



YEARBOOK Aakriti Club

JIMS VASANT KUNJ

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AAKRITI

The Pinnacle of Media Excellence at JIMS

The Aakriti Club stands as a distinguished symbol of media excellence at Jagannath International Management School (JIMS), reflecting the creativity, innovation, and dynamic spirit of the institution. As the premier club of the Media Department, Aakriti is committed to nurturing a comprehensive understanding of the ever-evolving media landscape among students.

ABOUT Us

Renowned for organizing a wide range of thoughtfully curated events, Aakriti ensures that every member finds a platform aligned with their interests and aspirations. Each initiative is carefully designed to strike a balance between academic learning and hands-on experience. From workshops on emerging digital media trends to interactive sessions with industry professionals, the club equips students with relevant knowledge and practical skills essential for success in the media industry.

Beyond learning, Aakriti provides a vibrant stage for talent expression. Regular competitions, debates, and creative showcases encourage students to challenge conventions, think critically, and explore innovative ideas. These platforms empower members to refine their abilities and build confidence in a collaborative environment.



The club's dedication to excellence is evident in its strong alumni network, with former members making meaningful contributions across various domains of the media industry. Aakriti Club's initiatives have played a vital role in helping students identify career pathways and establish professional connections that extend well beyond their academic journey. More than just a student organization, Aakriti Club serves as a nurturing space for aspiring media professionals and future leaders. Through its holistic programs, enriching experiences, and vibrant community, Aakriti continues to enhance the academic and professional lives of JIMS students, making it an integral part of the college experience.

Message



PRESIDENT ADITI SACHDEVA



This was the very first club I joined in college, where I began as a PR member and eventually grew into the role of President. Over time, I watched the club grow, change, and take shape, and without realizing when it happened, it became much more than just an activity on the side. It challenged me, helped me grow into myself, and gave me experiences and memories that I know I'll carry with me long after college.

As I move on, I feel genuinely grateful to everyone who was part of this journey and helped shape it into what it is today. I wish the next team all the success and growth ahead, and I hope they enjoy the time they spend here as much as I did, even the messy, chaotic parts that somehow end up becoming the most memorable



Message



VICE PRESIDENT VANSHIKA KAPOOR



Being the Vice President of Aakriti became much more than just a position for me — it became a part of my everyday college life and who I was during those years. From the excitement of planning events to the stress of making sure everything worked out, Aakriti saw me grow through it all. There were moments of doubt, late discussions, small wins, and big lessons, and each one shaped me in some way. The club gave me a sense of belonging, taught me how to work with people, handle responsibilities, and believe in my own decisions. Looking back, it wasn't just about the events we organized, but the memories, friendships, and personal growth that came along the way. Aakriti will always hold a special place in my heart as the space where I learned, grew, and truly found myself.



Message



**GENERAL SECRETARY
C TANYA**



Club became a space where I truly grew, not just as a leader but as a person. There were days of pressure, confusion, and self-doubt, but also days of learning, laughter, and pride. Every responsibility taught me something about myself. This journey changed how I see my abilities and my strength. Aakriti gave me growth, memories, and lessons I will carry with me long after this chapter ends.



