

**ANIL NEERUKONDA INSTITUTE OF TECHNOLOGY & SCIENCES**  
**'UGC AUTONOMOUS'**

(Affiliated to AU, Approved by AICTE & Accredited by NBA & NAAC with 'A' Grade)  
Sangivalasa-531 162, Bheemunipatnam Mandal, Visakhapatnam Dt.

**DEPARTMENT OF INFORMATION TECHNOLOGY**

Ref: ANITS/2022-23

Date: 28-10-2022

To,  
The Principal,  
Sangivalasa,  
ANITS.

**SUB:** Approval for conducting an event - "**Market Mario**" – Reg.,

Respected Sir,

The Entrepreneurship club from the department of information technology proposes to conduct an event called "Market Mario" on 02 /11 /2022. The details of the event are mentioned below for your kind perusal for conducting the programme:

**NAME OF THE EVENT:** The Market Mario

**THEME:** Promote a product using three different marketing strategies of your own and present it to us.

**DATE:** 02-11-2022

**TIMINGS:** 2:30 PM onwards

**VENUE:** Salesforce Lab, IT Department

**REGISTRATION FEE:** FREE

**NUMBER OF MEMBERS IN A GROUP:** 2-3

**CONDUCTED BY:** Entrepreneurship club, Department of IT.

**MODE OF EVENT:** OFFLINE

So, I request you to grant permission to conduct this event on Wednesday, i.e on 02-11-2022.

**EVENT OBJECTIVES:**

1. The event enhances the marketing abilities in the student.
2. The event helps build the confidence to share their own ideas in a creative way.
3. The event helps increase the ability to work in a team.
4. The event can grow the student's research ability.
5. The event can brush up the student's presentation skills.

*[Signature]*  
28/10/22  
LECTURER-IN-CHARGE

*[Signature]*  
31/10/22  
I/c HOD,IT





# Anil Neerukonda Institute of Technology & Sciences (Autonomous)

(Permanent Affiliation by Andhra University & Approved by AICTE)  
Accredited by NBA (ECE, EEE, CSE, IT, Mech. Civil & Chemical) & NAAC  
Sangivalasa-531 162, Bheemunipatnam Mandal, Visakhapatnam District  
Phone: 08933-225083/84/87 Fax: 226395  
Website: [www.anits.edu.in](http://www.anits.edu.in) email: [principal@anits.edu.in](mailto:principal@anits.edu.in)

## DEPARTMENT OF INFORMATION TECHNOLOGY

Ref: ANITS/2022-23

Date: 28-10-2022

### CIRCULAR

This is to inform all the II/IV and III/IV students that the Department of IT Entrepreneurship Club is organizing an event titled "Market Mario" on 02-11-2022 to encourage innovation and marketing ideas in students. All the interested students are requested to participate in the event in the Salesforce Lab, 4<sup>th</sup> floor in the IT Department from 2:30pm onwards.

Lecturer Incharge



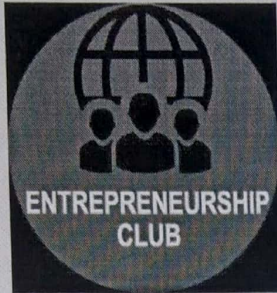
I/C, HoD, IT  
(Dr.M.Rekha Sundari)



# ANIL NEERUKONDA INSTITUTE OF TECHNOLOGY AND SCIENCES

DEPARTMENT OF INFORMATION TECHNOLOGY  
(PERMANENTLY AFFILIATED TO ANDHRA UNIVERSITY, AICTE,  
ACCREDITED BY NBA & NAAC)

SANGIVALASA\_531162. BHEEMUNIPATNAM MANDAL, VISAKHAPATNAM



## ENTREPRENEURSHIP CLUB -PRESENTS



CALLING OUT  
FOR THE  
MARKETERS  
AMONG US



### THEME:

ADVERTISING

Give a presentation on promoting a product by using upto three different marketing strategies.

