

# CONCEPT CarniVal

Uni Square Concepts organised a Concept Carnival on 20th December, 2014 at India International Centre, New Delhi -110003. The event was preceded by high tea that started at 9.00 a.m. The inaugural session commenced at 10:00a.m. and was graced by Mr. Mukesh Gupta, Councillor, Special Educator; Entrepreneur and Social activist as the chief guest. Prof. (Dr.) K. V. Bhanu Murthy, Associate professor and Former Dean and Head, Department of Commerce, University of Delhi and Dr. Ajay Kumar Singh, Associate Professor, Department of Commerce Delhi School of

Economics, and Hony. President, Governing Body of Divine Group of Institutions were the guests of honour.

The inaugural session had a closed gathering of the company's team, clients and associates. Mr. Uday Sonthalia, promoter and CEO of Uni Square Concepts welcomed everyone and shared an extremely interesting slideshow of the creative and unbelievable advancements that have happened in the past one year. Memorable and humorous anecdotes of various clients were discussed that lightened up the atmosphere further. The team was appreciated for its efficiency and hard work and the dignitaries motivated the audience through their inspiring opinions and perspectives on punctuality, promise, spirituality, modesty, creativity and populism, the importance of taking initiatives for grabbing an opportunity etc. The fun element of the carnival was maintained throughout as the dignitaries sportingly wore sequinned hats in vibrant colours throughout!

The inaugural session was immediately followed by the social media marketing workshop. The workshop received an overwhelming participation from students, corporates, professionals from different industries, academicians and freelancers. It was conducted by Mr. Uday Sonthalia himself. Through his in depth understanding of social media marketing, he shared all the technicalities of the field, clarified the fundamental concepts and answered diverse questions that were put up by the enthusiastic audience. The immense potential of the field and ways to make use of that potential were also discussed extensively. The workshop concluded after two hours and the guests moved for the networking lunch.



**UNI SQUARE CONCEPTS™**

ADVERTISING•MARKETING•CREATIVES

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Later in the day, the graphic designing workshop began which was attended by over 50 passionate young graphic designers, creative individuals, students, corporates and advertising professionals. Uday Sonthalia started with a discussion on various industry requirements in terms of advertising and graphic designing, issues and hurdles in the field and steps of creative conceptualization. The audience was involved all the time due to the interesting tools, aids and demonstrations that clarified concepts of colour theory, designing of logos and brochures, paper standards for printing and more. High interactivity kept the workshop quite lively. The participants gained valuable insights into the process of practical application of design tools and ideas.



The carnival turned out to be a treat to the audience who listened to the speakers with great zeal. The distinguished guests and participants enjoyed the delicious food served during the lunch hour and during the morning tea both of which served as a great way of further interaction. The event drew to a close as cheerful faces donning masks or hats made their way out, keeping in tune with the pompous fervour of the carnival.



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