

# LET'S GO IT'S LOGO

In a bid to inculcate the spirit of modern day advertising and marketing techniques among the students, Mithibai College conceptualized 'Reclamo', a dynamic and effervescent festival which celebrates the vigour of a modern day entrepreneur. 'LET'S GO IT'S LOGO', an inter-collegiate event, was the first pre-event in the build up of 'Reclamo' 2016-17. 29<sup>th</sup> of July was marked as 'LOGO' day. The core-committee members led brilliantly under the guidance of Prof. Aurora Vaz commenced their work on 11<sup>th</sup> July 2016. Tackling every obstacle and cherishing every moment in equal measure, they reached the 'D-DAY'.

The event was conducted in a comfortable classroom on the fourth floor of Annex Wing of the college (ROOM NO. 404 & 405). The first event called 'LOGO QUIZ' had 107 participants who had to identify the correct 52 logos in about 10 minutes. The logos selected for this were chosen from diverse sectors. The top 3 students were felicitated with certificates and gifts.

The second event called, 'LOGO CREATIVE', was conducted in the conference room on the ground floor. In the distinguished judges panel, we had Dr. NEELA NAIR, Dr. CHARU BHURAT, Ms. ROHINI BADHEKA who vibrantly encouraged the enthusiasm shown by the participants. The thirteen participants were tasked with preparing a new logo for FILM SOCIETY of Mithibai College. Rules were explained to the participants and the event began in full swing. The participants were given exactly 20 minutes to prepare the logo design following which they had to give a presentation for the same. The presentation was followed by the PRIZE DISTRIBUTION ceremony. The participants who secured the top 3 positions were felicitated with certificates and prizes. And with this, 'LET'S GO IT'S LOGO', a brainchild of the Commerce Association of Mithibai College, the first project of its advertising fest, 'RECLAMO' 2016-17 came to an end.

- Mr. SATWIK GUPTA
- Mr. GAURAV PATNI

(Core Committee Members)

GALLERY