Message

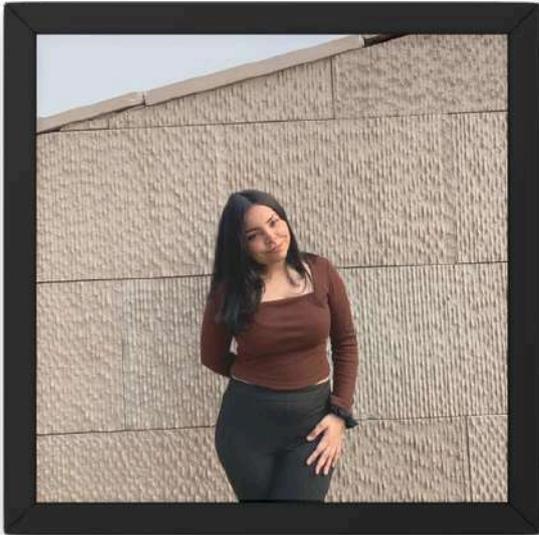


JOINT SECRETARY SADHVI SHARMA

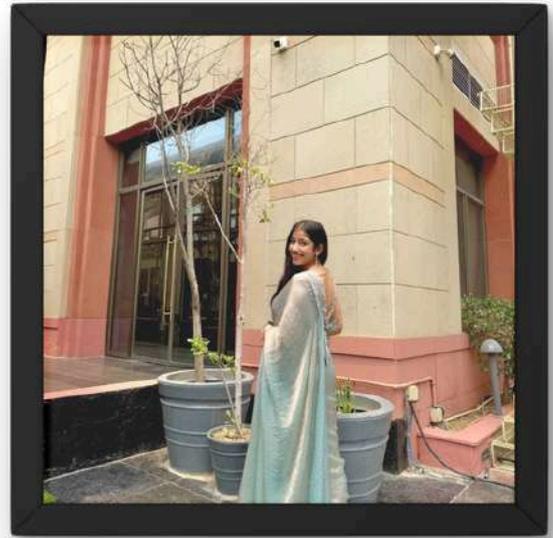
Being the Joint Secretary of the Aakriti Club never felt like just a role; it felt like being part of a family. Through every high and low, every late meeting, stress-filled planning session, and last-minute chaos, we stood by each other and grew stronger as a team. There were challenges, disagreements, and moments of doubt, but in the end, every event came together beautifully and turned out to be a success. Each achievement, big or small, deserved to be celebrated because it reflected our collective effort, trust, and bond. Aakriti taught me that when people work with heart, even the toughest journeys become memorable and meaningful.