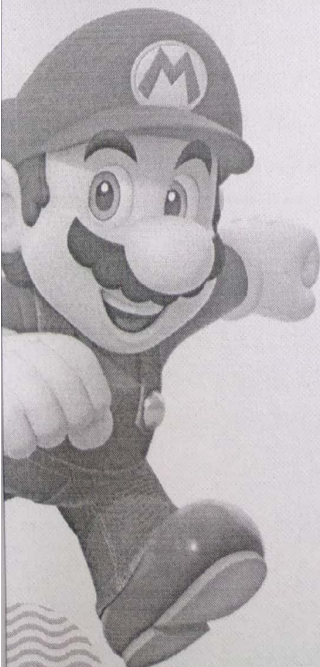
- Certificates will be provided
- Winners will be awarded

**FREE!**  
Registration

 2nd November 2022  
 From 2.30 onwards

 4th FLOOR, SALES FORCE LAB  
IT DEPARTMENT

FACULTY CO-ORDINATOR: Mrs. A. BHANU SRI  
STUDENT CO-ORDINATOR: P. HIMAJA





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Phone: 08933-225083/84/87 Fax: 226395  
Website: [www.anits.edu.in](http://www.anits.edu.in) email: [prindpal@anits.edu.in](mailto:prindpal@anits.edu.in)

### DEPARTMENT OF INFORMATION TECHNOLOGY

#### SUMMARY REPORT

**Event Name: The Market Mario**

**DATE: 02-11-2022**

**Time: 2:30 PM - 4:00 PM**

**Mode of the event: OFFLINE**

**Venue: NETWORKS LAB, IT DEPARTMENT**

**Number of participants: 30**

#### DESCRIPTION:

A presentation on promoting a product by using up to three different marketing strategies which helped build confidence within the participants as they got to manifest their ideas on marketing. The participants mainly were aware of the current trends of advertising and were able to escalate their knowledge by listening to other participant's strategies and boost their confidence to become an entrepreneur in the future.

#### SUMMARY:

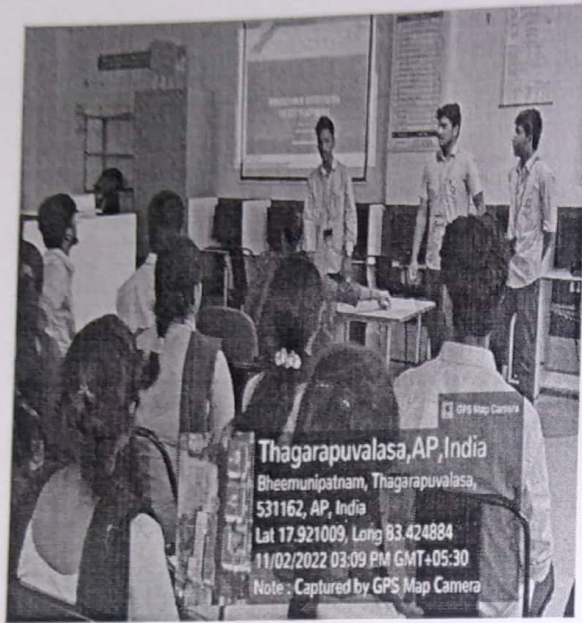
We conducted an event called 'The Market Mario' where students from the IT department and other departments joined to share their ideas on different marketing strategies. The Event started with an introduction from the faculty coordinator and the club president describing the event details. Later, the participants gave presentations on how they can promote a product and different marketing strategies used by various companies around us. Few students explained various marketing strategies by describing what types of strategies are used these days and how they can be done. A spattering amount of students used examples and explained different strategies on how to promote the product. The common point of all their presentations is social media marketing. All the participants actively participated in the event as they shared their views on what marketing actually is and also proclaimed their marketing ability.

The winners of the first, second, and third places mainly focused on explaining how the product is promoted using the strategies used by different companies as examples.

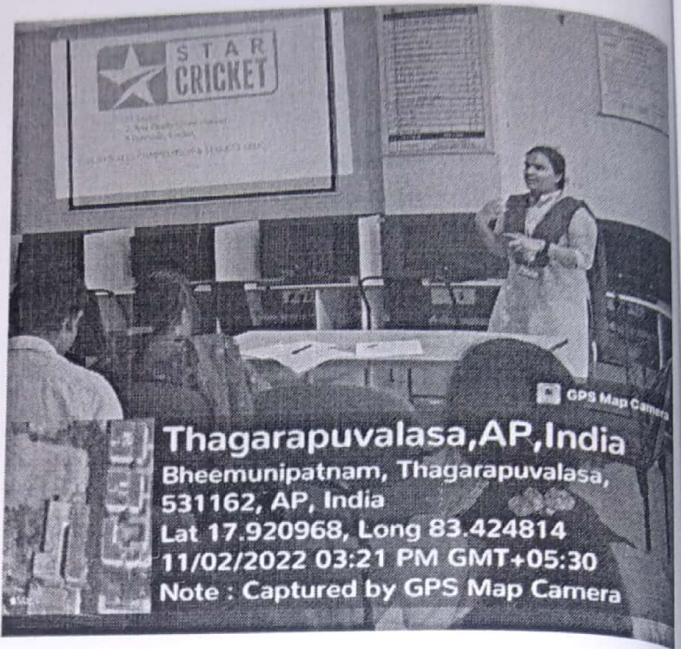
The main aim of the event is to brush up the communication skills of the students as well as to brush up their marketing abilities. Every participant has come up with different strategies and unveiled their ability to become a marketer.

