



### AMITY SCHOOL OF COMMUNICATION

2.3.1. Student centric methods, such as experiential learning, participative learning and problem-solving methodologies are used for enhancing learning experiences

S.NO	INSTITUTE /SCHOOL	NAME OF ACTIVITY UNDER EXPERIENTIAL LEARNING (INDUSTRIAL VISIT, INTERNSHIP, DISSERTATION, FIELDWORK AND MILITARY TRAINING)	NAME OF ACTIVITY UNDER PARTICIPATIVE LEARNING/ PROBLEM SOLVING METHODOLOGIES (HANDS-ON-WORKSHOP, CONFERENCES, SEMINAR AND INCLUSIVE LEARNING)	DATE OF ACTIVITY
1	ASCO	Field Work	Open Mic Competition with Goonj	11-082023
2	ASCO	Participative Learning	Hindi Diwas Celebration	14-092023



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3	ASCO	Field Work	Changing Media Scenario in India	25-092023
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4	ASCO	Industry Visit	Dainik Bhaskar Printing Press Visit	26-092023
5	ASCO	Field Work	Investigative Journalism Session	29-092023
6	ASCO	Industry Visit	ABP Kaun Banega Mukhyamantri	06-112023
7	ASCO	Participative Learning	Meet The Star Event	08-112023

  
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8	ASCO	Participative Learning	Campus Express @ DataLeads	08-112023
9	ASCO	Field Work	Aaj Tak Raj Tilak Show	09-112023
10	ASCO	Participative Learning	Book Fair by The Book Mafia	22-122023
11	ASCO	Industry Visit	Industry Visit to Chandigarh and Manali	<b>08-052023 to 13-05-2023</b>

  
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## REPORT ON OPEN MIC PROGRAM

**\*Event Report: Open Mic - Showcasing Talents and Spreading Awareness\*\***

- Event Name: Open Mic
- Date: 11th August, 2023
- Organizers: Amity School of Communication (ASCO) in collaboration with Goonj FM Radio
- Venue: \*Amity School of Communication Studio
- Total Number of Students: \*70
- Number of Participants: \* 45
- Total Number of Faculties-10



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**\*Event Summary:**

The Open Mic event held on 11th August, 2023 at the Amity School of Communication Studio was a remarkable showcase of talent and creativity. Co-organized by ASCO and Goonj FM Radio, the event drew a total of 45 enthusiastic participants from various backgrounds who displayed their skills in storytelling, poetry, singing, and stand-up comedy.

**\*Distinguished Guests:**

The event was graced by the presence of Mrs. Kirti, Director of Goonj FM, along with a team from Goonj FM who served as judges for the event. Dr. Trishu Sharma, the Director of ASCO, attended the event along with the ASCO faculty and students, demonstrating strong support for the participants.

**\*Varied Talents Unleashed:**

The Open Mic event showcased an array of talents across diverse genres. The participants captivated the audience with their mesmerizing singing performances, elicited hearty laughs with their stand-up comedy acts, touched hearts with their emotional poetry recitations, and held the audience in rapt attention with their engaging storytelling.

**\*Promoting Awareness:**

The event was not just about entertainment, but also about creating awareness. The esteemed presence of "Ms. Savitri Ji," a representative of the Water Women initiative,



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added an important dimension to the event. She highlighted the significance of water conservation and the urgent need for collective efforts to safeguard this precious resource.

**\*Words of Wisdom:**

Both Mrs. Kirti and Dr. Trishu Sharma shared their insights and words of encouragement, making the event even more meaningful. Their valuable remarks resonated with the participants and left a lasting impact on everyone present.

**\*Unveiling Hidden Gems:**

The Open Mic provided a platform for budding artists to step out of their comfort zones and showcase their talents to a live audience. It was an empowering opportunity that not only boosted participants' confidence but also exposed them to a larger community appreciative of their skills.

**\*Inclusive Participation:**

The event went beyond the Amity community, welcoming participants from different schools and backgrounds. This inclusivity further enriched the event and added to its charm.

**\*Conclusion:**

In conclusion, the Open Mic event organized by Amity School of Communication in collaboration with Goonj FM Radio was a resounding success. It offered a vibrant platform for budding talents to shine, promoted essential awareness about water conservation, and brought together a diverse audience to celebrate creativity. The event served as a testimony



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to the abundant talent present in the city and showcased the power of expression through various art forms. It was a memorable.

evening that left a positive impact on everyone involved

  
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## **Outcome Report (Event/Activity Organised @ AUMP)**

### **1. General Information**

**1.1 Date:** 14 September 2023      **1.2 Event Type:** Activity      **1.3 Event Title:** Hindi Diwas Celebration      **1.4 Venue :** TV studio, Amity School of Communication  
**1.5 Organised by (School):** Amity School of Communication, Amity University Madhya Pradesh

**1.6 Student Participation\*:** 80 (approx) from Amity School of Communication, Amity University Madhya Pradesh  
**1.7 Faculty Participation\*:** 10 Faculties from Amity School of Communication, Amity University Madhya Pradesh  
**1.8 Participation from outside AUMP\*:** Nil

**1.9 Event Coordinator(s) with designation:** Gaurav Chhabra, Assistant Professor Amity School of Communication, Amity University Madhya Pradesh

**General Introduction of the Event.** The Hindi Diwas celebration at our institution is meticulously planned and executed through the collaborative efforts of a dedicated committee. Commencing with an inaugural ceremony, the event unfolds with insightful speeches from guest speakers, ranging from language experts to cultural enthusiasts, shedding light on the historical and cultural importance of Hindi. Participants engage in educational sessions emphasizing the practical aspects of Hindi language skills, complemented by literary showcases where students and faculty share and appreciate Hindi literature through readings and recitations. The cultural vibrancy of the occasion is brought to life with dynamic performances, including dances, dramas, songs, and poetry recitations. The event incorporates creative expressions such as poster-making and artistic displays, allowing attendees to visually connect with the language. A culminating oath-taking ceremony symbolizes a commitment to promoting and respecting Hindi in personal and professional spheres. Collaborations with local organizations, media coverage, and thorough documentation ensure the event's reach and impact, fostering a deeper understanding and appreciation of the Hindi language and culture.



