



BACKWARD CLASS YOUTH RELIEF COMMITTEE'S

BHIWAPUR MAHAVIDYALAYA

BHIWAPUR DIST. NAGPUR- 441201

RE-ACCREDITED WITH GRADE 'B+' (CGPA-2.65) BY NAAC

ISO-9001:2015

AFFILIATED TO RASHTRASANT TUKADOJI MAHARAJ NAGPUR UNIVERSITY, NAGPUR

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DETAILED ACTIVITY REPORT

2025-2026

ACADEMIC SESSION	2025-2026
NAME OF THE ACTIVITY	Elocution Competition
ORGANIZING INSTITUTION/COLLABORATING INSTITUTIONS	Bhiwapur Mahavidyalaya
CORE AREAS COVERED	Artificial Intelligence and Marketing
SCHEDULE	17 th February, 2026
VENUE	Classroom allotted to B. Com. III
MODE OF ACTIVITY (ONLINE/OFFLINE (IF ONLINE, GIVE WEBLINK))	Offline
ORGANIZING COMMITTEE	Subject Literacy Association of Commerce
CHIEF COORDINATOR	Asso. Prof. Dr. Anita Mahawadiwar
COMMITTEE MEMBERS	1. Asso. Prof. Dr. Anita V. Mahawadiwar 2. Asso. Prof. Dr. Rajesh Bahurupi 3. Asst. Prof. Dnyaneshwar Kamdi 4. Asst. Prof. Mahendra Paunikar
BENEFICIARIES/TARGET GROUP	Students of Commerce Department

NUMBER OF STUDENTS/BENEFICIARIES	Twenty-Eight Students
DETAILED REPORT OF THE ACTIVITY	The Department of Commerce organized an Elocution Competition on the topic “Artificial Intelligence in Marketing Sector” on 17th February, 2026 in our Institution. The Programme commenced with the lighting of the traditional lamp and a welcome address by the Head of the Department, Asso. Prof. Dr. Anita V Mahawadiwar. In the Inaugural Address, the Judge for the competition Asst. Prof. Dr. Sachin Kubde from Department of Chemistry emphasized on the importance of Artificial Intelligence in transforming business, marketing practices and encouraged students to keep themselves updated with emerging technologies. The participants confidently presented their views on various aspects of artificial intelligence, including customer relationship management, digital marketing, predictive analytics, chatbots, personalized advertising, data analytics and ethical issues related to AI. Their speeches reflected creativity, confidence, research and effective communication skills. Winners; Miss Shreya Subhash Giri, Mr. Praful T. Bhajbhuje and Awantika Ramuji Paturkar were selected based on content, confidence, voice and clarity, body Language and Time Management. The formal Vote of Thanks was delivered by Associate Prof. Dr. Rajesh Bahurupi, who expressed gratitude to the Management, Principal Dr. Jobi George and Judge for the Elocution Competition Asst. Prof. Dr. Sachin Kubde. He appreciated the efforts rendered by the Faculty Members and students for making the Event a grand success.
PROGRAMME OBJECTIVES	• To create awareness among students about the concept and applications of Artificial Intelligence (AI) in the marketing sector • To understand the role of AI in transforming traditional marketing practices into data-driven and customer-centric strategies. • To familiarize students with AI tools such as chatbots, predictive analytics, recommendation systems and marketing automation. • To enhance students’ knowledge of digital marketing trends and AI-driven customer relationship management. • To encourage critical thinking and effective communication through participation in the elocution competition. • To develop awareness about the ethical issues, challenges,

	and future prospects of AI in marketing.
PROBLEMS FACED, IF ANY	Despite sending messages in the group and reaching out to students personally, the attendance at the competition was lower than expected.
IMPACT/OUTCOME ACHIEVED	• Students understood the concept, importance and applications of Artificial Intelligence in the marketing sector. • Students gained knowledge about AI-based marketing tools and their role in improving business performance and customer satisfaction. • Participants enhanced their communication, presentation, and public speaking skills through the elocution competition. • Students developed analytical and critical thinking skills by exploring the benefits and challenges of AI in marketing. • Participants became aware of current trends and future opportunities in AI-enabled marketing. • The Programme motivated students to explore emerging technologies and prepare for careers in the digital business environment.
ANALYSIS REPORT OF THE FEEDBACK OBTAINED FROM STUDENTS/ BENEFICIARIES/ ACADEMIC PEERS ETC.	Students reported that the Programme improved their awareness of current technological trends and motivated them to explore AI-based tools and digital marketing strategies. Students appreciated the interactive nature of the Programme, the clarity of the content and the opportunity to develop their communication and analytical skills through participation. Overall, the feedback analysis indicates that the Programme successfully achieved its objectives by enhancing students' knowledge, improving their understanding of AI applications in marketing and encouraging them to prepare for future career opportunities in the digital business environment.

GEOTAG PHOTO GALLERY WITH CAPTIONS (Only GEOTAG photos covering the entire gamut/span of the activity will be accepted)



The Proceedings of the Elocution Competition was hosted by Asst. Prof. Dnyaneshwar Kamdi on 17th February, 2026.



Shri. Lokesh Dawre, student of B.Com. Part-III, expressing his views while participating in the Elocution Competition titled “Role of AI in Marketing Sector”.



