

AERIAL PHOTOGRAPHY AN ART”:-PHTOGRAPHY EXHIBITION AT DEHRADUN

Akanksha, Dehradun



Aerial Photography Exhibition, Dehradun

On 25th February, 2020 there was a photography exhibition held at Hotel Inderlok, Dehradun where the photographs of Mr. Bhumesh Bharti were showcased. He is one of the best photographers in India. The title of the photography exhibition was "Bird Eye View" in which he tried to

capture the beauty of Uttarakhand through his Aerial Photography. The Exhibition continues from 23rd Feb-22nd March, 2020 from 10.00 a.m. to 9.00 p.m. The Photographs are beautifully hung on the wall showing the scenic beauty at height. The pictures covers

the Lower Himalayas, Gangotri, Sapt Kund, Har ki Podi of Haidwar, Alaknanda, Shivalik, Kedarnath, Dehradun, FRI and many more attractive places of Uttarakhand. The Chief guest of the Exhibition Mr. Bhumesh Bharti shared his thoughts and experiences with the students telling the stories about his journey and how he made it possible to capture the scenic beauty of Uttarakhand with the help of very trained pilots and captains on the journey with them. He even acknowledged the students saying that on his this aerial photography expedition he had one of the pilot who has executed the during the Uttarakhand flood and landslides which was the best experience for

him. He even said that "It was not just the photography or the pictures I have clicked but it is the experience which I will never forget throughout my life". He even said to the students "start trusting your camera's and you will get the best out of it". Mr. Bhumesh Bharti is soon going to be the Brand Ambassador of Sony Camera's. He is soon going to publish his photography book which has kept his followers in a long wait. Meeting with a renowned photographer has given more knowledge about photography and how the idea of clicking which is in our mind has to be carried out. It is not about the photographs we

click but it is the experience we gain.



JUSTIFY TO SAVE THE PROMINENT PERSONALITIES-SHIP WRECK AT DBS

Akanksha, Dehradun



Thursday Activity, DBS

Every Thursday at Doon Business School an activity is held either for the particular department or an inter-department competition is held. On 27th Feb, 2020 a competition named ship wreck was held for the mass communication department. Ship Wreck is an inter class activity/competition. The timings of the activity will be from 2.20 pm onward in respective classes of UG & PG. The rules for the above activity were this a background plot will be introduced before the participants. Each

participant will get 2 chits through fish bowl technique on which the names of famous personalities would be written on chits. Every participant will choose one name of his/her choice. Participants would be required to justify the importance of the chosen personality for survival. Participants will get only 3 minutes to speak about the chosen personality. The competition started and all the students were asked to be seated till then the teachers prepared the chits for the competition. It was

mandatory for all the students to participate who were present their for the competition. Teachers calmed the students saying them the names of the personalities written on the chit is easy to perform the task. Around 24 students took part in the competition and each of them performed well and wisely in the given time. Three students from the BAMC-IInd semester won three prizes i.e. first prize was received by Jyotirmayee Acharya who was given one of the hardest topic to speak about Rakhi Sawant which was a tough task as her impression is not that good in front of the people she told about her life story and how her hardwork has helped her to fight for her mother against Cancer. Jyotirmayee fascinated with her words to everyone. Second

Prize was backed by Shivam Upadhyay who spoke about Tapsee Pannu he told that she has been a motivation for many of the girls and she had worked on many controversial topics on which movies are based. Third Prize was given to Akanksha who spoke about Malika Arora and her life story how she has conquered with the stretch marks on her body after her first baby boy and how things had changed for her. In the second-year prize was backed by Ondrilla, Swetank and Aditya Jha

This was how the competition ended with lots of enthusiasm and energy among the students. Such activities bring more and more energy among the students. These activities increase the knowledge of the students.



ADVERTISING CAMPAIGN FOR THE MASS COMMUNICATION STUDENTS

Akanksha, Dehradun



Advertising Campaign, DBS

An Advertising campaign was held for the students of Mass Communication Students at Doon Business School. The Campaign was two days long workshop i.e. it was held on 28th Feb & 29th Feb, 2020. All the students of the Mass Communication participated in this campaign both the Under Graduate and Post

Graduate students. Mr. Pankaj Rakesh was the Chief Guest of this advertising campaign who accelerated this campaign and shared his thoughts with the students. He is Professor at Amity School of Communication. He has his work experiences as Line Producer-Hollywood feature film "First Year". International Award-Winning Commercial for "Cadbury Shweepers" and