### 1.10 Objectives of the Event

- a. **Cultural Appreciation and Awareness:** Foster a deep appreciation for the Hindi language and culture among participants by showcasing the rich literary heritage, traditional performances, and artistic expressions, thereby increasing cultural awareness within the academic community.
- b. **Language Proficiency Enhancement:** Enhance language skills by organizing interactive workshops and language competitions, encouraging participants to actively engage in reading, writing, and communication in Hindi, with a focus on practical applications of the language.
- c. **Community Building and Inclusivity:** Promote a sense of community and inclusivity by providing a platform for students and faculty to actively participate in the celebration. Through collaborative activities such as cultural performances and creative expressions, strengthen the bonds within the institution and celebrate linguistic diversity.
- d. **Educational Insight and Reflection:** Provide educational insights into the historical and cultural significance of Hindi through speeches, literary showcases, and discussions led by guest speakers. Encourage participants to reflect on the importance of Hindi in their personal and professional lives, fostering a sense of responsibility toward preserving and promoting the language.

### 2. Details of Expert/Speaker/Resource Person/Judge:

**Prof. (Dr) Trishu Sharma**

Dean & Director, Amity School of Communication, Amity University Madhya Pradesh

**Dr. Aditya Shukla**

Associate Professor, Amity School of Communication, Amity University Madhya Pradesh

**Dr. Adhrit Chandra Pati Tripathi**

Assistant Professor, Amity School of Communication, Amity University Madhya Pradesh



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### 3. Event Report along with glimpses of the event(Photographs)

#### Key Outcomes.

- *The key outcome of the Hindi Diwas celebration at our institution is the heightened awareness and appreciation for the Hindi language and its cultural richness. Through a carefully curated program, participants develop a deeper understanding of the historical and cultural significance of Hindi, fostering a sense of pride and connection to their linguistic heritage.*
- *The event's focus on language proficiency enhancement results in improved Hindi language skills among students and faculty, positively impacting their ability to read, write, and communicate effectively in Hindi.*
- *The celebration serves as a catalyst for community building and inclusivity, creating a vibrant atmosphere that celebrates linguistic diversity and strengthens the sense of unity within the academic community.*
- *The event encourages educational insight and reflection, prompting participants to consider the broader implications of Hindi in their lives and reinforcing a commitment to preserving and promoting this integral aspect of Indian culture.*
- *Overall, the key outcome is a more informed, connected, and culturally enriched academic community with an enduring appreciation for the Hindi language.*

  
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### 3.1 Photographs



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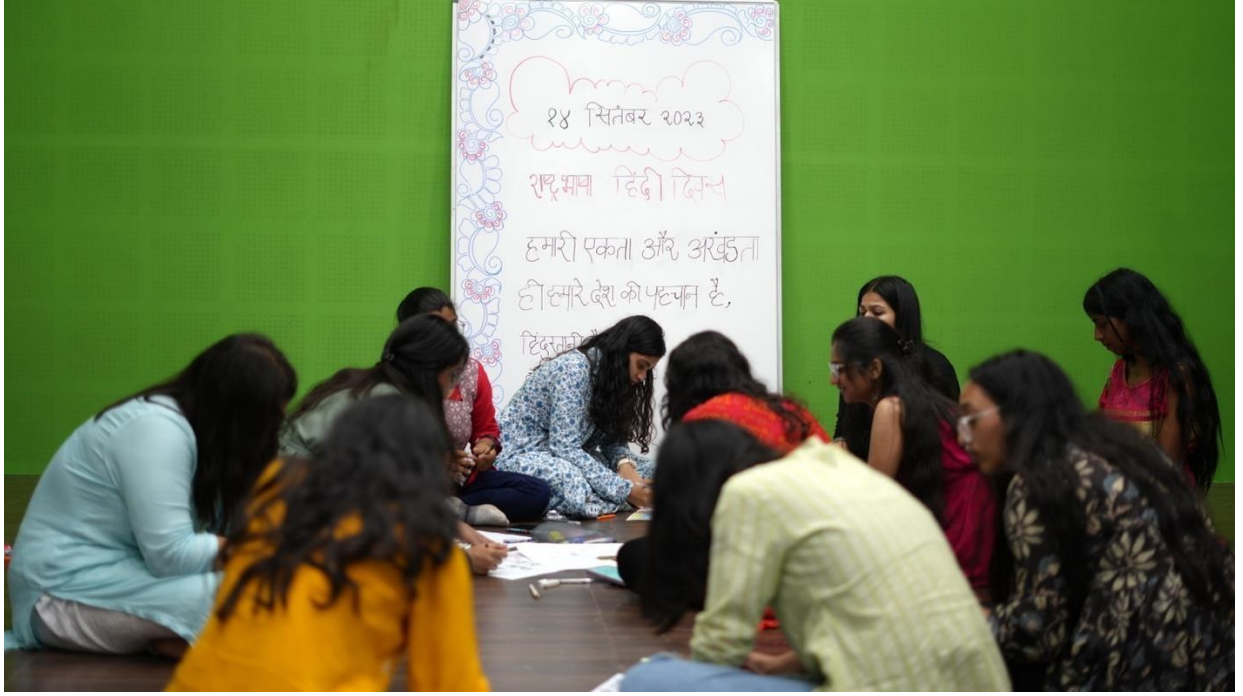
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## **Outcome Report (Event/Activity Organised @ AUMP)**

