K.R. MANGALAM UNIVERSITY
THE COMPLETE WORLD OF EDUCATION

Report on

Alumni Connect: Exploring New Frontiers in Videography

Date: Thursday, 27th September 2024.

Venue: C106

Type of Event- Session

Mode of Activity: Hybrid

Target Group: Students of SJMC

Coordinators: Ms. Ritika Choudhary & Mr. Karan Singh

Resource Person: Ms. Samika Rathore (Anchor and Associate Producer at Surya Samachar)

Organized by: School of Journalism and Mass Communication

Number of Participants: 40

Introduction:
The Alumni Connect program is an initiative of the School of Journalism and Mass Communication (SJMC) aimed at fostering a vibrant relationship between current students and successful alumni. On 27th September 2024, SJMC hosted a session titled *Exploring New Frontiers in Videography* featuring Ms. Samika Rathore, an esteemed alumna and accomplished media professional currently serving as Anchor and Associate Producer at Surya Samachar. The event provided students with a platform to gain a deeper understanding of the evolving trends and challenges in videography, along with insights into Ms. Rathore's professional journey.

Event Objectives:
The session was designed to achieve the following objectives:

- Equip students with practical insights into the dynamic field of videography.
- Highlight the role of technology, creativity, and storytelling in videography.
- Share real-world experiences from an experienced industry professional.
- Inspire students by narrating Ms. Rathore's career path and achievements.
- Offer career advice and tips for aspiring videographers, including insights into industry challenges and opportunities.

Event Highlights:

1. **Welcome Note:** The session began with a warm welcome by Mr. Karan Singh , Assistant Professor SJMC, who emphasized the importance of alumni engagement in enriching students' learning experiences.
2. **Keynote Address by Ms. Samika Rathore:** Ms. Rathore delivered an engaging and insightful session covering:

- Emerging trends in videography, such as drone videography and immersive storytelling.
- The integration of technological advancements like AI and AR in video production.
- The importance of balancing creativity and technical proficiency.

Personal anecdotes highlighting challenges and milestones in her career.

3. **Interactive Session:** The students actively participated in an interactive Q&A session. Ms. Rathore provided valuable advice on:
   - Developing a strong portfolio.
   - Networking and building professional relationships.
   - Staying adaptable in a fast-changing media landscape.
4. **Networking Opportunity:** Post-session, students had the opportunity to interact informally with Ms. Rathore, seeking further guidance and discussing their aspirations.

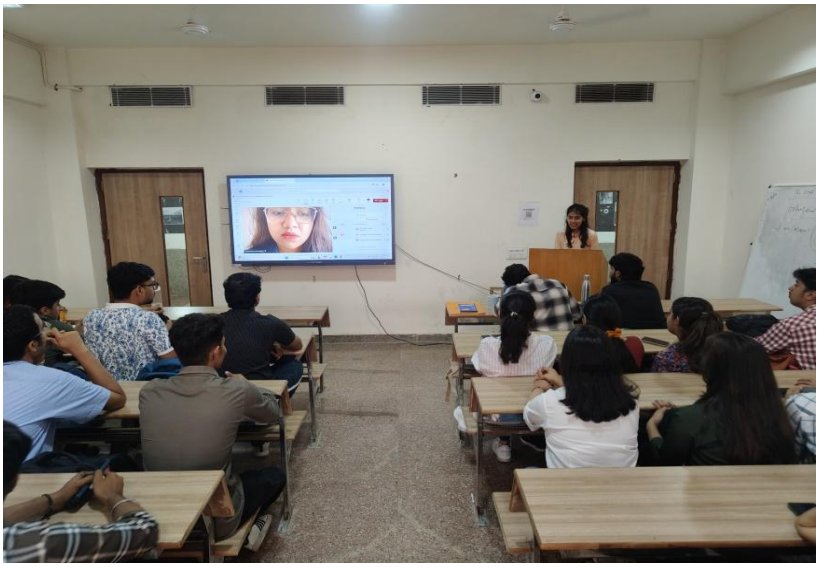
The session was attended by undergraduate and postgraduate students of SJMC, all of whom demonstrated keen interest and enthusiasm throughout the event.

Outcomes:
The session achieved its intended objectives, as evidenced by student feedback and active participation. Key outcomes include:

- Enhanced understanding of current and emerging trends in videography.
- Inspiration to explore diverse career opportunities in the media industry.
- Practical tips and real-world insights for aspiring videographers.
- Strengthened alumni-institute relationship, paving the way for future collaborations.

Conclusion:
The Alumni Connect session with Ms. Samika Rathore was a resounding success. Her experiences and expertise left a lasting impact on the students, motivating them to pursue excellence in the field of videography. The event underscored the importance of alumni engagement in bridging the gap between academic learning and industry practices. SJMC looks forward to organizing similar sessions in the future to provide students with enriching learning opportunities.

Glimpses





Ms Samika Rathore joining through hybrid mode and addressing the students



Group Photo


GPS Map Camera
Sohna Rural, Haryana, India
SH-13, Sohna Rural, Haryana 122102, India
Lat 28.271014°
Long 77.068587°
27/09/24 12:38 PM GMT +05:30
Google


GPS Map Camera
Sohna Rural, Haryana, India
SH-13, Sohna Rural, Haryana 122102, India
Lat 28.271012°
Long 77.068564°
27/09/24 12:57 PM GMT +05:30
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