

AKRITI CLUB

YEARBOOK

2023-2024



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ABOUT US

AAKRITI Club:

The Pinnacle of Media Excellence at JIMS

The AAKRITI Club stands as a beacon of media excellence at Jagannath International Management School (JIMS), embodying the vibrant and dynamic spirit of our institution. As the premier Media Department club, AAKRITI is dedicated to fostering a deep understanding and appreciation of the media landscape among students.

AAKRITI Club is renowned for organizing a myriad of events that cater to diverse interests, ensuring that every member finds something that resonates with their passion. These events are meticulously designed to be both engaging and educational, providing a balanced blend of theory and practical application. From workshops on digital media trends to interactive sessions with industry experts, AAKRITI ensures that its members are well-versed in the latest developments and equipped with the necessary skills to excel in the media industry.

The club's events are not only platforms for learning but also arenas for showcasing talent. Competitions, debates, and creative exhibitions are regular features that encourage students to push their boundaries and think innovatively.

AAKRITI Club's commitment to excellence is reflected in its alumni, who have gone on to make significant contributions to the media industry. The club's initiatives have helped many students discover their career paths and develop a professional network that supports their growth long after graduation.

In essence, AAKRITI Club is more than just a student organization; it is a nurturing ground for future media leaders. Through its comprehensive programs and vibrant community, AAKRITI continues to enrich the academic and professional lives of JIMS students, making it an indispensable part of the college experience.

MESSAGES

Shrestha Chanda -PRESIDENT



Being the president of Aakriti Club for the past year has been an incredible journey and a true highlight of my college experience. This club was the first one I joined when I started college, and it quickly became everything to me. It has given me so much—friendships, skills, and unforgettable memories.

When I first joined, I never imagined I would have the opportunity to lead such an amazing team. I owe this growth to the guidance and support of our seniors. Their mentorship has been invaluable, and I am deeply grateful to them.

To my team, my dream team: thank you for your unwavering support and love. Together, we achieved great things, and it wouldn't have been possible without each one of you.

Lastly, I want to extend my heartfelt thanks to Ruchi ma'am. Her incredible support and guidance have been a cornerstone of my journey. She always trusted me with everything, and I hope I have made her proud.

Thank you all for making this year an unforgettable chapter of my life.

I wish the new team all the best as they lead Aakriti club forward. May they continue the legacy and take the club to even greater heights!

MESSAGES

Sanya Taneja -VICE PRESIDENT

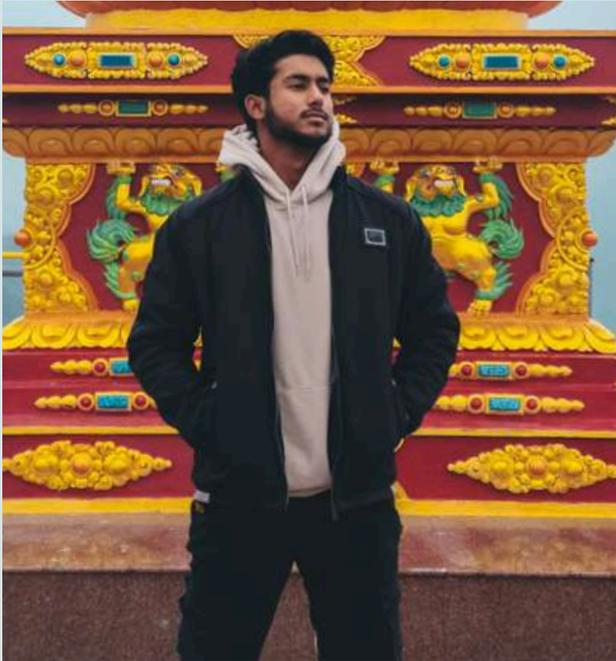


Dear Aakriti Club,
As your Vice president , it has been an honor to lead this club. Thank you for your dedication and enthusiasm. This was not just a club to me , you guys are my family and i will always be available for each one of you Thank you for choosing Aakriti to be a part of your overall development. This club has given me so much , i am emerging as a more confident and positive human being now! I'm sure you will motivate and inspire people to join this club. Wish you all continued success and growth in the future. Farewell and stay inspired.

MESSAGES

Samarth Khowal

-DOP



I as the DOP of Aakriti Club, am very grateful towards the opportunities it has given me and the people in it. Talking about the club, the people I met were so ambitious and mature with their roles and responsibilities and dedicated towards a common goal, we saw ups and downs together but gave a great show at the end. I'll be missing such positive people who always stuck together during the lows and celebrated in the highs of the club. Long live Aakriti.