### **4. General Information**

**4.1 Date:** 25 September 2023      **4.2 Event Type:** Workshop  
**4.3 Event Title:** Understanding the changing media scenario in India.  
**4.4 Venue :** TV studio, Amity School of Communication      **4.5 Organised by (School):**  
ASCO, AUMP

**4.6 Student Participation\*:** 70 (approx) from ASCO      **4.7 Faculty Participation\*:** 6 Faculties from ASCO

**4.8 Participation from outside AUMP\*:** Nil

**4.9 Event Coordinator(s) with designation:** Siddharth Sharma, Assistant Professor Amity school of Communication, AUMP

**General Introduction of the Event.** The media landscape in India is undergoing a profound transformation, reshaping how information is disseminated and consumed. Traditional outlets like newspapers and television are no longer the sole sources of news. The digital revolution, fuelled by the widespread availability of smartphones and affordable internet, has given rise to a vibrant online media ecosystem.

Social media platforms, digital news portals, and streaming services have become influential players in shaping public opinion. This shift has democratized information access, allowing citizens to engage with a diverse range of voices and perspectives. However, it has also raised concerns about misinformation and the need for media literacy.

#### **4.10 Objectives of the Event**

- a. To provide attendees with comprehensive insights into the evolving media landscape in India, including emerging trends, challenges, and opportunities.
- b. To enhance media literacy among participants, enabling them to critically evaluate news sources and discern credible information from misinformation.
- c. Foster open dialogue and discussions among participants, encouraging them to share their perspectives and experiences related to the changing media scenario.
- d. Showcase the impact of technology on media, exploring innovations such as AI, social media, and digital platforms that are shaping the industry.

## 5. Details of Expert/Speaker/Resource Person/Judge:

### **Dr. Ashish Sharma Associate Professor, Amity School of Communication, AUMP**

With over 12 years of experience in academia and the media industry, He has worked with esteemed institutions such as Chandigarh University Punjab, Presidency University Bangalore, Amity University Madhya Pradesh, IMS Unison University Dehradun, APG Shimla University Shimla, and ITFT College Himachal Pradesh.

## 6. Event Report along with glimpses of the event *(Photographs)*

### **Key Outcomes.**

- Event was carried out on series of events during the Innovation week.
- Participants learned that traditional media like television and newspapers are being increasingly replaced by digital platforms, including social media, streaming services, and news websites.
- Students gained insights into how platforms like YouTube, Instagram, and Facebook empowering individuals are to create and disseminate content, reshaping the media landscape.
- Students were encouraged to develop skills in discerning reliable information from misinformation and to approach media content with a critical mindset, promoting responsible and informed media consumption.



## 6.1 Photographs







**Amity School of Communication Organized Educational Visit to Dainik Bhaskar  
Printing Press**

Gwalior, September 26, 2023 - In an enriching and informative educational excursion, Amity School of Communication (ASCO) organized an industrial visit to the renowned Dainik Bhaskar Printing Press situated on Jhansi Road in the Industrial Area, Vicky Factory, Gwalior.

The visit was scheduled on Tuesday, September 26, 2023. It included students pursuing BA in Journalism & Mass Communication and MA in Journalism & Mass Communication accompanied by dedicated faculty members, the group embarked on the visit at 12 noon.

The visit commenced with an insightful presentation by an expert, shedding light on the history of printing, the prepress procedures, and the intricate printing process. The students had the opportunity to gain a deeper understanding of the various equipment utilized in the printing industry, with a special focus on the crucial sequence of ink plates, a fundamental component of the printing process.

Highlighting the immersive experience, the students witnessed the printing of a special edition of the newspaper right before their eyes. As a memorable takeaway, each student received a copy of this special edition.

In addition to the main printing area, the students were taken to the Computer to Plate (CTP) room, where they observed the intricate process of ink plate creation, a pivotal step in newspaper production.

To keep the students refreshed and energized throughout the visit, Dainik Bhaskar Printing Press thoughtfully provided refreshments.

Due to time constraints, the visit concluded, leaving the students with a wealth of knowledge and a deeper appreciation for the intricacies of the newspaper printing process. The educational trip to Dainik Bhaskar Printing Press proved to be a highly informative and engaging experience for the students of ASCO. They eagerly anticipate more such enlightening excursions in the future, which contribute significantly to their academic and practical understanding of the field of journalism and mass communication.









**सुविचार**  
अपनी कमजोरी को जान लेना ही जिंदगी की सबसे बड़ी ताकत है।

# दैनिक भास्कर

आप पढ़ रहे हैं देश का सबसे विश्वसनीय और नंबर 1 अखबार

dainikbhaskar.com

KNOWLEDGE TRIP  
SPECIAL EDITION

ग्यालियर, मंगलवार 26 सितंबर, 2023  
कुल पृष्ठ 4, नॉलेज ट्रिप विशेष संस्करण  
माद्रपद तुल्य पक्ष - 12, 2080

12 राजा 61 संस्करण



एमटीयू यूनिवर्सिटी ग्यालियर से पत्रकारिता के छात्र और शिक्षक नालेज ट्रिप पर मंगलवार को इंडस्ट्रियल एरिया, बाराघाटा बिककी फैक्ट्री चौराहे के पास स्थित दैनिक भास्कर प्लांट पहुंचे

