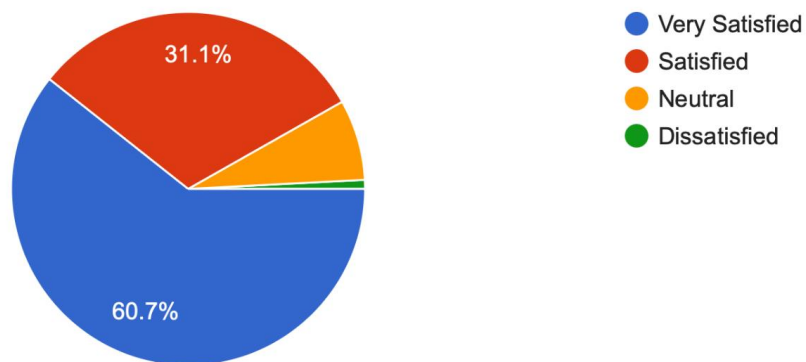
How would you rate the overall event experience?

122 responses



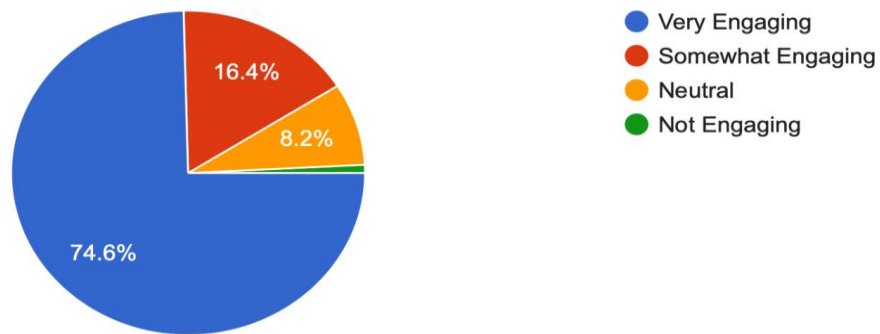
How satisfied were you with the organization and flow of the event?

122 responses



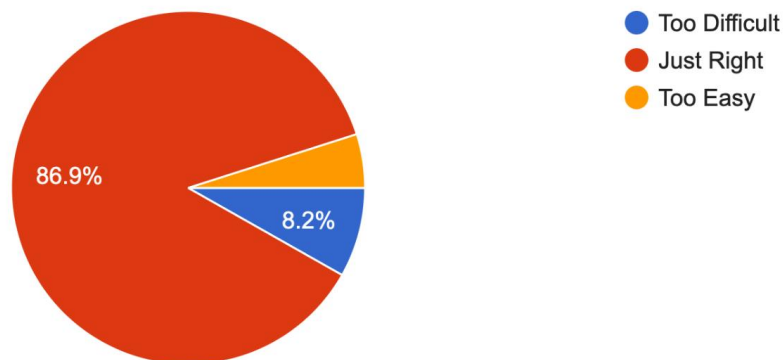
How engaging did you find the event rounds?

122 responses



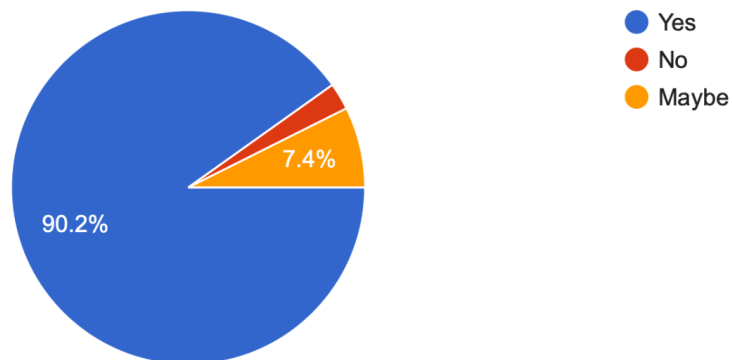
How would you rate the difficulty level of the event rounds?

122 responses



Do you believe you learned something new from participating in the event?

122 responses



Event report prepared by: Prathamesh Govindwar
Verified by: Prof. Gaanyesh Kulkarni
Submitted to: Dr. D. Henry