

**MINUTES OF THE 67TH ANNUAL GENERAL MEETING
OF THE ADVERTISING CLUB,
HELD ON FRIDAY, 3RD SEPTEMBER, 2021
AT 3.00 P.M. ON A ZOOM CALL**

Members Present:

Aditya Swamy
Ajay Chandwani
Ajay Kakar
Ajit Balan
Ashish Garde
Debabrata Mukherjee
Deepak Modgekar
Dr. Bhaskar Das
Kashyap Joshipura
M A Parthasarathy
Malcolm Raphael
Manoj Shukla
Namrata Tata
Niraj Sharma

Partha Sinha
Partho Dasgupta
Pradeep Dwivedi
Pradyuman Maheshwari
Punitha Arumugam
Rahul Johri
Raj Nayak
Rana Barua
Sapangeet Rajwant
Shashi Sinha
Sonia Huria
Vikas Khanchandani
Vikram Sakhuja

A. Meeting called to Order:

Mr. Bipin Pandit, called the 67th AGM to order.

He requested President, Mr. Partho Dasgupta to deliver his address.

B. President's Address:

Mr. Partho Dasgupta, President greeted all the members to the A.G.M. and expressed how the existing circumstance have forced us to have online meetings for two years in succession. Making reference to the President Report that was circulated covering all the activities of the Adclub in detail Mr. Partho Dasgupta, stated that the Adclub commenced its activities with great vigour and style in his first year thereby giving to the industry an outstanding Emvies, Marquees and Effies.

The Emvies and Effies in fact generated a good amount of surplus that enabled us to float a new fund by the name Community Development Fund that will help Adclub to run its activities /projects without any crunch of funds.

It was in March 2020 that the Pandemic broke out thereby leading to a major economic slowdown that had an impact on all the businesses and especially on the Advertising, Media, Marketing and Event Industry. It did send the whole consumption scenario for a toss. It made getting sponsorships difficult and did cast a shadow on revenue streams like Entry fees and Gate money which made organizing events simply unthinkable. The conclusion was most of our projects became unviable.

We however did not allow our spirits to dampen and circumstances to overpower our Zeal and enthusiasm. We instituted a couple of new projects online and undertook some new initiatives: -

- a. A debate series VICE & VERSA suggested by Mr. Agnello Dias, Mr. Rana Barua and Mr. Debabrata Mukherjee did an outstanding job here.
- b. Leadership Development Program with MICA. Dr. Bhaskar Das, Mr. Vikas Khanchandani, Mr. Partha Sinha, Mr. Siddharth Rao, Ms. Sonia Huria, Ms. Sapangeet Rajwant, Mr. Bipin Pandit and his team put their best foot forward. It was extremely well received going by the feedback.
- c. Project Mental Health: - This is another cause that we have taken up. Mr. Kartik Sharma is working closely on it.
- d. Unstereotype Alliance: -This is another tie up with UN that promises a lot. Ms. Namrata Tata is heading it.
- e. Export Promotion Council: - Yours Truly did this tie up with the ministry of Commerce. This is to help Advertising Agencies who are trying to export its services Abroad. Should they encounter any Bilateral issues they can refer the matter to the Export Promotion Council.

We have always made it a point to engage with the stakeholders at our Awards. One very important decision that we took regards ABBY awards post our meetings with AAAI and all the participants was to refund a sum of Rs. 1,42,00,000/- (Rupees One Crore Forty Two Lakhs Only) to those who had submitted the entries. This gesture was very well appreciated by the industry at large and the participants in particular. We also tried to host the Effies and Emvies online but again post having a conversation with the stakeholders we came to know that the time is not right as there

was crunch on finances and agencies also categorically expressed - with so many deaths of near and dear ones, we are not in a mood to celebrate.

The positive news is we will soon be hosting Effie online as we have received a go ahead from the industry and also our Licensor Effies N.Y. Further the Media Industry is very keen on Emvies hence the event is planned in February 2022. The Marquees will also follow suit. The focus however is to do more programmes like VICE & VERSA and undertake initiatives like Leadership Development programmes.

A sincere thanks to all the Managing Committee Members and the Adclub Secretariat lead by Mr. Bipin R Pandit supported by his team members Mathew, Smita, Neehar, Suresh and Gopal.