Miss. Janhvi Zode, student of B.Com. Part-II, expressing her views while participating in the Elocution Competition titled “Role of AI in Marketing Sector”.



Mr. Ritesh Uke, student of B.Com. Part-III, expressing his views while participating in the Elocution Competition titled “Role of AI in Marketing Sector”.



Asst. Prof. Dr. Sachin Kubde, Department of Chemistry, guiding the students in his inaugural address during the Elocution Competition titled “Role of AI in Marketing Sector”.



Asso. Prof. Dr. Rajesh Bahurupi proposing a formal Vote of Thanks on the eve of Elocution Competition organized by the Subject Literary Association of Commerce on 20th March, 2026.

SCANNED COPY OF ATTENDANCE SHEET

BHIWAPUR MAHAVIDYALAYA, BHIWAPUR DEPARTMENT OF COMMERCE ELOCUTION COMPETITION SESSION 2025-26 SUBJECT- ROLE OF AI IN MARKETING SECTOR

Date – 17-02-2026

Sr. No	Name of the Participants	Signature
1	Shreya Subhash Giris	
2	Awantika Ramuji Patilkar	
3	Priya Bandu Dhanvijay	
4	Simran Naresh Dhanvijay	
5	Ankita Bhaguraj Deshmukh	
6	Komal Dilip Waghmare	
7	Roshni Bhagwan Waghmare	
8	Jaravi Devanand Zode	
9	Payal Manohar Dakharkar	
10	Pratiksha Chakradhar	
11	Pinkal Rajeshwar Balbudhe	
12	Pranali Vilas Talware	
13	Kanika Jagadish Chaudhari	
14	Laxmi Kisan Nagpure	
15	Dipali Devidas Balbudhe	
16	Fazlit Firozkhani Pathan	
17	Nashikata Aleshwar Tamale	
18	Sayali Dilip Mangar	
19	Amrita R. Chaudhari	
20	Saniya V. Meshram	
21	Dnyaneshwari K. Torate	
22	Nilesh S. Uke	
23	Pratul T. Bhairbhije	
24	Rohit J. Chaudhari	
25	Tejal R. Bagde	
26	Ritesh S. Uke	
27	Lakshmi K. Pawar	
28	Shanika V. Mankar	

PRINCIPAL
Bhimwadi Mahavidyalaya,
Bhimwadi, Dist. Nagpur

ANY OTHER INFORMATION

Result Sheet

BHIWAPUR MAHAVIDYALAYA, BHIWAPUR DEPARTMENT OF COMMERCE ELOCUTION COMPETITION RESULT SHEET ACADEMIC SESSION 2025-2026

Subject: Role of AI in Marketing Sector
Date: 17/02/2026
Venue: B. Com. 3rd Year Class

S.N.	Name of the Participant	Class	Content (20)	Confidence (20)	Voice and Clarity (20)	Body Language (20)	Time Management (20)	Total (100)
1	Shreya Subash Giris	B.Com II	15	15	16	16	19	80
2	Awantika Ramuji Patilkar	B.Com III	14	14	13	12	11	64
3	Simran Naresh Dhanvijay	B.Com II	08	07	08	06	06	35
4	Ankita B. Deshmukh	B.Com II	09	09	10	10	10	48
5	Roshni B. Waghmare	B.Com II	09	09	08	08	09	43
6	Payal Manohar Dakharkar	B.Com III	07	07	08	09	12	43
7	Pratul T. Bhairbhije	B.Com III	18	13	12	12	14	69
8	Pranali Vilas Talware	B.Com III	11	12	12	13	07	55
9	Ritesh Sanjay Uke	B.Com III	06	06	06	04	07	29
10	Saniya Vijay Meshram	B.Com I	07	08	07	08	06	36
11	Nilesh Sanjay Uke	B.Com III	07	07	07	07	08	36
12	Jharavi Devanand Zode	B.Com III	05	03	03	03	04	17

Judges, Name and Signature

1. Asst. Prof. Dr. Sachin Kubde

2. Asso. Prof. Dr. Rajesh Bahurupi

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BHIWAPUR MAHAVIDYALAYA, BHIWAPUR
DEPARTMENT OF COMMERCE
ELOCUTION COMPETITION FINAL RESULT SHEET
ACADEMIC SESSION 2025-2026

Subject: Role of AI in Marketing Sector

Date: 17/02/2026

Venue: B. Com. 3rd Year Class

S. N.	Name of the Participant	Class	Content (20)	Confidence (20)	Voice and Clarity (20)	Body Language (20)	Time Management (20)	Total (100)
1	Shreyas S. Gisi	B. Com II	27	26	30	30	33	146
2	Prof. T. Bhajbhaje	B. Com III	33	25	25	24	28	135
3	Akshantika R. Patilkar	B. Com III	27	23	24	22	23	125

Judges, Name and Signature

1. Asso. Prof. Dr. Rajesh Bahurupi

2. Asst. Prof. Dr. Sachin Kubde

R. Bahurupi
Sachin Kubde

Anandabodhisat
Head, Department of Commerce

Ankur
PRINCIPAL
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Bhiwapur, Dist. Nagpur

Principal
Bhiwapur Mahavidyalaya