So basically it started with Sanya telling me that there is a team which needs someone in the art department and you are working there as I have already recommended you and I was like okay ya I will, But honestly if I wouldn't have got this opportunity to work I wouldn't have got such an amazing people around me. Aakriti has always been my favourite . I use to love doing work just to get a chance to showcase my skills. Everyone here has been so good to each other, Very supportive team .

Will always love to see this team succeed . I really appreciate each and everyone who has worked with me.

Divya Batra

-Art manager



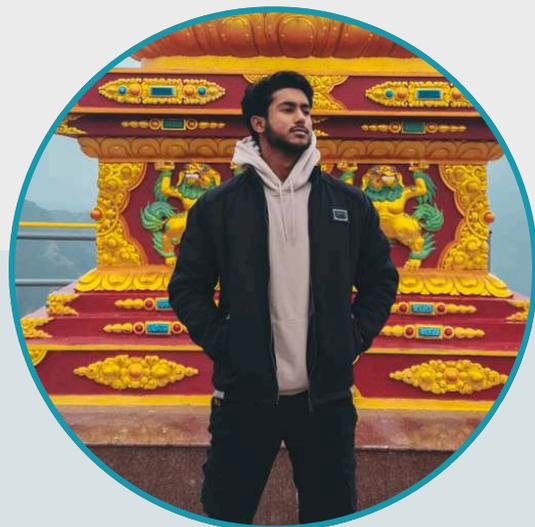
CORE TEAM



Shrestha
Chanda
PRESIDENT



Sanya
Taneja
VICE PRESIDENT



Samarth
Khowal
DOP



Divya
Batra
ART MANAGER

OUR TEAM



**Aditi
Sachdeva**
PUBLIC RELATIONS



**Sannidhi
Arora**
PUBLIC RELATIONS



**Shriya
Uppal**
PUBLIC RELATIONS



**Aditya
Prakash**
PHOTOGRAPHER



**Vanshika
Kapoor**
GRAPHIC DESIGNER



**Nysa
Suri**
GRAPHIC DESIGNER



**Mannat
Khanna**
SOCIAL MEDIA
MANAGER



**Tanya
Batra**
PUBLIC SPEAKER



**Tanishka
goel**
CONTENT WRITER

OUR MEMBERS



C Tanya

PUBLIC
RELATIONS



Dhwani
Mathur

ART DEPARTMENT



Abhivyakti

ART
DEPARTMENT



Vansh
Gandhi

GRAPHIC DESIGNING
DEPARTMENT



Ishaan
Sehrawat

GRAPHIC DESIGNING
DEPARTMENT



Sadhvi
Sharma

SOCIAL MEDIA
DEPARTMENT



Ridhi
Sharma

CONTENT WRITING
DEPARTMENT

HINDI DIWAS

The Aakriti Club of Department of Media and Communication Studies of JIMS, Vasant Kunj on

14th September 2023, organized the 'Hindi Diwas' in Collaboration with the Scribbler's Nest the Literary Club of JIMS Vasant Kunj . The event was hosted by Tanishka and Tanya.

The Chief guest for the event was Ms. Vineeta Thakur. The honorable judges for the event were