Mr. Partho Dasgupta, extended his best wishes to the incoming President, Mr. Partha Sinha and his team members.

1.0 Minutes of the Last Annual General Meeting:

Mr. Aditya Swamy, moved to the first item on the agenda and requested the members to pass the Resolution:

Resolution: Resolved that the Minutes of the 66th Annual General Meeting held on 29th September, 2020 be circulated, read and approved.

The resolution was proposed by Mr. Raj Nayak and seconded by Mr. Vikram Sakhuja.

2.0 Annual Report of Activities: (President Report)

To consider and adopt the Annual Report of Activities sent with the notice and the President Report be taken as read and resolution to that effect can be passed.

Resolution: Resolved that the Annual Report of Activities of The Advertising Club Bombay for the year ended 31st March, 2021 be and is hereby approved and adopted.

The resolution was proposed by Dr. Bhaskar Das and seconded by Mr. Shashi Sinha.

3.0 Income and Expenditure Statement and Balance Sheet:

To consider and adopt the statement of Income and Expenditure and Balance Sheet for the year ended 31st March, 2021.

The members present expressed that the Balance Sheet and Income and Expenditure Statement be adopted by passing a resolution.

Mr. Shashi Sinha, then tabled the following resolution.

Resolution: Resolved that the Audited Balance Sheet and Income and Expenditure Account of the Advertising Club Bombay for the year ended 31st March, 2021 be and are hereby approved and adopted.

The resolution was proposed by Mr. Mitrajit Bhattacharya and seconded by Mr. Pradeep Dwivedi.

4.0 Appointment of Auditors:

Dr. Bhaskar Das then proposed that M/s. R. Devarajan & Co. who are with us for the past 30 years and doing an exemplary job be retained.

He then tabled the following resolution.

Resolution: Resolved that M/s. R. Devarajan & Co., Chartered Accountants, Mumbai, are hereby appointed as the Auditors of the Advertising Club Bombay to hold office from the conclusion of this meeting until the conclusion of the next Annual General Meeting at a remuneration of Rs. 40,000/- (Rupees Forty Thousand Only) plus out of pocket expenses.

The resolution was proposed by Mr. Shashi Sinha and seconded by Mr. Aditya Swamy.

5.0 Election of the Office Bearers:

Mr. Partho Dasgupta introduced the incoming President, Mr. Partha Sinha.

Mr. Partha Sinha, President introduces his new Team Members for the coming year 2021-2022.

Mr. Partha Sinha, informed the members that all the Office Bearers of The Advertising Club were elected unopposed and only one valid nomination has been received for every post.

President	Mr. Partha Sinha
Vice President	Mr. Rana Barua
Secretary	Mr. Shashi Sinha
Jt. Secretary	Mr. Mitrajit Bhattacharya
Treasurer	Dr. Bhaskar Das

Managing Committee Members:

Ms. Punitha Arumugam
Mr. Vikram Sakhuja
Mr. Ajay Kakar
Mr. Debabrata Mukherjee
Mr. Rahul Johri
Mr. Aditya Swamy
Mr. Pradeep Dwivedi

Mr. Partha Sinha, President then proceeds to announce Co-opted Members and Special Invitees.

Co-opted Members:

Mr. Raj Nayak
Ms. Sonia Huria
Mr. Sidharth Rao

Special Invitees:

Mr. Avinash Pant
Mr. Kartik Sharma
Mr. Ajay Chandwani
Ms. Sapangeet Rajwant
Ms. Namrata Tata
Ms. Rathi Gangappa
Mr. Sabbas Joseph
Mr. Sanjay Adesara
Mr. Vikas Khanchandani
Mr. Malcolm Raphael

The Past President, Mr. Partho Dasgupta would continue as a member of the Managing Committee for the ensuing year.

Resolution: Resolved that the above-mentioned members be and are hereby appointed as members of the Managing Committee in addition to the Office Bearers already elected and appointed.

The resolution was proposed by Mr. Shashi Sinha and seconded by Dr. Bhaskar Das

Mr. Partha Sinha, thanked the members present and declared the meeting as closed.



Partho Dasgupta
President