



TECNIA INSTITUTE OF ADVANCED STUDIES

NAAC ACCREDITED GRADE "A" INSTITUTE

Approved by AICTE, Ministry of HRD, Govt. of India, Affiliated to GGSIP University, Recognized Under Sec. 2(f) of UGC Act 1956.

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TECNIA

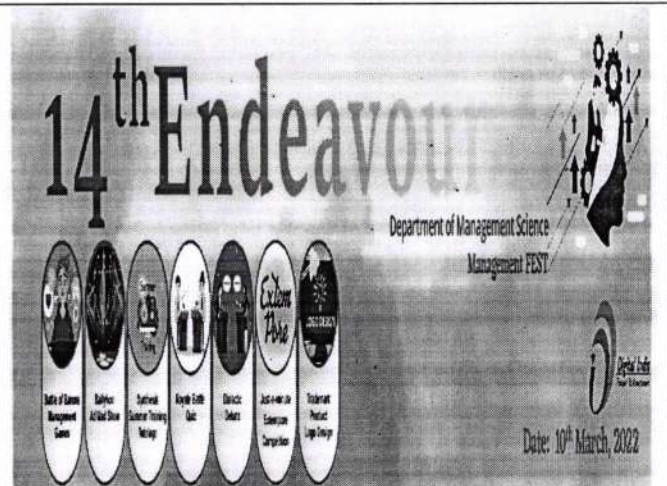
INSTITUTE OF ADVANCED STUDIES

GRADE "A" INSTITUTE

DELHI INDIA

Report

Title of Activity*	The Ad Mad Show, 14 th ENDEAVOUR – 2021
Values	<ul style="list-style-type: none"> • Expression of Views • Critical Thinking
Learning Outcomes	<ul style="list-style-type: none"> • Increased Confidence • Critical Thinking Development • Enhanced Communication Skills
Organized by (Dept./ Centre/ Cells/Clubs/ Committees Name)*	Cultural Club, TIAS
Program Theme*	The Journey of Self-Expression
External Expert / Internal Expert	Faculties of TIAS
Date*	10.03.2022
Time*	10:00 AM Onwards
Venue	PG Building, TIAS
Poster/Flyer/Notice*	<p style="text-align: center;">  Coordinator Internal Quality Assessment Cell (IQAC) Tecnia Institute of Advanced Studies New Delhi-110086 </p> <p style="text-align: right;">  In-Charge Cultural Club ✓ In-Charge Technical Club Tecnia Institute of Advanced Studies Madhuban Chowk, Rohini, Delhi </p>



Social media link (promoting in any one Facebook/Instagram/Twitter is mandatory)

www.tiaspg.tecna.in

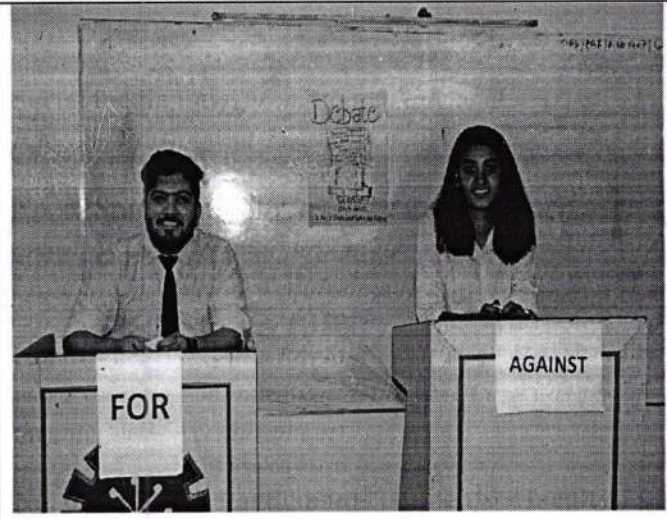
No. of Students* (only no. to be written, list in excel or word should be maintain at department level as proof for any further requirement)

20

No. of Faculty* (only no. to be written , list in excel or word should be maintain at department level as proof for any further requirement)

1

No. of External Participants (students + faculty) [write NA if not applicable]



Dialectic-Debate

[Signature]
Coordinator
Internal Quality Assessment Cell (IQAC)
Tecnia Institute of Advanced Studies
New Delhi-110085



Just A Minute (Extempore)

[Signature]
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Madhbari Chowk, Rohini, Delhi

Report: Description in (min 250 to max 800 words)*

Introduction


In the realm of education, the development of critical thinking, creativity, and effective communication skills is essential for preparing students to navigate the complexities of the modern world. Engaging students in activities that challenge their intellect and encourage self-expression is crucial for fostering these competencies. Among the various formats available, Debate, the Ad Mad Show, and Extempore Competitions stand out as powerful tools that not only enhance learning but also provide students with opportunities to showcase their talents and develop confidence.