Dr. Geeta Arora, Head of Department of Communication and Media Studies and

Mrs. Priyanka Gandhi, Mr. Vineet Verma and Ms. Ruchi Goel

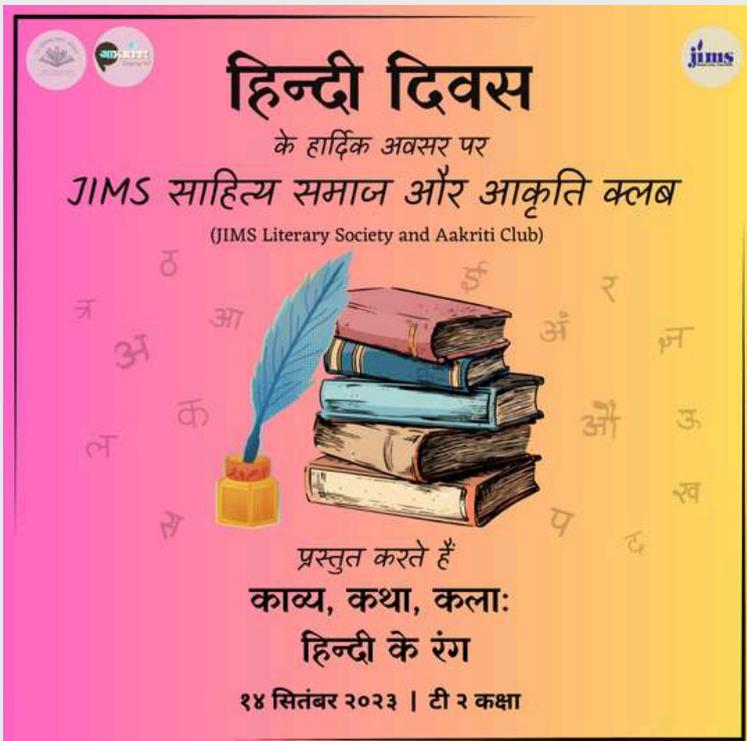


Chief Guest Ms. Vineeta Thakur

TA token of gratitude was given to Ms. Vineeta Thakur, by Tanya (Public Speaker, Aakriti).

Event started with a fun quiz competition to encourage and understand use of Hindi language in our daily lives

The quiz had 3 rounds, each where every participant was allowed to go on to the next round if they secured a certain number of points at every right answer. All the students showed high levels of enthusiasm and engagement for this part of the event



Event Poster



Participants and Judge during the event

The quiz was followed by an Extempore where all participants were given a topic to speak upon in front of the students present, all were given points in accordance with their performances. Judged by Chief Guest Ms. Vineeta Thakur.

The event concluded with a vote of thanks from Mrs. Geeta Arora HOD of Department of Media and Communication Studies, and a final speech delivered by Chief Guest Ms. Vineeta Thakur

INSTALLATION & THANKSGIVING

Aakriti: society of media and communication department, along with The Apertura: Film & Photography societies of JIMS, Vasant Kunj on **26th September' 2023**, together organized the 'Installation and Thanksgiving ceremony 2023-24'. The event was hosted by Tanishka goel and Ganga Raturi. The honorable guests for the event were Dr. Geeta Arora, an esteemed professor in BAJMC department and Dr. Ravi K. Dhar, Director of JIMS' Vasant Kunj.

A brief introduction of both the societies was given by the hosts in order to make the audience feel connected with the clubs.



Aakriti Club & Apertura Club's Installation and Thanksgiving ceremony



Dr. Ravi K. Dhar addressing the audience



Presenting Gifts to the Former members

Gifts were presented to Parvathy Pillai (Former President of Aakriti), Prisha Sharma (Former content head of Aakriti), Abdullah Ansari (Former director of photography), Ramit Pruthi (former vice president of Apertura), Sikander (former vice president of Apertura) by the respective team members.

Director Ravi k Dhar, gave a motivational welcome note addressing the young minds attending the event and guiding the students to a better future. Followed by a few words of wisdom by Dr. Geeta Arora. Gifts and flowers were presented to both the professors by the students.

The past president of Aakriti, Ms. Parvathy Pillai was addressed as the master organizer and was called up on the stage for an emotional goodbye message to the society. The alumni from both the clubs were given interesting titles as, Abdullah Ansari, the director of photography was given the title of ‘the camera fanatic’ and Ms. Prisha Sharma, the content head was addressed as ‘literary luminary’



Event Poster

The exciting journey of both the clubs was presented in the form of videos for the audience which turned out to be an emotional moment for the team members.

Dr Geeta Arora, Mr. Anish Saxena, Mrs. Sanyogita Choudhary, Ms. Ruchi felicitated the team members of both the clubs with the badges and certificates, for the tenure 2023-24:

NATIONAL JOURNALISM DAY

The Aakriti Club of Department of Media and Communication Studies of JIMS, Vasant Kunj on **17th November' 2023**, organized the 'Journalism Day' event in celebration of National Journalism Day. The event was hosted by Tanishka Goel and Tanya Batra. The honorable guests for the event were Dr. Ravi K Dhar, Director of JIMS Vasant Kunj and Dr. Geeta Arora, Head of Department of Communication and Media Studies and Ms. Ruchi .

Dr. Geeta Arora was felicitated by a token of gratitude from the club prior to the competition.



Ad- Maker competition participants

Event started with the first competition of the day - Ad Maker, where students participated in teams of 3 and created advertisements of the product/topic they received by drawing out a random chit from a collection of pre-approved topics. The students exhibited high levels of enthusiasm for the competition.

The Ad Maker competition was followed by an Storytelling Competition where all participants played as individuals and were given 5 random chits to use as prompts and include them in their stories constructing a scenario. Storyteller helped to put the improv narrative ability of students in use producing some of the most believable stories.



Honourable judges for the Event & Prize distribution

To mark the end of the event, Tanishka Goel recited a beautiful poem celebrating Journalists, recognising their efforts and work.