#### **Winners of the event:**

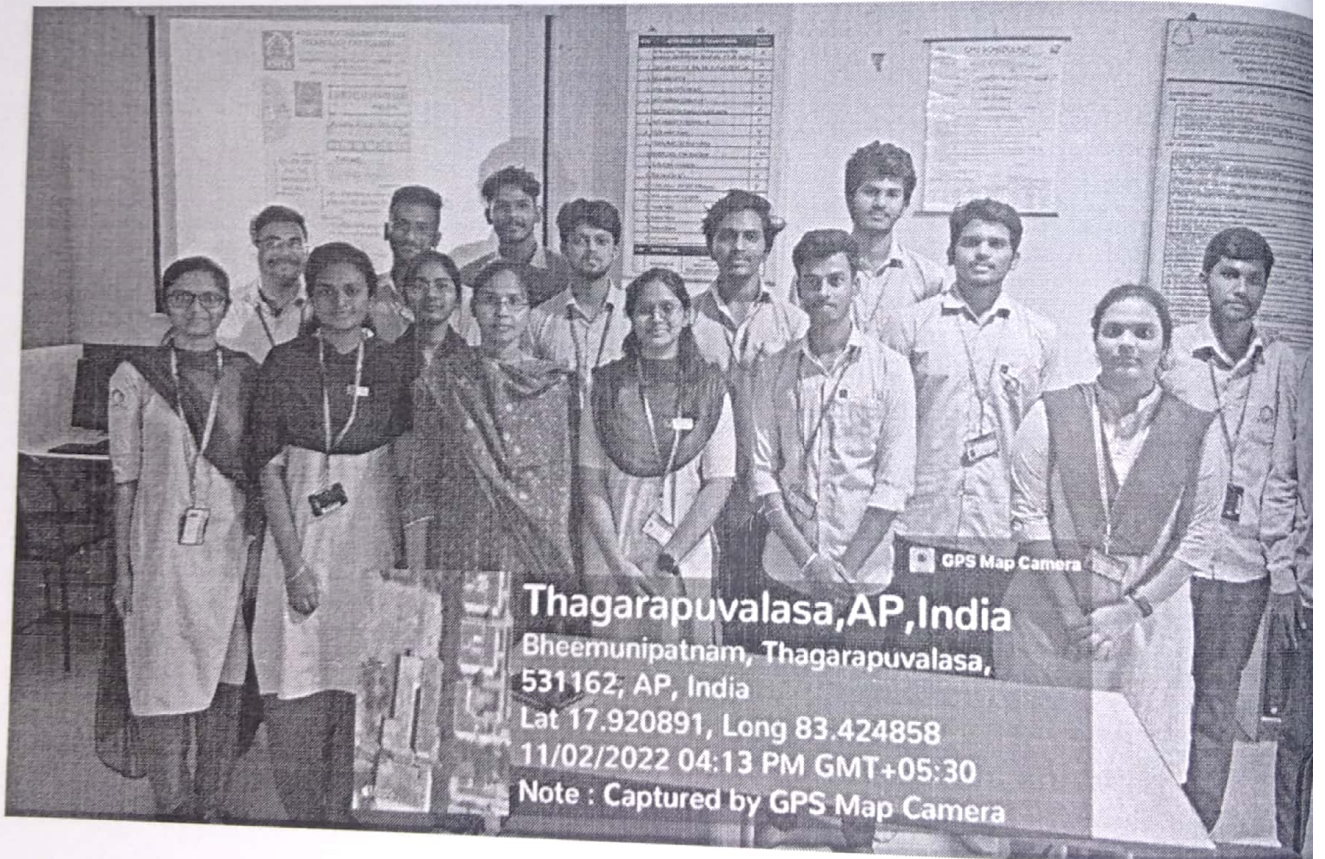
1. M. Jahnavi (A21126511170) from 2/4 IT-C
2. N. Gunesh and G. Charan (A21126511108, A21126511086) from 2/4 IT-B
3. M. Joyce and P.Raj Paul (320126514064, 320126514069) from 3/4 EEE-B




