



Nav Nirman Sewa Samiti's Samalkha Group of Institutions, Samalkha Distt. Panipat

News Letter of the Month **January - March, 2023.**

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Lohri Celebration

(13th January, 2023)

Department of Management at Samalkha Group of Institutions (SGi) celebrated Lohri function by giving a sweet name to the function that was - "Lohri Diyan Badhaiyaan"

As per the Punjabi Culture and a trend in winters to burn fire and that arranged by the teachers of Engineering Department in the mid of the college ground. One Student of MBA 1st Year told about the complete story of Lohri Celebration. Another student of BBA 2nd Year sang the song of Lohri - "Sundri Mundri Hoyal, Tera Kon Vichara Hoyal". After that a formal speech was given by Dr. Sarita Goel - Director, SGi. Theme of his speech was why we people celebrating Lohri. It is not the festival of burn fire, Peanuts, Rewri and sweets only even it is for making our life spiritual and how to be helping hands to needed persons.

Then festive begins with huge sound of Dhol. Punjabi Dance did by all faculties along with the students. All Teachers of Applied Science Department gave their views on this Lohri Festival.

Complete program was coordinated by Department of Applied Science and Humanities and they made this programme unforgettable.

Shri Ajay Goyal - Chairman, CA Dr. Sarita Goel - Director, Samalkha Group of Institutions gave his blessings to the students, Participants and Teachers.



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Ad-Mad Show – “A strategy to showcase the creativity in marketing products and services”

(17th February, 2023)

Samalkha Group of Institutions always works for developing Marketing skills among the management students. For fulfilling this objective MBA Department of Samalkha Group of Institutions structured an Ad-Mad Show which is conducted by Teachers of Faculty of Management. The outline was scheduled on **January 25, 2020 at 1:00 PM** in the MBA Department.

This Ad-mad show started with the essential part regarding the Advertisement and Creativity. In the theory part of Advertisement and Creativity Professor of Mba Department told that Advertisement needs creativity with madness. Its objective is to acquaint the students about promotional strategies in marketing through advertisement. It comprises of humorous and

conceptual ad presentation by the students. Students will act out on various advertisement script and ideas relevant for different sectors including FMCG product, goods, services, automobiles and social awareness etc.

Firstly Organizing committee mentioned all the rules of Ad-Mad Show to all the respective groups and then product name and team number given to all the teams. Every team has 20 minutes to prepare the advertisement. All team members performed well in their limitations of time, words and punch line.

Many Teams won different prizes. In Last CA Dr. Sarita Goel – Director also gave her valuable thoughts about the Ad-Mad Show and told that it helps us to train ourselves in generating creativity.