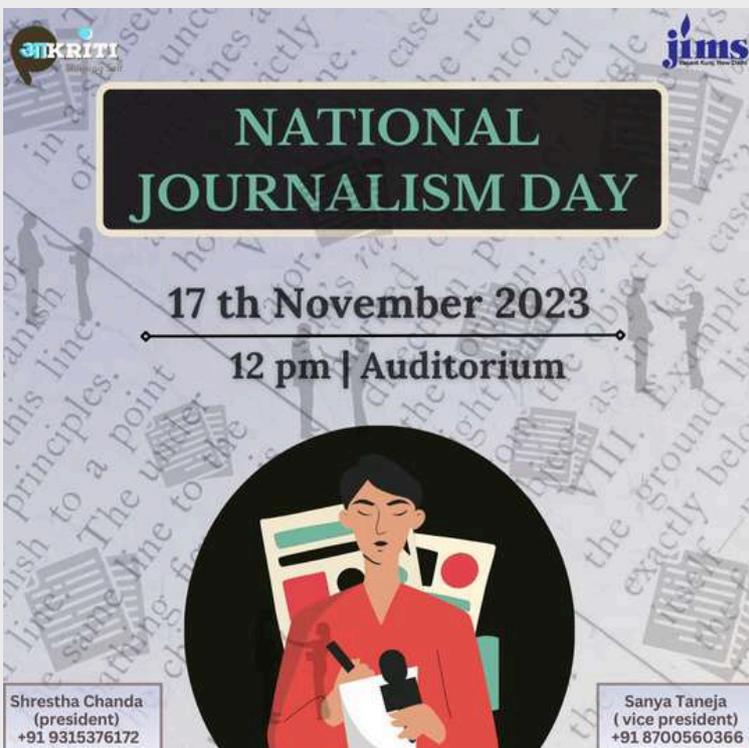
The event concluded with a vote of thanks delivered by Ms. Ruchi Goel of Aakriti Club, Department of Communication and Media Studies.

Learning Outcome:

Students learned how to put their creativity in use to create advertisements which attract the eyes of their audience

Students understood the mechanics of sentence structuring important is constructing of stories

Students further developed their insights on Journalists and the recognition they



Event Poster

TYOHAARON KI SHAAN

Aakriti Club: Department of Media and Communication of JIMS, Vasant Kunj organized their first independent event; Tyoharo ki Shaan: Diwali and Dussehra with the new batch of 2023-24 on **25th October, 2023**. The event was hosted by Tanishka Goel and Tanya Batra. The honourable guests for the event were Dr Geeta Arora; HOD and an esteemed professor in the BAJMC department and Dr Ravi Kumar Dhar, Director of JIMS Vasant Kunj.

The event began with a festive tone which was introduced by both the anchors of the beautiful event so that the audience could connect themselves with the atmosphere and mingle with the positive energy passing by.



Event Poster

Director Ravi K. Dhar gave a spiritual yet educational welcome note to the young audience, enlightening the students about the basic yet important difference between mythology and history. Followed by a motivating short note by Dr. Geeta Arora, both professors were later presented, with planters which signified a token of respect and hospitality.



Gift distribution



Rangoli making



Diya decoration



Dance performance

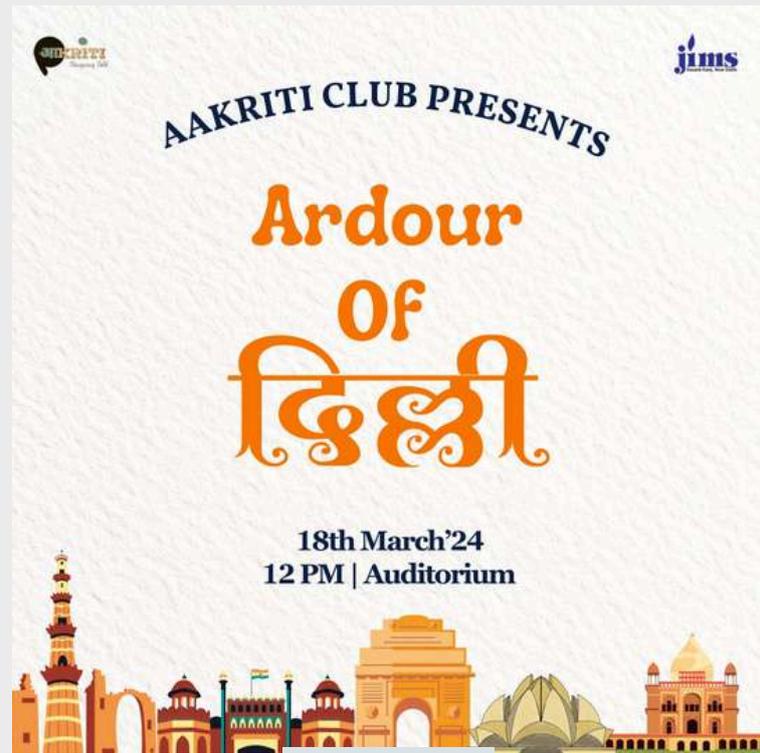
Later, to uplift the event and make the people more involved JIMS, cultural societies such as music society, SWARA and bhangra society, Folkre changed the tune of the event. A melodious duet of trendy songs was being performed by Pranay and Purav who represented SWARA, while on the other side, it was the enthusiastic group of Folkre whose beautiful choreography and contagious song selection provoked everyone to dance. The event also consisted rangoli and diya decoration competition which excited a different set of target groups of the college and thus was participated the first and the second year students in an ample amount. The competition showcased exceptional and innovative designs that fulfilled the goal of demonstrating creative skills and enjoyment. Shortlisted students were awarded gifts for their exceptional creativity. The event concluded with positive messages from our anchors, giving it a peaceful and perfect ending that it deserved.