## गॉर्क में इंस्टॉल किए मोटराइज्ड बिन्स, गीर हाथ हिला कर इन्हें पास बुला सकते हैं



मॉनेल यूनिवर्सिटी के स्टूडेंट्स इन्स्टॉल बनाए हैं। इन रोबोटिक बिन की कुछ सड़कों पर इंस्टॉल

सकते हैं। स्टूडेंट्स कैमरे को मदद से इन बिन्स को एक्टिविटी पर नजर रखते हैं। स्टूडेंट्स ने पाया कि लोग इन इन्स्टॉल किए गए एक्सहाइटेड हैं। कुछ लोग तो इन बिन्स से बात भी कर रहे हैं। यूनिवर्सिटी के रिसर्चर्स का कहना है कि मोटराइज्ड रोबोट इन्स्टॉल किए गए एक अच्छा कदम है। लोगों को ये पसंद आ रहे हैं और वे इनकी सराहना कर रहे हैं। यहां तक कि लोग इन्हें इंसानों की तरह ट्रीट कर रहे हैं। कचरे के निपटारे के लिए यह तरीका एकदम अच्छा साबित होगा। इनकी मदद से कचरे को कम मात्रा में एक जगह से दूसरी जगह ले जाना और

## एग्रीकल्चर वेस्ट से बनाई दुनिया की पहली सस्टेनेबल बैटरी 'सौरबीफोर्स'



एनर्जी स्टोरेज की जब भी बात आती है तो हमारा ध्यान सबसे पहले लिथियम ऑयन बैटरियों की ओर जाता है। लिथियम एक दुर्लभ मेटेरियल है इसलिए इस पर से निर्भरता कम करते हुए दूसरी वस्तुओं से बैटरियां बनाए जाने की कवायद विश्वभर में छिड़ी हुई है। इसी कड़ी में अमेरिकी किरावभर में छिड़ी हुई है। इसी कड़ी में अमेरिकी राज्य डेलावेयर स्थित कंपनी सौरबीफोर्स ने

की ओर से दावा किया जा रहा है कि ये दुनिया की पहली सस्टेनेबल बैटरी है। इससे पर्यावरण पर कोई बुरा प्रभाव नहीं पड़ता है। ये बैटरियां पूरी तरह रिचार्जकेबल हैं और इनके मेटेरियल को एक्सम्पर होने के बाद खाद के रूप में उपयोग कर सकते हैं। इनमें किसी भी तरह कि हानिकारक वस्तुओं का उपयोग नहीं किया गया है। ये बैटरियां दूसरी बैटरियों की तुलना में 1.8 गुना सस्ती भी हैं। ये बैटरियां 6 मीटर लंबी 2.4 मीटर चौड़ी व 2.6 मीटर ऊंची हैं। इनकी एनर्जी कैपैसिटी अभी 0.5 से 0.7 मेगावॉट-घंटा है। ये

## स्पीच को कैप्शन जनरेट करते हैं जिससे सु-अक्षम की मदद करेंगे ये ट्रांसक्राइब ग्लास



बुजुर्ग लोग या ऐसे लोग जो किसी कारण से सुनने में असमर्थ हैं या उन्हें कम सुनाई देता है, ऐसे में उन्हें

एआई डिवाइस बनाई है। ये डिवाइस से जुड़ जाती है। इसका नाम ट्रांस ग्लास एआई की मदद से सुनने वाले ट्रांसक्राइब कर देते हैं। दरअसल यूजर्स को एक्सटर्नल कैप्शनिंग है। ये डिवाइस मूवी में चलने व्यक्ति से होने वाली बातचीत लाइव कैप्शन जनरेट करता है की मदद से ये कैप्शन हाईवे ऑफमिड रियलिटी का उपयोग फील्ड ऑफ व्यू में प्रदर्शित व्यक्ति के डिवाइस से इसके









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**Outcome**

**sed @ AUMP)**

  
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## 7. General Information

**7.1 Date:** 29 September 2023      **7.2 Event Type:** Expert Session  
**7.3 Event Title:** Expert Session on Investigative Journalism.  
**7.4 Venue :** TV studio, Amity School of Communication      **7.5 Organised by (School):**  
ASCO, AUMP

**7.6 Student Participation\*:** 70 (approx) from ASCO      **7.7 Faculty Participation\*:** 6 Faculties from ASCO

**7.8 Participation from outside AUMP\*:** Nil

**7.9 Event Coordinator(s) with designation:** Siddharth Sharma, Assistant Professor Amity school of Communication, AUMP

**General Introduction of the Event.** In today's rapidly changing media landscape, investigative journalism plays a crucial role in uncovering hidden truths, holding the powerful accountable, and bringing important issues to the forefront of public awareness. This workshop is designed to empower aspiring journalists, seasoned reporters, and curious minds alike with the skills and knowledge needed to excel in the world of investigative reporting.

Investigative journalism is not just about uncovering facts; it's a discipline that demands a commitment to uncovering the truth, often in the face of obstacles, misinformation, and secrecy. Throughout this workshop, we will explore the fundamental principles of investigative journalism, dissect the methodologies and techniques employed by renowned investigative journalists, and provide you with practical guidance on how to dig deep, question the status quo, and tell compelling stories that matter.

### 7.10 Objectives of the Event

1. To equip participants with the practical skills and tools necessary to conduct effective investigative journalism. This includes research techniques, source verification, data analysis, and storytelling methods.
2. To promote a deep understanding of ethical principles and responsibilities within investigative journalism, emphasizing the importance of accuracy, fairness, and accountability.
3. To encourage critical thinking and a questioning attitude, fostering the ability to dig deeper into stories, challenge assumptions, and uncover hidden facts.
4. To educate participants on source protection, whistleblower confidentiality, and the legal and ethical considerations of using sensitive information in investigative reporting.