Thagarapuvalasa, AP, India  
Bheemunipatnam, Thagarapuvalasa,  
531162, AP, India  
Lat 17.921009, Long 83.424884  
11/02/2022 03:09 PM GMT+05:30  
Note : Captured by GPS Map Camera




Thagarapuvalasa, AP, India  
Bheemunipatnam, Thagarapuvalasa,  
531162, AP, India  
Lat 17.920968, Long 83.424814  
11/02/2022 03:21 PM GMT+05:30  
Note : Captured by GPS Map Camera



Thagarapuvalasa, AP, India  
Bheemunipatnam, Thagarapuvalasa,  
531162, AP, India  
Lat 17.920891, Long 83.424858  
11/02/2022 04:13 PM GMT+05:30  
Note : Captured by GPS Map Camera

  
FACULTY COORDINATOR  
(Mrs. A. Bhanu Sri)

  
HOD, IT  
(Dr. M. Rekha Sundari)  
HEAD OF THE DEPARTMENT  
Department of Information Technology  
Anil Neerukonda Institute of Technology  
& Sciences (Autonomous)  
Guntur, West Godavari District, Andhra Pradesh - 531162



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## DEPARTMENT OF INFORMATION TECHNOLOGY

EVENT: MARKET MARIO

DATE:02-11-2022

S.NO	ROLL NO	NAME	DEPT	YEAR & SEC	SIGNATURE
1.	A21126511167	K.NAGADEEPAK	IT	2nd Year & 'C'	K.Nagadeepak
2	A21126511182	R.Pavan	IT	2nd year & 'c'	R.Pavan
3	A21126511139	Harithus Arags	IT	2nd year & 'c'	Harithus
4.	A21126511161	K.Yavaraj Samuel	IT	2nd year & 'c'	K.Y.S
5	320126511150	P.Shasmita	IT	3/4 C	P.Shasmita
6.	320126511147	N.Pravallika	IT	3/4 C	N.Pravallika
7.	A21126511117	P.Kavya	IT	2/4-B	P.Kavya
8	A21126511085	Ch.Lavanya	IT	2/4-B	Ch.Lavanya
9.	A21126511131	Vasanta Kuchhadia	IT	2/4-B	Vasanta Kuchhadia
10	A21126511170	M.Jahnavi	IT	2/4-C	H.Jahnavi
11	A21126511128	T.Hemanth	IT	2/4-B	T.Hemanth
12	A21126511072	B.Tharun gupta	IT	2/4-B	Tharun
13.	A21126511108	N.Gunesh	IT	2/4-B	N.Gunesh
14	A21126511086	A.Charan	IT	2/4-B	A.Charan
15.	A21126511104	M.Jarandhar	IT	2/4-B	M.Jarandhar
16.	320126514060	M.Joyce	EEE	3/4-B	M.Joyce
17.	320126514069	P.Raj Paul	EEE	3/4-B	P.Raj Paul



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**DEPARTMENT OF INFORMATION TECHNOLOGY**

**IMPACT ANALYSIS**

**EVENT NAME:** The Market Mario

**CONDUCTED ON:** 02-11-2022

The event Market Mario is mainly conducted to make the marketing aptness inside the student shine and to brush up on the marketing propensity. Participants gathered in a group of 3 individuals and set forth different marketing approaches to promoting a product. They've come up with multiple cases and shared their notion on how marketing is done these days. The participants explicated the science and art of exploring, originating, and delivering value to a product as they promote it.

The main intent of the event is to fine-tune the student's presentation competency by giving out their ingenious ideas. Participants diligently engaged in the event as they divulge their opinions on the presentations given by other participants.

**OUTCOME:** The participants have had exposure to different marketing approaches, along with boosting their speaking and presentation propensity.

**FACULTY COORDINATOR**

(Mrs. A. Bharathi)

**IA BIOD, IT**

(Dr. M. Raju Sundari)

**IAS OF THE DEPARTMENT**

Department of Information Technology

Amil Neerukonda Institute of Technology

& Sciences (Autonomous)

Campus: Amil Neerukonda, S.T. 11