ARDOUR OF DELHI

The Aakriti Club successfully organized an event named "Ardour of Delhi," a reel-making competition that showcased the creativity and talent of our students. Participants crafted unique reels capturing the essence and vibrancy of Delhi, utilizing their skills in editing, storytelling, and cinematography. The variety of interpretations about Delhi's culture, heritage, and daily life was impressive, illustrating the diverse perspectives among our student body.



The judges, Mrs. Geeta Arora, Mr. Hardeep and Ms. Ruchi, esteemed professionals in the field of multimedia and filmmaking, were thoroughly impressed by the quality of the submissions. They appreciated every presentation for its originality, technical proficiency, and emotional impact, providing constructive feedback that highlighted the strengths of each work while offering valuable insights for improvement.



Event Poster

This event was not only a platform for showcasing talent but also a learning experience for participants. It fostered a sense of community among students, encouraged creativity, and enhanced their multimedia skills through practical application and expert guidance. The "Aardour of Delhi" was a testament to the talent and potential within our college, leaving both participants and spectators eagerly anticipating future events organized by the Aakriti Club.



Dr. Geeta Arora addressing the crowd

FUSION FEST

Organized by the Aakriti Club, the Fusion Fest at our college was an exhilarating mix of creativity, camaraderie, and culinary arts, held last Saturday. The event encompassed three unique activities designed not only for entertainment but also to enhance various skills among the students.

The day kicked off with the 'Cooking Without Fire' competition. Participants concocted delicious recipes using raw or precooked ingredients, demonstrating innovation in culinary techniques. This activity was not only a test of taste but also of teamwork and resource management, showcasing the participants' ability to create delightful dishes under constraints.

Following the culinary display was the engaging game 'Heads Up'. In this high-energy activity, teams worked together in a test of charades where one member enacted a word while the others guessed. It proved to be a fantastic exercise in non-verbal communication and quick thinking, filled with laughter and enthusiastic participation.



Event Poster

The final event was the Storytelling Competition, where participants were given prompts and asked to weave compelling stories on the spot. This activity highlighted the creativity of the students, enriching their narrative skills and ability to think on their feet.



Prize Distribution Ceremony

The judges for the event, Ms. Ruchi, Mr. Manan Chopra, and Mr. Hardeep Singh, brought a wealth of experience and enthusiasm that greatly inspired the students. Their fair and insightful judgment helped in identifying and rewarding the most creative and engaging performances and dishes of the day. Each judge also shared personal anecdotes about the relevance of innovation and adaptability, both in one's career and personal life.

Over all, the Fusion Fest was a resounding success, filled with learning and laughter. Students left the event with not only new skills and inspirations but also memories that they will cherish for a long time. The Aakriti Club's effort in organizing such a multifaceted event was widely appreciated, setting a high standard for future college events.



Mr. Manan Chopra addressing the audience

CONCLUSION

As we come to the end of this year's magazine, we look back on the wonderful journey our club has taken. The numerous fun events hosted throughout the year not only brought excitement but also provided valuable learning opportunities for all involved. The combination of fun and education created an environment where students could learn, grow, and have a great time together. This year has been a testament to the power of blending learning with enjoyment, and we are proud to have been part of a community that values both personal development and collective joy. It was a year filled with laughter, knowledge, and unforgettable moments that have truly enriched our college experience.



Aakriti Club (2023-24)

“For last year’s words belong
to last year’s language and
next year’s words await
another voice. And to make
an end is to make a
beginning.”