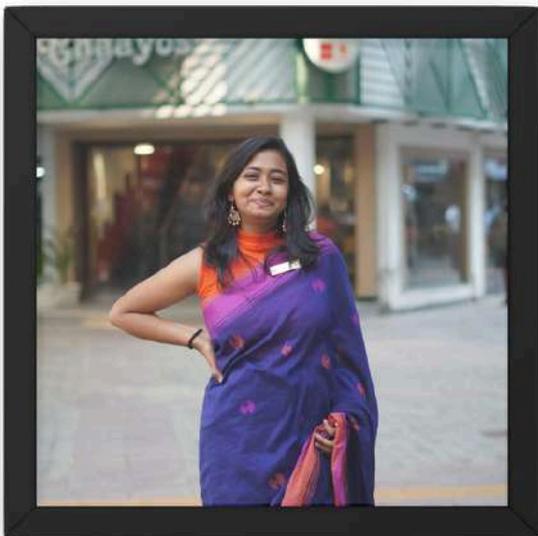
CORE TEAM



Aditi
Sachdeva
PRESIDENT



Vanshika
Kapoor
VICE PRESIDENT



C Tanya

GENERAL SECRETARY



Sadhvi
Sharma

JOINT SECRETARY

OUR MEMBERS



Ishita
Taneja

CONTENT WRITER



Pritha
Chawla

SOCIAL MEDIA
MANAGER



Vansh
Gandhi

GRAPHIC DESIGNER



Atharv
Tiwari

PUBLIC SPEAKER

OUR MEMBERS



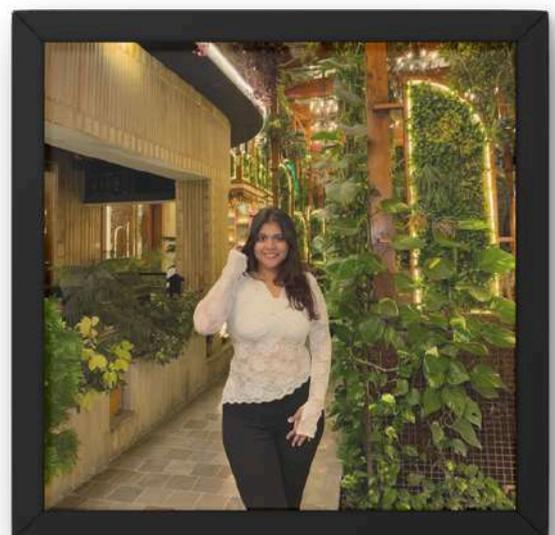
Aditya
Prakash
DOP



Ankita
Sirker
PR MANAGER



Abhivyakti
Gupta
ART MANAGER



Priyanshi
Gupta
GRAPHIC DESIGNER

OUR MEMBERS



Mahak
Agarwal

PHOTOGRAPHER



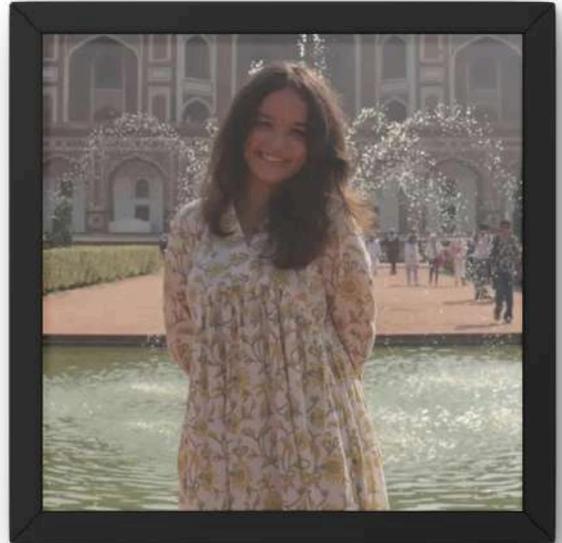
Dhwani
Mathur

ART MANAGER

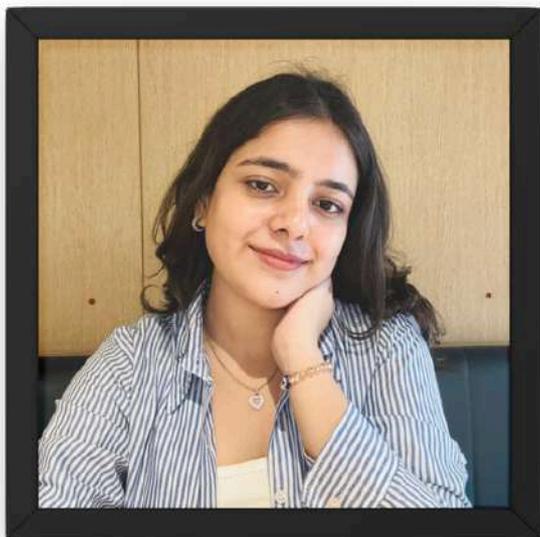
TEAM MEMBERS



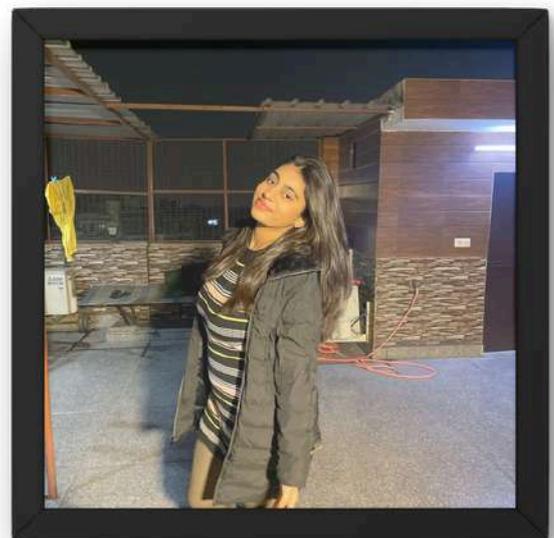
Amrita Joshi
Art Department



Garima Rawat
Art Department



Ishika Narula
PR Departement



Lavanya Khanna
PR Departement

TEAM MEMBERS



Riddhima Verma

Public Speaking
Department



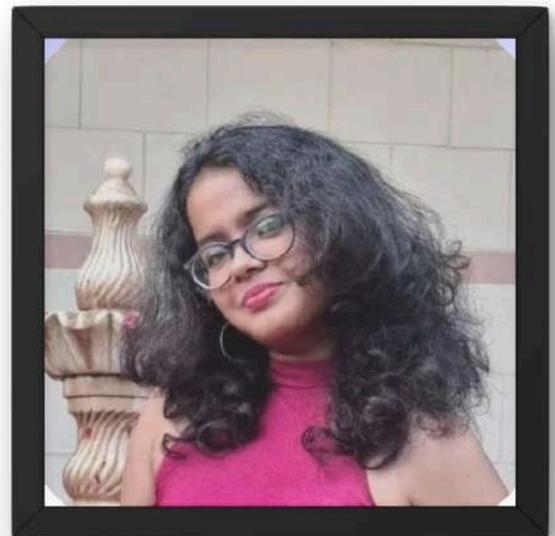
Anchal Yadav

Social Media
Department



Arjun Singh

Social Media
Department



Sinchan Das Gupta

Graphic Design
Department

TEAM MEMBERS



Sagar Choudhary
Director of
Photography

THANKSGIVING *AND* INSTALLATION

The Thanksgiving and Installation Ceremony of Aakriti Club was conducted in two phases to formally welcome and honor the new team. The first ceremony took place on 1st October, during which the President (Aditi Sachdeva), Vice President (Vanshika Kapoor), General Secretary (C Tanya), and Joint Secretary (Sadhvi Sharma) were felicitated and presented with their official badges by the Chairman of JIMS, Dr. Amit Gupta. This moment marked the formal installation of the core leadership and acknowledged their responsibility in guiding the club forward.