## 8. Details of Expert/Speaker/



**Mr. Arpan Raut Resident Editor, People's Samachar**

The Founder of one of the well-known media houses widely known as Gwalior Breaking. He commenced his journalism career in his hometown after obtaining a journalism diploma from Mumbai in 2002. For an uninterrupted eight-year period, he worked as a crime reporter for Nai Duniya, conducting several impactful sting operations that remain standard in investigative journalism. He has an experience of more than 20 Years in the field and has conducted many investigative reports during his tenure.

**9. Event Report along with glimpses of the event(Photographs)**

**Key Outcomes.**

- Event was carried out on series of events during the Innovation week. • Students learnt from the firsthand experience about investigative journalism
- Event was enriched by personal experience shared from the expert.
- The workshop enhanced investigative skills, including the ability to conduct in-depth research, analyze data, and uncover hidden information of the students.
- Attendees had a deeper understanding of the ethical considerations and responsibilities associated with investigative journalism, leading to more responsible reporting.

## 9.1 Photographs



**AMITY**  
UNIVERSITY  
— Gwalior —

## AMITY SCHOOL OF COMMUNICATION

*Organises*

*Expert Session on*

# INVESTIGATIVE JOURNALISM



Friday,  
29th Sept., 2023



11:00 A.M. onwards



*Speaker:*

**Arpan Raut**  
Resident Editor,  
People's Samachar

*Faculty Coordinator:*

**Mr. Siddharth  
Sharma**  
77200 20309



Director  
Amity School of Communication  
Amity University Madhya Pradesh, Gwalior





REPO

ANTRI 2023

**Introduction:** The ABP -KOUN BANEGA MUKHMANRI 2023 Show, a prominent news program, hosted a live show on 06-11-2023. Amity School of communication students from Amity University Madhya Pradesh had the unique opportunity to participate and gain hands-on experience in the world of journalism and media. This report provides an overview of the students' participation and the impact of their involvement.

### **Participation Overview:**

Venue of the Event: Gwalior, Shivaji Park City Centre

Name of faculties coordinator- Dr Manish Dubey, Mr Gaurav Chhabra

Number of Students: 15students from our institution participated in the event.

### **Role and Responsibilities: The students were actively engaged in various event-related tasks, including:**

- **Assisting with pre-event preparations**, such as setting up equipment and arranging the stage.
- Collaborating with the ABP production team to understand the behind-the-scenes workings of a live news show.
- Participating in on-site reporting, interviewing attendees, and gathering audience reactions.
- Managing the event's social media presence by live-tweeting, posting updates, and interacting with online viewers.

**3. Performance:** Our students showcased professionalism, dedication, and a deep understanding of media and journalism. They effectively contributed to the event's success by fulfilling their assigned roles and responsibilities.

### **Impact and Learning:**

- 1. Hands-on Experience:** Participating students gained invaluable hands-on experience in the world of journalism. They had the opportunity to witness how a live news show is produced, which enhanced their understanding of newsroom operations.
- 2. Networking:** Interacting with ABP professionals provided students with a chance to network and establish connections within the media industry.
- 3. Enhanced Skills:** The students' participation improved their interviewing, reporting, and social media management skills, which are crucial in the field of mass communication.

Feedback and Observations: - The students received positive feedback from ABP's production team for their commitment and enthusiasm. A few areas for improvement include time management and handling high-pressure situations. These observations ( ) pation.

### **Conclusion:**

The participation of Journalism students from Amity School Of communication in the **ABP -KOUN BANEGA MUKHMANRI 2023** Show was a valuable educational experience. It provided students with insights into the world of journalism, allowed them to apply classroom knowledge in a real-world setting, and fostered professional growth. This event was an excellent opportunity to bridge the gap between academic learning and practical application.

We express our gratitude to **Mr Dev Shree Mali and ABP team** for this collaboration and look forward to future opportunities for our students to participate in such events.

### **Glimpse of the event**

5:36

LTE 65

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16





5:32

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Amity University Madhya Pradesh, Gwalior

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Director  
Amity School of Communication  
Amity University Madhya Pradesh, Gwalior















## Outcome Report (Event/Activity Organised @ AUMP)

### 10. General Information

10.1 Date: 08 November 2023 10.2 Event Type: Meet the Star 10.3  
Event Title: Hindi Diwas Celebration 10.4 Venue:  
D Block, Seminar Hall, Amity University Madhya Pradesh 10.5 Organised by (School): Amity  
School of Communication and Amity School of Fashion and Technology, Amity University Madhya Pradesh

10.6 Student Participation\*: 150 (approx) from Amity School of Communication, Amity School of Fashion and Technology, Amity Business School.

10.7 Faculty Participation\*: 15 Faculties from Amity School of Communication & Amity School of Fashion and Technology.

10.8 Participation from outside AUMP\*: Nil

10.9 Event Coordinator(s) with designation:

**General Introduction of the Event:** Amity University Madhya Pradesh, Gwalior, buzzed with excitement on November 8, 2023, as the university hosted a special event titled "Meet the Star" featuring the esteemed guest, Gaurav Mukesh. The event was impeccably coordinated by the Amity School of Communication and the Amity School of Fashion and Technology. Gaurav Mukesh, a well-known television actor, graced the occasion with his presence. The actor, known for his outstanding performances in various TV shows and films, engaged the audience with his insights into the entertainment industry, sharing experiences from his journey in the world of television. The coordination of the event was seamless, thanks to the joint efforts of the Amity School of Communication and the Amity School of Fashion and Technology. The event organizers ensured that every detail was meticulously planned, creating an atmosphere of anticipation and enthusiasm among the attendees. One of the major highlights of the event was a spectacular ramp walk by students from Amity University Madhya Pradesh. The fashion show showcased the creative talents of the students, who presented innovative and trendy designs, leaving the audience in awe. The event provided a unique platform for students to network with Gaurav Mukesh and industry professionals present at the venue. This offered valuable opportunities for students to gain insights, seek advice, and potentially explore future collaborations in the field of entertainment and fashion. The auditorium was filled with students, faculty, and guests who were captivated by Gaurav Mukesh's presence and the overall event. The interactive session and the fashion show received thunderous applause, reflecting the audience's appreciation for the carefully curated program.

