Interact Club of British Model College
Sponsored by: Rotary Club of Kopundol, Rotaract Club of Kopundol

AD- Venture

Project Number: 05
Date: 20th October - 28th October
Location: British Model College
Specified Committee: Fun & Fellowship
Area of focus: Youth Engagement and Fellowship

About "AD-Venture"

Introduction

AD-Venture was an engaging and creative competition organized by ICBMC to encourage students to explore their creativity, teamwork, and marketing skills. Participants were divided into four teams and challenged to create advertisements promoting a local business. The competition provided students with an opportunity to develop their promotional skills, work collaboratively, and engage with the wider college community through social media.

Project Summary

AD-Venture officially began on 20th October, with four teams participating in the competition. Each team was assigned the task of creating and submitting an advertisement within the given timeframe. However, only two teams successfully submitted their entries before the deadline, while the remaining two teams were disqualified due to late submissions.

Itr. Neir Amatya
President R.Y. (2026/27)

Interact Club of British Model College
Zone 8, District 3292

Phone number: +977 9869063665

Email: interactclubofbmc@gmail.com

Following the submission period, the advertisements were shared on the ICBMC instagram handle and evaluated based on their engagement. Team 3, led by Animesh, emerged as the winner, gaining over 13,000 views, 590 likes, and 162 comments, demonstrating significant audience engagement. The winning team consisted of Animesh, Shreya, Kristal, Shikha, and Bedhanta. The team will be awarded a trophy and additional prizes in recognition of their achievement.

The participating teams were:

Team 1: Saurya, Brisha, Illisha, Anash

Team 2: Mugdha, Angel, Nancy, Satyam

Team 3 (Winner): Animesh , Shreya, Kristal, Shikha, Bedhanta

Team 4: Aryan, Shubhakar, Aayush, Nua, Christine

The event was conducted under the leadership of the Club President, encouraging students to collaborate, think creatively, and gain practical exposure to marketing and advertisement. AD-Venture successfully brought together students through a competitive yet enjoyable platform, promoting creativity, teamwork, and youth engagement within the college community.

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