Together, both ceremonies symbolized gratitude, new beginnings, and collective responsibility, setting a positive tone for the club's journey ahead and reinforcing the values of teamwork and dedication that Aakriti Club stands for.





DIWALOWEEN

The Aakriti Club, under the Department of Media and Communication Studies, organized Diwaloween on 24th November 2024, a one-of-a-kind celebration that brought together the festive glow of Diwali and the playful thrill of Halloween. Designed as a creative mash-up, the event blended tradition with a fun twist, turning the day into a celebration of lights, colours, and a little spooky charm.

The event was cheerfully hosted by Tanya and Abhivyakti, whose energy and coordination kept the audience engaged throughout. Diwaloween featured a variety of interactive activities that encouraged creativity and participation.

The fashion show- Pumpkin Pataka, stood out as a crowd favourite, with participants showcasing imaginative outfits inspired by the Diwaliween theme. Adding to the creativity, the Rangoli Making competition, Spooky Sparkles beautifully combined traditional Diwali designs with Halloween elements, resulting in unique and eye-catching artworks. Further, Haunted Harmony - a musical chairs competition added laughter and excitement, making the celebration even more enjoyable.



The event was further enhanced through collaborations with Panache, the Fashion Society of JIMS, which brought in spooky makeover elements, and Swara, the Music Society of JIMS, whose lively jam session filled the venue with music and festive energy.

The competitions were judged by Mr. Tarun, Ms. Vandana, Dr. Gaurav, and Ms. Ruchi, who also felicitated the winners with certificates, appreciating their creativity and enthusiasm. Dr. Ravi K. Dhar was the honorable judge for the event.





MEDIA *Symposium*

The Aakriti Club, under the Department of Media and Communication Studies, organized, Media Symposium on 11th, November 2024 to celebrate National Journalism Day. The event aimed to offer a meaningful learning experience to media aspirants while acknowledging the crucial role journalists play in building informed and responsible societies.

The symposium featured a series of interactive competitions designed to expose participants to real-world media challenges. The event was confidently hosted by Ishita Taneja and Atharv Tiwari, who ensured a smooth and engaging flow throughout.



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One of the key activities, Fake News Fiesta, focused on the pressing issue of misinformation. Participants worked in teams to distinguish between fake and real news, encouraging critical thinking and media awareness. Uncover and Report tested participants' ability to craft accurate and impactful headlines within a limited time, highlighting the importance of clarity and speed in journalism. Snapshot Stories celebrated visual storytelling, where participants captured photographs that conveyed meaningful narratives.

The event was judged by Ms. Ruchi Goel, whose thoughtful evaluation and insights added depth to the overall experience. At the conclusion of the symposium, winners from each competition were appreciated and awarded certificates in recognition of their efforts.





Rangreza

Aakriti Club Department of Media and Communication Studies organized Rangreza on 28th February 2025. The event was held to celebrate Holi, the festival of colors, within the campus in a thoughtful and engaging manner. Rangreza was planned as a waterless and color-free Holi celebration, encouraging students to enjoy the festival responsibly while preserving its vibrant spirit.



The event was hosted by Atharv and Tanya, who kept the atmosphere lively and engaging throughout the celebration. The honourable guest for the event was Mr. Ravi K. Dhar, whose presence added grace and encouragement to the occasion. The immediate past president of Aakriti Club, Shrestha, was also present as a guest, adding to the significance of the event.

A range of fun-filled games and activities were organized, including Color Twister, Squid Game, Songs and Props, and Balloon Pop, which witnessed enthusiastic participation from students. Following the activities, a prize distribution ceremony was conducted, where winners from each competition were awarded prizes.