### Objectives of the Event

- a. Industry Insights and Exposure: Provide students with valuable insights into the entertainment and fashion industry by hosting a renowned television actor like Gaurav Mukesh. The objective is to expose attendees to real-world experiences within the industry, enhancing their understanding of potential

- b. **Skill Enhancement and Creativity Showcase:** Facilitate a platform for students to showcase their creative talents and skills through a fashion show. The objective is to encourage students to express their innovative ideas in fashion design, providing them with a practical avenue to exhibit their creativity and enhance their skills.
- c. **Professional Networking Opportunities:** Create opportunities for students to network with Gaurav Mukesh and other industry professionals present at the event. The objective is to establish connections between students and professionals, offering a platform for discussions, mentorship, and potential collaborations, thereby fostering valuable connections in the entertainment and fashion sectors.
- d. **Audience Engagement and Appreciation:** Engage the audience, comprising students, faculty, and guests, through an interactive session with Gaurav Mukesh and a visually captivating fashion show. The objective is to create an event that not only imparts knowledge and industry exposure but also leaves a lasting impact by garnering appreciation and positive feedback from the audience.

## 11. Details of Expert/Speaker/Resource Person/Judge:

**Mr. Gaurav Mukesh Tv Actor**

**Prof. (Dr) Trishu Sharma**

Dean & Director, Amity School of Communication, Amity University Madhya Pradesh

**Ms. Anshu Singh Choudhary**

HOI, Amity School of Fashion and Technology, Amity University Madhya Pradesh

**Mr. Swopnil Agrawal**

Director, Admissions & Marketing, Amity University Madhya Pradesh

## 12. Event Report along with glimpses of the event(Photographs)

### Key Outcomes.

- *The event successfully achieved the outcome of providing attendees, especially students, with a deeper understanding of the entertainment and fashion industry. Gaurav Mukesh's insights and experiences shared during the interactive session contributed to broadening participants' perspectives on the challenges, dynamics, and opportunities within the television and fashion sectors.*
- *The fashion show featuring innovative designs by students showcased their talents and creativity. This outcome not only provided a platform for students to express their artistic abilities but also highlighted the diverse skill set present within the academic community. This exposure can contribute to future opportunities and collaborations for students in the entertainment and fashion fields.*
- *The event successfully created opportunities for students to network with Gaurav Mukesh and other industry professionals. This outcome is crucial in establishing valuable connections that can potentially lead to mentorship, internships, and collaborations. Building these relationships is instrumental for students looking to enter the entertainment and fashion industries.*
- *The positive response from the audience, including students, faculty, and guests, were key to the success of the event. The interactive session and the fashion show received thunderous applause and resonated well with the objectives but also resonated well with*



*the audience. This positive reception contributes to the overall success of the event and establishes a positive image for future endeavours by the Amity School of Communication and the Amity School of Fashion and Technology.*

## 12.1 Photographs









**ADITYA KUMAR SHUKLA**  
Director  
Amity School of Communication  
Amity University Madhya Pradesh, Gwalior

**UNIVERSITY**

## Outcome Report (Event/Activity Organised @ AUMP)

### 13. General Information

13.1 Date: 08 November 2023 13.2 Event Type: Workshop / Training  
13.3 Event Title: Media Literacy Training .  
13.4 Venue : TV studio, Amity School of Communication 13.5  
Organised by (School): ASCO, AUMP

13.6 Student Participation\*: 60 (approx) from ASCO 13.7 Faculty Participation\*: 6 Faculties from ASCO

13.8 Participation from outside AUMP\*: Nil

13.9 Event Coordinator(s) with designation: Siddharth Sharma, Assistant Professor Amity school of Communication, AUMP

**General Introduction of the Event.** The media landscape in India is undergoing a profound transformation, reshaping how information is disseminated and consumed. At the same time we are also witnessing a sudden rise in the dissemination of mis information and dis information. It becomes a dire need of the situation to educate the public and young mind the basic concept of media literacy.

With upcoming election, this workshop mainly dealt with training the students to understand the information order.

#### 13.10 Objectives of the Event

- e. To provide attendees with comprehensive insights into the evolving media landscape in India, including emerging trends, challenges, and opportunities.
- f. To enhance media literacy among participants, enabling them to critically evaluate news sources and discern credible information from misinformation.
- g. To educate students the difference between different types of information.
- h. Showcase the impact of technology on media, exploring innovations such as AI, social media, and digital platforms that are shaping the industry.



#### 14. Details of Expert/Speaker/Resource Person/Judge:

**Mr. Siddharth Sharma Assistant Professor, Amity School of Communication, AUMP**



#### 15. Event Report along with glimpses of the event *(Photographs)*

##### **Key Outcomes.**


- Event was carried out on series of events during the election week and was initiated by factshala.
- Students understood the concept of information.
- Students gained insights into different tools that can be used to catch information disorder.
- Students were encouraged to develop skills in discerning reliable information from misinformation and to approach media content with a critical mindset, promoting responsible and informed media consumption.