Director for Commercial "Malaysia For Pepsi" and has worked for the Nippo Batteries Advertisement. A splendid workshop was facilitated by the faculty of Mass Communication Department for the students to learn and to have a better understanding how the advertisements are made at a commercial stage. He showed different videos to the students and how the story of those adds were made. He taught how the story of adds are made at first it should be shown through the story board to the companies or the band for which it is to be laid out. Many topics were discussed about it and how the story and content is to be prepared

what are the things that has to be kept in notice and what are the important things to be kept in account. The Student of the second, third and the PG courses were divided into groups and were asked to plan strategize and make a good story depicting advertisement and the topics were Manforce Locks, Nestle Burger, Cornetto Mayo, Bacardi Shoes, Mummy Noodles. This were the topics and the brand names were exchanged so that it makes a bit complicated and different for the students to make a such weird mixture of it. First Day the students discussed about their topics in front of the Professor and the things they are going to im-

plement for their product in which many corrections were given by the Professor and changes were brought in which they were lacking. Next day, the task was done and it was asked to be showcased by 3.00 p.m. to the teachers and the guest Professor. The given task was done fantastically by the students they gave their best and enacted their story in the best way they could. Man force Locks was voted to be the best out of all the advertisements. It was a multiple tasking work given to them and they gave out in the best way they could. It was really a great workshop which taught a lot of things to the students.

CONTINUOUS INTRODUCTION OF NEW ACTIVITIES BY THE INVICTUS ORATORY CLUB

Akanksha, Dehradun



INVICTUS ORATORY CLUB, DBS

Public Speaking Club is now called the Invictus Oratory Club which is an activity club of Doon Business School. There are 15 active clubs in DBS and Invictus Oratory Club is one of the most prominent and active clubs more than 80 students have participated in this club. The Freshers have arrived and now it is high time for them to join and actively participate in different clubs. The zones they belong to or the quality they wish to build in them. It is mandatory for all students to join clubs at least one club for non-hostlers and two clubs for the hostlers. If students will to join more clubs it

depends on them to join as many numbers of clubs they wish too. The participation in different clubs includes 5 marks in their internal exams. The Patrons or the head of the public speaking club is Ms. Richa Soni, Mr. R.S. Dalal, Ms. Anushree. They are the leading members who will direct and guide the students of the club or basically the club patrons. The faculty staff of this club is well occupied with knowledge about different things like Ms. Richa Soni who was the RJ for a Radio Channel and now looks after the marketing department of the college and also deals with the student affair. On the introductory day of the club

the teachers asked the participant of the club to come and introduce themselves one by one. Teachers asked them introduce themselves in a very unique manner and different style. It was the open stage for students to show case their talents and in what way they can describe or introduce themselves. The students one by one started to introduce themselves in a unique manner. Some of them described first about the state they belong by asking relatable questions about their states to the audience. Some students said poetry and made sought audiences attention. Few of them told gazals and sher-o-shyari. Some students cracked jokes about themselves. Some described their hobbies and even said eating delicious food is their hobby. There were students even who scared to speak in front of the audience. Few of them managed to come up and speak they gave a sweet simple Introduction by just telling

their names from which place they belong to, and the course they have opted. There were many experienced speakers, who have been national speakers and debaters they were boosted up with confidence and expressed and introduced themselves as best as they could by seeking attention of the students. The club has introduced many interesting games and activities for the students such as the Talent Hunt, Voting for the club leaders etc. DBS has almost nine – ten courses and there were students present. From all of the courses. There were first, second year and third year students then come the super seniors. There were engineers present who had done Btech and were pursuing in MBA and PGDM. Super seniors were experienced people who had job backgrounds at different places. They were the best ones who introduced themselves and received applauds.

The introduction part ended and then the patrons said the real benefits of joining the Public Speaking Club. The ice breaking session was really unique in its own way. Everyone was appreciated for coming up and introducing themselves. This was really an enthusiastic session for everyone present their. The ones who showed some special talents got extra marks for Showcasing their talents. Public speaking club is a place where you get to learn a lot from. The seniors and juniors as well. It is a platform where students can Overcome their stage fear and can come up and speak and represent themselves. As said by the patrons there will be many debating sessions, personality development sessions. Students will be taught how to speak and perform in front of the audience. This all things are going to boost up the spirit of club members and they are energetic and enthusiastic for the upcoming sessions.



Photo Feature

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PHOTOGRAPHY EXHIBITION, DBS DEHRADUN



NATURE HAS ITS OWN BEAUTY
PC:- AKANKSHA



SUNSET IS A BEAUTIFUL ENDINGS
PC:- AKANKSHA