Debate is a structured form of discussion that allows participants to engage with diverse viewpoints on a given topic. This activity promotes critical thinking and analytical skills as students must research, formulate arguments, and anticipate counterarguments. Debating involves rigorous preparation and the ability to think quickly on one's feet, making it an invaluable exercise for honing persuasive communication. The process also encourages respect for differing opinions, fostering a culture of intellectual discourse. Through debates, students learn to articulate their thoughts clearly, defend their positions effectively, and engage in constructive dialogue—a skill set that is essential in both academic and professional settings.

The Ad Mad Show introduces a creative twist to the learning experience by focusing on advertising and marketing. In this lively competition, participants work in teams to develop imaginative campaigns for fictional products. The Ad Mad Show encourages participants to think outside the box, blending creativity with strategic marketing concepts. This format not only enhances students' understanding of consumer behavior and market dynamics but also fosters teamwork and collaborative problem-solving. By presenting their ideas in an entertaining manner, participants gain valuable experience in public speaking and persuasion, key skills that are crucial in any career involving communication and marketing.

Extempore Competitions, on the other hand, test students' abilities to think and speak




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spontaneously. Participants are randomly given topics and must deliver impromptu speeches, challenging them to articulate their thoughts clearly and coherently under pressure. This format helps develop quick thinking and effective communication skills, as students learn to analyze topics rapidly and present their ideas with confidence. The ability to convey messages succinctly and persuasively is vital in today's fast-paced environment, making extempore competitions an essential component of skill-building in educational contexts.

Together, these activities create a dynamic learning environment that encourages students to step beyond their comfort zones. They provide platforms for self-expression, critical engagement, and collaborative learning, all of which are essential for developing well-rounded individuals. Participating in Debate, the Ad Mad Show, and Extempore Competitions not only enhances students' academic skills but also prepares them for real-world challenges, equipping them with the tools needed for success in their future endeavors.

In conclusion, Debate, the Ad Mad Show, and Extempore Competitions represent valuable opportunities for students to cultivate essential skills that extend beyond the classroom. By engaging in these activities, participants develop critical thinking, creativity, and effective communication abilities that will serve them well in their personal and professional lives. As educational institutions increasingly recognize the importance of experiential learning, these formats will continue to play a significant role in shaping the leaders and innovators of tomorrow.

Resource Person Profile  Coordinator Internal Quality Assessment Cell (IQAC) Technia Institute of Advanced Studies New Delhi-110085	
Attendance Sheet*	<i>Attached at the end of Report</i>
Feedback	<i>Sample feedback Attached at the end of Report</i>
Report Submitted by Convener (<i>write faculty coordinator name</i>)	Ms. Sonia Batra
For Office Use	
Signature of Event Coordinator	Signature of School/Department Head

	(With Seal)
<u>List of Beneficiary</u>	Attached

Event- Ad Mad Show			
S.No.	Name of Participants	College/Institution	Position secured.
1.	Kritika Sabharwal	TIAS	1st
2.	Ritik Sharma	TIAS	2nd
3.	Nakshatra Sachdeva	TIAS	3rd
4.	Ayushi Goel	TIAS	Participant
5.	Srishti Gupta	TIAS	Participant
6.	Subhashish Lall	TIAS	Participant

Event- Just A Minute(Extempore)			
S.No.	Name of Participants	College/Institution	Position secured.
1.	Nakshatra Sachdeva	TIAS	1st
2.	Tanya Aggarwal	TIAS	2nd
3.	Arushi Kaushik & Kajal Kapoor	TIAS	3rd
4.	Jigyasa Thapar	TIAS	Participant

Event- Dialectic-Debate			
S.No.	Name of Participants	College/Institution	Position secured.
1.	Shivangi Bhardwaj & Chahat Arora	TIAS	1st
2.	Himanshu Bhanot & Arushi Kaushik	TIAS	2nd
3.	Shoaib Rahman	TIAS	3rd
4.	Umang Gupta	TIAS	Participant
5.	Mehul Bhalla	TIAS	Participant
6.	Vishal Badhwar	TIAS	Participant
7.	Andrew Mohit Nath	TIAS	Participant
8.	Jayant Chaurasia	TIAS	Participant
9.	Kajal Kapoor	TIAS	Participant
10.	Nakshatra Sachdeva	TIAS	Participant


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Sanja
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