



Audyogik Shikshan Mandal's

(Society Regd. No. Maharashtra/1330/Pune 83; Public Trust No. F-2451/Pune 83)

INSTITUTE OF PROFESSIONAL STUDIES (IP)

(Approved by AICTE, Govt. of India & affiliated to University of Pune)

AICTE CODE : 1-4240185 DTE CODE : MB6166 AISHE CODE : C-46639



Co-Cultural Activity

Promotion of Movie - "Gulkand"

Date: 28th April 2025

Time: 2:20 PM To 5:00 PM

Venue: IPS Auditorium

Introduction:

The promotion of regional cinema plays a vital role in preserving and celebrating local culture, language, and storytelling. In this context, the ASM Group of Institutes, through its campus at ASM IPS, had the privilege of hosting the promotional event for the upcoming Marathi movie *Gulkand* on 28th April 2025 at 2:20 PM.

The event was organized as part of the college's initiative to connect students with professionals from the entertainment industry, offering a platform to learn beyond the classroom. The movie *Gulkand*, which features a talented ensemble cast including Sameer Chougule, Isha Day, Prasad Oak, Sachin Mote, and Sachin Goswami, promises a blend of humor, drama, and relatable themes rooted in Marathi culture.

This promotional visit was not just a marketing effort for the film, but also a cultural celebration that encouraged students to appreciate and engage with regional cinema. By bringing film artists directly to campus, the event created a unique, memorable, and inspiring experience for the ASM student community.

The presence of the film's star cast elevated the energy on campus, drawing a large and enthusiastic crowd. It also provided an excellent opportunity for students interested in media, communication, and performing arts to witness firsthand how the entertainment industry interacts with its audience.

Objective:

- To promote the Marathi movie *Gulkand* among college students and faculty.
- To provide students with exposure to the Marathi film industry and inspire interest in arts and cinema.
- To engage the student community in cultural and extracurricular activities.
- To create a platform for media coverage and publicity for both the movie and ASM IPS.

Speakers : Hon. Chairman of ASM Group Dr. Sandeep Pachpande , Dr. D.D Balsaraf

Task Force Executive ASM Group, Celebrities- Sachin Goswami, Sameer Chougule, Prasad Oak.

Report:

The promotional event was held in the ASM IPS campus auditorium and witnessed enthusiastic participation from students and faculty members. The movie's lead actors — director Sachin Goswami, Prasad Oak, Sameer Chougule, Isha Day, , Sachin Mote— were present and interacted warmly with the audience.

The event began with a warm welcome and introductory speech by the host, followed by the arrival of the film's star cast — Sachin Goswami, Prasad Oak, Sameer Chougule, Isha Day, Sachin Mote, and

Each actor spoke about their unique experiences of movie while working on *Gulkand*. which is scheduled to release on 1st May 2025. Director Sachin Goswami recently shared insights about his latest film *Gulkand*, describing it as a "famcom" movie—a family comedy designed to entertain audiences of all ages. "It's a lighthearted film filled with fun, laughter, and relatable moments that everyone in the family can enjoy," Goswami said. He emphasized that *Gulkand*

aims to bring people together through humor and warmth, making it a perfect watch for a wide audience.

As they walked onto the stage, the auditorium erupted in cheers and applause, reflecting the excitement and admiration of the audience.

Following Goswami's remarks, acclaimed actor Prasad Oak, who plays a pivotal role in the film, expressed his excitement about being part of *Gulkand*. Working on this movie was a refreshing experience," Oak said. "The script is full of heart and humor, and the characters are incredibly relatable. Audiences will not only laugh but also connect emotionally with the story. Popular comedian and actor Sameer Chougule also spoke about his experience working on the film. "*Gulkand* gave me the chance to explore a different flavor of comedy," he shared. "The energy on set was amazing, and every scene was crafted with genuine fun and spontaneity. It felt like we were one big family, and I believe that warmth will shine through on screen."

A major highlight of the event was the felicitation ceremony, where the Chairman of ASM Group of Institutes took the stage to honor the visiting film personalities. He felicitated Director of movie Sachin Goswami , Sameer Chougule , Prasad Oak, and Isha Day for their outstanding contributions to Marathi cinema, as well as Director Sachin Goswami for his creative vision behind *Gulkand*.

The gesture was met with great appreciation from both the audience and the guests, symbolizing the institute's deep respect for cultural and cinematic excellence.

The stars also highlighted the importance of regional cinema and how movies like *Gulkand* preserve cultural identity while providing wholesome entertainment. They encouraged students to watch and support Marathi films, emphasizing how local stories hold global relevance.

Following the speeches, a fun and interactive session took place where students got the chance to ask questions, take selfies, and share their excitement directly with the actors

Photos:







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Outcomes:

- Increased awareness and excitement about the movie *Gulkand* among the ASM student community.
- Successful student engagement through an entertaining and educational experience.
- Strengthened ties between the institution and the Marathi entertainment industry, opening possibilities for future collaborations.