Anjuman-i-Islam's
Akbar Peerbhoy College of Commerce and Economics
(NAAC Accredited College)
M. S. Ali Road, Two Tank Grant(E), Mumbai - 08

Report on Advertising and Creative Writing

Program Conducted by: Prof. Kirti Menghani of Alumni Committee

Date: 3/5/2022 11:00:00 AM   at Akbar Peerbhoy College of Commerce and Economics

Objective: To enlighten students about the career path in Advertising and Creative Writing.

For Students of B. Com., B. Sc. IT, B. Sc. CS, BMS and BAMMC

Resource Person: Mr. Sarfaraz Siddique has worked for more than 13 years in creative writing for advertising and for films as well. He has worked with Lowe Lintas as Group Creative Director for 13 years and is now working with The Womb Advertising agency.

He has worked parallelly to build in brands like Idea cellular, Surf Excel, Axis Bank, Astral Adhesive, Tata Fruski, Vadilal Ice cream, MX player, Zee Corporate, Zee5 Global, Amul innerwear, Sporto Leisure wear, BMC and Many more.

He has also written Marathi Film VARTUL which is being selected in Chennai Film festival and Pune Film Festival. And assisted in writing 1:40 ki last local Hindi feature film.

Mr. Sarfaraz Siddique enlightened the students about careers in Creative Writing in various Media Aspects. He shared his experience in the field and discussed the work requirements for the same. It was an interactive session where students were made aware about the advertising field and how content writing also plays a major part in it. He also put forward an opportunity for the students in the form of internships to gain experience.

Total No. of Participants: 60

Prof. Kirti Menghani
Program Incharge

Prof. (Dr) Shaukat Ali
Principal

5 Mar 2022 10:46:23
Kamathipura
Mumbai
Maharashtra

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