## 15.1 Photographs



# FACTSHALA




# CAMPUS

*Express*

**A SPECIAL MEDIA LITERACY TRAINING SERIES  
FOR COLLEGE STUDENTS TO EMPOWER THEM  
WITH CRITICAL THINKING SKILLS**




**November, 08, 2023 | 09:30 AM**  
**Venue: TV Studio, Block-B**



**FactShala Trainer**

**Mr. Siddharth Sharma**

Hosted by: { Centre of Excellence For Detection of  
Fake News & Disinformation  
&  
Amity School of Communication





## REPORT ON AAJ TAK RAJ TILAK 2023 SHOW

**Introduction:** The Aaj Tak Raj Tilak 2023 Show, a prominent news program, hosted a live show on 09-11-2023. Amity School of communication students from [Amity University Madhya Pradesh had the unique opportunity to participate and gain hands-on experience in the world of journalism and media. This report provides an overview of the students' participation and the impact of their involvement.

### **Participation Overview:**

Venue of the Event: Gwalior at Jiwaji Club

Name of the Faculty Coordinator: Dr Manish Dubey

Number of Students: 25 students from our institution participated in the event.

Role and Responsibilities: The students were actively engaged in various event-related tasks, including:

- **Assisting with pre-event preparations**, such as setting up equipment and arranging the stage.
- Collaborating with the Aaj Tak production team to understand the behind-the-scenes workings of a live news show.
- Participating in on-site reporting, interviewing attendees, and gathering audience reactions.
- Managing the event's social media presence by live-tweeting, posting updates, and interacting with online viewers.

**3. Performance:** Our students showcased professionalism, dedication, and a deep understanding of media and journalism. They effectively contributed to the event's success by fulfilling their assigned roles and responsibilities.

### **Impact and Learning:**

- 1. Hands-on Experience:** Participating students gained invaluable hands-on experience in the world of journalism. They had the opportunity to witness how a live news show is produced, which enhanced their understanding of newsroom operations.
- 2. Networking:** Interacting with Aaj Tak professionals provided students with a chance to network and establish connections within the media industry.
- 3. Enhanced Skills:** The students' participation improved their interviewing, reporting, and social media management skills, which are crucial in the field of mass communication.



Feedback and Observations: - The students received positive feedback from Aaj Tak's production team for their commitment and enthusiasm. A few areas for improvement include time management and handling high-pressure situations. These observations can serve as learning points for future participation.

### **Conclusion:**

The participation of Journalism students from Amity School Of communication in the Aaj Tak Raj Tilak 2023 Show was a valuable educational experience. It provided students with insights into the world of journalism, allowed them to apply classroom knowledge in a real-world setting, and fostered professional growth. This event was an excellent opportunity to bridge the gap between academic learning and practical application.

We express our gratitude to **Mr Rajnikant and Mr Sarvesh Purohit Gwalior Head** and for this collaboration and look forward to future opportunities for our students to participate in such events.

### **Glimpse of the event**







  
ADITYAKUMAR SHUKLA  
Director  
Amity School of Communication  
Amity University Madhya Pradesh, Gwalior









Director  
Amity School of Communication  
Amity University Madhya Pradesh, Gwalior

UNIVERSITY



## **Outcome Report (Event/Activity Organised @ AUMP)**

### **16. General Information**

16.1 Date: 22 December 2023 16.2 Event Type: Academic Visit  
16.3 Event Title: Book Fair Event.  
16.4 Venue : Chambers of Commerce, Gwalior, India.  
16.5 Organised by (School): ASCO, AUMP 16.6 Student Participation\*: 11- MA J&MC -  
1<sup>st</sup> Semester from ASCO 16.7 Faculty Participation\*: 1 Faculties from ASCO 16.8  
Participation from outside AUMP\*: Nil 16.9 Event Coordinator(s) with designation: Dr  
Ashish Sharma, Associate Professor Amity school of Communication, AUMP

**General Introduction of the Event:** Embarking on a book fair visit provides a unique and enriching literary experience. It is a platform where avid readers, authors, and publishers converge to celebrate the written word. The vibrant atmosphere is teeming with a diverse array of books, ranging from classics to contemporary works, catering to varied interests.

#### **16.10 Objectives of the Event**

A key objective of book fairs is to promote and celebrate the culture of reading. Although for the event the key objectives are mentioned below:

1. To Discover a wide range of books spanning various genres and themes.
2. To Connect with publishers to gain insights into the creative and publishing processes.
3. To Engage with authors through book signings, panel discussions, and talks.

### **17. Details of Expert/Speaker/Resource Person/Judge:**

NA

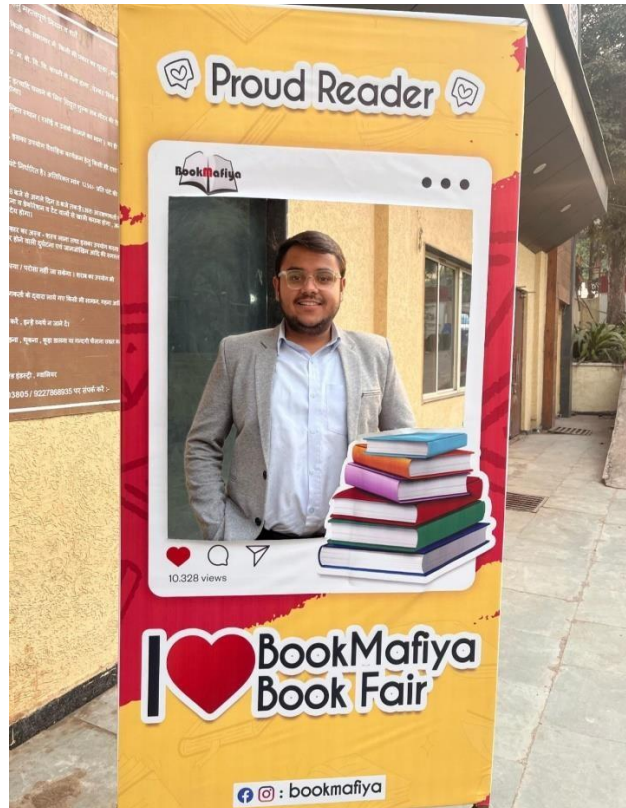
### **18. Event Report along with glimpses of the event (*Photographs*)**

#### **Key Outcomes.**

1. Event was carried out on series of events/ activities planned for the Students of Amity School of Communication.
2. Students are motivated to explore their own writing endeavors or pursue artistic expressions inspired by the content encountered at the fair.
3. Cultural engagement through book-related events, discussions, and activities contributes to a vibrant literary culture.