The Aakriti team was dressed in white, creating a striking contrast against the colorful decorations and symbolizing unity and togetherness. The event concluded with an appreciation speech by Ms. Ruchi Goel, who also served as a judge for the event. Her words acknowledged the efforts of the team and the spirited participation of the students, bringing Rangreza to a meaningful and memorable close.





EHSAAS

A day to remember



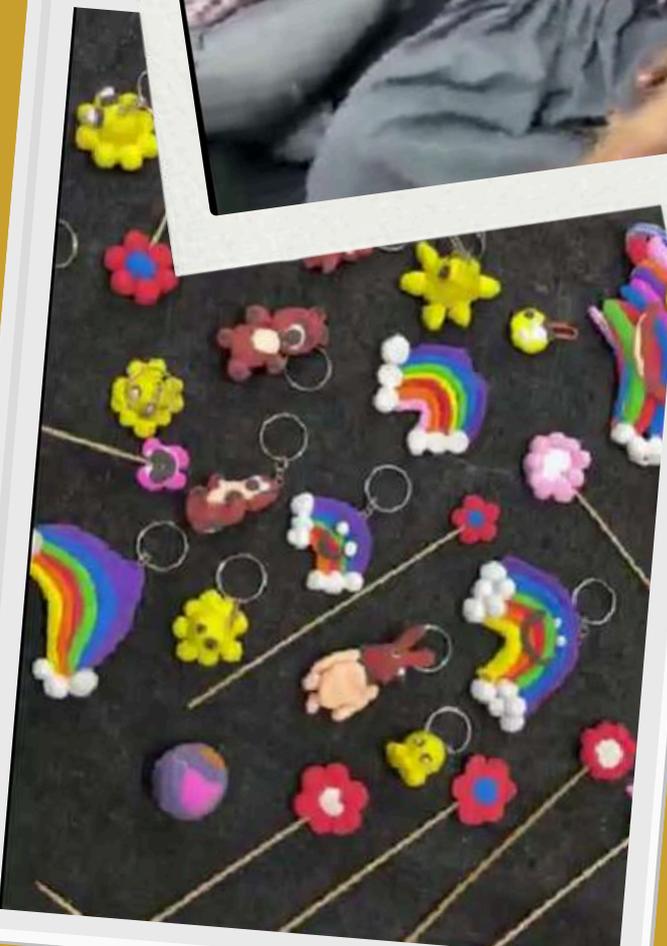
Organized by the Aakriti Club on 22 April, 2025, Ehsaas was a meaningful NGO visit that focused on empathy, creativity, and human connection beyond the usual extravagant events. The team visited Aarohan NGO, Shivalik Colony, Malviya Nagar, New Delhi, where members spent time engaging with children through creative and interactive activities.

The highlight of the visit was a hands-on clay modelling session, designed to encourage self-expression and imagination among the children. Aakriti members introduced them to basic clay techniques and guided them as they created colourful shapes and personalized clay keychains. The activity quickly turned into a joyful exchange of ideas, laughter, and creativity.

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Beyond the workshop, the visit was marked by heartfelt interactions as members bonded with the children through conversations, games, and shared snacks. The experience offered the team a deeper understanding of empathy and social responsibility, while the children expressed their happiness with boundless energy and enthusiasm.

Ehsaas concluded on a warm and memorable note, leaving behind smiles, meaningful connections, and lessons that extended far beyond the day itself. More than just an event, it was a reminder that compassion, presence, and shared creativity can leave a lasting impact.



CONCLUSION



As this chapter of Aakriti Club comes to a close, we carry forward more than just memories. We carry lessons, friendships, and moments that have shaped us along the way. Throughout the year, Aakriti Club became a space where creativity met curiosity, where ideas were shared freely, and where learning felt joyful rather than routine. Every activity, discussion, and collaboration added meaning to our journey and reminded us that growth happens best when we learn together.

This year was not only about events or achievements, but about the people who made them possible. It was the enthusiasm, teamwork, and passion that truly brought Aakriti Club to life. From laughter-filled moments to meaningful takeaways, every experience made this journey special. As one tenure ends and another begins, we move ahead with gratitude for everything we have shared and faith that the spirit of Aakriti Club will continue to grow, evolve, and inspire those who carry it forward.



“Time turns the page, but the
essence remains.

What we shaped within
ourselves will guide what
comes next.

As one tenure bows out and
another rises,

Aakriti Club stands committed
to shaping self.”

