

EVENTS ORGANISED BY PRINT AND SOCIAL MEDIA SUB-COUNCIL IN THE SESSION 2023-2024

AAGMAN(23 August,2023, 25 August,2023)

On August 23, 2023, and August 25, 2023, the inaugural event of the Print and Social Media Sub-Council, Aagman, was organised at the New Auditorium. It was a captivating evening of creativity, journalism, storytelling, and digital communication. Various fun and engaging activities were organised, like 'Headline Havoc'—an activity where the attendees had to craft the catchiest headlines—and 'Intellect Rumble'—an enjoyable quiz to test the knowledge of the audience. Overall, Aagman successfully brought together enthusiasts to celebrate journalism and communication.



SAMANVAY(17 February,2023)

'SAMANVAY'—the orientation session of PSMSC—was organised on February 17, 2024, at the New Auditorium. The session introduced the first-year students to PSMSC through the domain's introductory sessions and fun and interactive activities. In the first activity of 'Forge the headline', the audience had to create a new headline with the help of two headlines presented to them and guess the journalists through their famous dialogues shown on screen. Later, a mock conference of the Indian cricket team was organised. The attendees were also made to write a letter to their graduate self. Juniors were also introduced to Mr. Ayushman Pandey (3rd B.Tech. ME), Student Secretary of PSMSC, Ms. Jasmeen Kaur (Final B.Tech. IT), former Student Secretary, PSMSC, as well as Ms. Jahnvi Sachan (Final B.Tech. ME). Overall, it was a successful and engaging event, providing an enriching experience for everyone involved.



RUBARU 3.0(4 February,2023)

Rubaru is the official freshers' introduction video series started by the Print and Social Media Sub-Council. The video series aims to capture the essence of college life and provide a platform for students to share their unique experiences and perspectives with the college community. The shoot for batch 2027- Rubaru 3.0 was scheduled in two shifts on February 4, 2024 and February 8, 2024. The video shoot was a great success with students enthusiastically participating and sharing their stories that will surely resonate with other students. The final edited video will be released on the official social media platforms of PSMSC for everyone to enjoy.



BEYOND THE LECTURE HALL

PSMSC presents the "Beyond the lecture hall" podcast featuring long, candid, and completely unfiltered conversations with college seniors. You might've seen them taking intros from juniors and have gotten intimidated by their fierce personalities but here we'll try to get on their happy and cheerful sides while also trying to mince out a treat from them to celebrate their newly acquired placements.

Tune in to get to know about their journeys, the lessons they learnt on their way, mistakes they would want the juniors to avoid and most importantly how they spent 4 years in HBTU.



VARTALAP

In 2023, the Print and Social Media Sub Council (PSMSC) at Harcourt Butler Technical University (HBTU), Kanpur, launched an insightful video series titled "Vartalap." The series featured esteemed alumni and faculties of HBTU University who shared their valuable insights and experiences with the current students.

The primary objective of the Vartalap video series was to bridge the gap between the academic curriculum and real-world experiences by providing a platform for alumni and faculties to share their journey, wisdom, and expertise with the current students.

The series comprised episodes, each featuring a distinguished guest from various fields ranging from industry leaders to academic scholars. The format included interviews, panel discussions, and interactive sessions, allowing for a comprehensive exploration of different topics and perspectives.

The content of the Vartalap series encompassed a wide array of subjects including career guidance, industry trends, research insights, entrepreneurial ventures, and personal anecdotes. The guests shared practical advice, success stories, and lessons learned from their respective professional journeys, offering valuable guidance to the student community.

The Vartalap video series had a significant impact on the student body, serving as a source of inspiration, motivation, and knowledge enrichment. It provided students with valuable insights into various career paths, opportunities, and challenges they might encounter in their professional lives. Additionally, it facilitated networking opportunities and fostered a sense of community among students, alumni, and faculties.

The feedback received from the students, faculty members, and alumni was overwhelmingly positive. Many students expressed gratitude for the opportunity to learn from accomplished professionals and gain a deeper understanding of their chosen fields. Faculty members lauded the initiative for its educational value and its contribution to the overall development of the students.

The Vartalap video series by Print and Social Media Sub Council (PSMSC), HBTU Kanpur, proved to be a resounding success in 2023. By bringing together alumni and faculties to share their experiences and insights, the series enriched the educational experience of the students and contributed to their holistic development. It is anticipated that future iterations of the series will continue to inspire, educate, and empower the student community at HBTU University.

