

Department: CIVIL | Date: 24<sup>th</sup> September, 2019

## **IACE ACTIVITIES**

### **Techno-Marketing**

The Department of Civil Engineering of Sree Vidyanikethan Engineering College has organized a competition on "Techno-Marketing" under Intellectual Association of Civil Engineers (IACE) on 24<sup>th</sup> September 2019. The objective of the program is to motivate the students to improve their communication skills, out of box thinking and ability to present their ideas in the form of advertisement, presentation or campaign.

A total of 17 students (5 teams) from II. B.Tech. Civil Engineering have participated in the event. The students participated in the event were in zeal and enthusiasm throughout the event. The competition was conducted at Civil Engineering Seminar Hall from 2.30 pm to 3.30 pm.

The teams were allowed to choose any product/software/technology and give a 2-3 minute presentation in the form of advertisement or campaign to promote their product innovatively to reach the audience easily and also stand out from other similar products in the market. Dr. D. Sreenivasulu, Associate Professor, Department of Civil Engineering, SVEC; Mr. V. Mahesh, Assistant Professor, Department of Civil Engineering, SVEC; Mr. M. Gokulnath, Assistant Professor, Department of Civil Engineering, SVEC judged the teams on how innovative the thinking was and also based on the response from the audience.

The photographs of the events are as follows.



***Team giving Advertisement on Chair as a Marketing Product***



***Group of Students giving Presentation on Mobile Phone as a Marketing Product***



***Students performing an Advertisement on Builders as the Theme***





***Another Team making Advertisement on Chair as a Marketing Product***



**Dr. D. Sreenivasulu noting the Response of Audience on the Advertisement made by the Participants**