## 18.1 Photographs









### **Amity School of Communication, Industrial Visit Chandigarh and Manali**

**08-05-2023 to 13-05-2023 Introduction:**

An industrial visit was organized by Amity School of Communication, Amity University Madhya Pradesh to

Amity School of Communication, Amity University Madhya Pradesh to visit various media houses. The students



were accompanied by their faculty members Dr. Harshika Varma, Dr Pranav Mishra, Dr Manish Dubey and Mr Rishav Singh Tomar. They visited a leading News Paper Arth Prakash Publication House and Studio located in Chandigarh.

They also visited CAPITAL COMPLEX, Chandigarh The UNESCO World Heritage Site.



It comprises three buildings: the Palace of Assembly or Legislative Assembly, Secretariat Building and the High Court plus four monuments (Open Hand Monument, Geometric Hill, Tower of Shadows, and the Martyrs Monument) and a lake. It's one of the most monumental Architectural Compositions of Modern Architecture by Le Corbusier arising out of unique geo-political and cultural setting.

After this student visited to Rock Garden, Chandigarh

The **Rock Garden of Chandigarh** is a sculpture garden for rock enthusiasts in Chandigarh, India. It is also known as **Nek Chand Saini's Rock Garden of Nathupur** after its founder Nek Chand Saini, a government official who started building the garden secretly in his spare time in 1957. which was an example of best out of waste in the Chandigarh. It has spread over an area of 40 acres (16 ha), and is completely built from industrial, home waste, and discarded items.

Company Background:

The news channel that the students visited is a Arth Prakash news channel that provides news and current affairs in the local language. The channel is a part of a larger media conglomerate and has a state-of-the-art studio with the latest equipment and technology. It has a team of highly skilled journalists and reporters who are dedicated to providing accurate and timely news to its viewers.

The Visit:

The visit started with a briefing by Mr Mahaveer Jain the Editor of Arth Prakash, who introduced the students to the channel's history, vision, and mission. They explained the various departments and job roles within the organization, including editorial, production, marketing, and sales. The students were then taken on a tour of the studio and given a demonstration of the equipment used for broadcasting, such as cameras, sound systems, and editing software.

The students were also given an opportunity to interact with Mr A.S Wadhwa (CEO Media Relations Delhi) and Mr Ajit Joshi who is the Head of the channel ( ), who explained their day-to-day responsibilities and challenges. The students were able to witness a live broadcast and observe how the channel operates.

Wild Life photography and snow Photography workshop was taken by faculties at Kullu & Manali. Heritage and engineering marvel Atal tunnel also covered during the visit.

#### Observations:

The visit was an eye-opener for the students, who gained insights into the various aspects of media and how news is created and presented. They learned about the importance of accuracy, objectivity, and impartiality in journalism and how media houses strive to maintain these values. The students also observed how news channels have evolved over time and how technology has revolutionized the media industry.

#### Conclusion:

The industrial visit was a great learning experience for the mass communication students, who were able to gain practical knowledge and hands-on experience in their field of study. The visit provided them with a better understanding of the media industry and its operations, which will help them in their future careers. The students were grateful to the news channel for allowing them to visit and for sharing their expertise and knowledge. CAPITAL COMPLEX sowed the working and connection of media to the politics and how journalists cover the proceeding of assembly. Mr Karj Singh Executive PRO of CAPITAL COMPLEX explained the students the working of Hon'ble High Court of Punjab & Haryana and elaborated the communication of the system.



















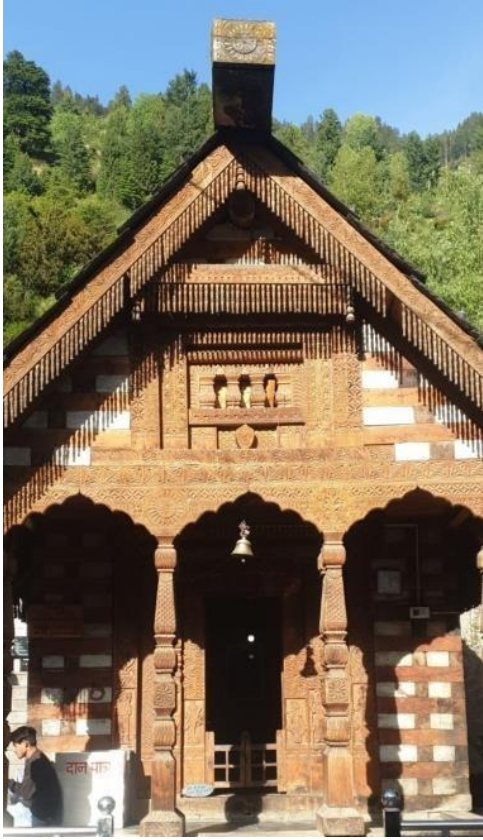












Director  
Amity School of Communication  
Amity University Madhya Pradesh, Gwalior



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