



Delhi Metropolitan Education

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VIRITIKA 2020 inaugurated by Dr Sachchidanand Joshi with a call to compete

#media4cause

'Unmasking Identity in Corona Crisis'

PRESS RELEASE

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NOIDA: Vritika2020, a 3-day Mega Virtual Media Fest organised by DME Media School, was inaugurated on November 05 on digital platform Zoom. Dr Sachchidanand Joshi, Member Secretary, Executive and Academic Head of Indira Gandhi National Centre for the Arts (IGNCA), declared the media fest open.

Chief Guest for the session, Dr Joshi, motivated the students. “It is a blessing for the students of DME to have such excellent infrastructure, management and faculty”, he said. Dr Joshi stressed on the importance of participation, and added, “Without competitors, there can be no winners. So, it is essential to have participants.”

He further talked about the changes brought by the shift to the virtual mode of education and communication. He mentioned the need to change as per the surroundings and time and advised the students to deal appropriately with the overload of information. Dr Joshi shared two poems regarding the difference of sharing and communicating as observed in online mode and in-person. He suggested that the basic essence of life cannot be shared via social media.

Mr Aman Sahni, Vice-chairman, DME, added to Dr Joshi’s words by talking about the impact of infodemic in the modern-day. He stated that there is a major use of media outlets to

showcase expressions, which can lead to an overload of information. He also motivated the students of DME by saying, “Let us not complete a day without accomplishing what we set out to do.”

Dr Ambrish Saxena, Professor and Dean, DME Media School, spoke about the initiative of Vritika2020. He said, “Vritika is about organising the event, meeting together, interacting and getting involved in competition with the right spirit.”

Dr Susmita Bala, Professor and Head, DME Media School, emphasised on the growth of students which got an impetus by getting involved in events like Vritika. “With such events, you learn a lot and change your mindset. Having such experience, it makes it easier to go into the professional field.”, she added.

Ms Sanchita Chakraborty, Assistant Professor, DME Media School and Faculty coordinator of Vritika 2020 gave a brief outline of the event and talked about the importance of the event in building knowledge and experience among students. “The fest provides media students an opportunity to showcase their skills by participating in various competitions”, she said.

A glimpse of Vritika 2019 and the preparations of Vritika 2020 were also showcased in a video presentation. The upcoming international film festival – CIFFI 2020 was also highlighted with a video. The inaugural session was initiated with a classical dance performance on Ganesh Vandana by a student Geetanjali Yadav.

Six competitions took place on the first day of Vritika 2020 – RJ Hunt, Creative Writing (English), Photography, Creative Writing (Hindi), Media Debate and Singing.

The media fest will also witness the felicitation of notable journalists and media personalities on November 07, 2020 for their remarkable work for the society with the Ganesh Shankar Vidarthi Award for Value-based journalism.

Lal Bahadur Shastri Institute of Management, Dwarka, is the event partner for Vritika 2020.

For More Details

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