

Ellipsis & AdReel inaugurated by Sudhir Ghate

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Sudhir Ghate declaring the two clubs open at St Aloysius College, Mangalore

Ellipsis film club and AdReel ad club were inaugurated by Sudhir Ghate, Chairman of Magnum Intergrafiks Pvt Ltd on Friday 27 August.

"I am delighted to inaugurate the clubs. Any initiative that celebrates and recognizes creativity and art must always be encouraged and supported. I believe the clubs can be a forum for fostering creative thinking ability among the students and the general public," said Mr. Ghate on the occasion.

The clubs were declared open in a unique style of symbolic inaugural, which featured a mime show on the process of film making followed by chief guest turning on a camera symbolizing the art of films.

During the interaction with the students the chief guest, Mr. Ghate, emphasized that advertising is an ancient profession, though the medium of advertising had changed over the years the industry will continue to exist.

"Sound research is the basis for any successful advertising campaign," he said and cautioned the students that collecting information from Google does not amount to research.

The inauguration was followed by the screening of a short movie, "Glass".

Mr Ronald D'Souza of the Alliance Francaise, Fr Staney D'Souza, Vice Principal, St Aloysius College, Dr Fr Richard Rego HOD of Mass communication were also present.