

JNAN VIKAS MANDAL'S (Linguistic Minority)

MohanlalRaichand Mehta College of Commerce DiwaliMaa College of Science AmritlalRaichand Mehta College of Arts Dr. R.T. Doshi College of Computer Science Plot no.9, Sector -19, AiroliNavi Mumbai

Permanently Unaided College NAAC Re-accredited Grade 'A' (CGPA- 3.33) (2nd Cycle)

AARSH- THE MEDIA FEST 2022-23

BAMMC department of JVM's Degree College, Airoli celebrated its annual intercollegiate festival Aarsh - the Media Fest on 21st of December, 2022 with much fanfare. Colleges from Mumbai and Navi Mumbai participated with great fervour.

Asst. Prof. Sagar Karkhanis was the convenor and Asst. Prof. Sindhu Ramani was the co convenor for Aarsh- the Media Fest 2022.

The inauguration of Sci tech, Panorama and Aarsh- the Media Fest was conducted by hon't President, JVM, Shri. V.N.Hegde, management member Shri. N.R. Rao and Principal Dr. Leena Sarkar in the college auditorium. The inauguration was followed by some performances of competitions of Aarsh- the media Fest, Panorama and Sci-Tech by the competitors.

The theme of Aarsh- the Media Fest 2022, was Bollywood Theme Party. Competitions were conducted in Fashion Show, Storytelling Street Photography, Singing/Rap, Reel Making, Digital Poster Making, and Television Commercial (TVC). A total of 114 participants took part in these competitions. The number of participants in various competitions are -Storytelling Street Photography -10, Reel- 07, Singing/Rap- 19, Digital Poster Making-05, and Fashion show-73(7 group and 39 solo performers). A total of 15 colleges participated in the event, including JVM's college.

Our competitions were judged by eminent judges from the various fields. Reel & Photography judge was Mr.Prachit kakade. He is the Founder of The Mauli Films and the Main Lead Cinematographer for the show of famous singer *DIVINE*in the Music show held in Delhi in 2020. He has done Aerial Cinematography for the projects of many Upper Thane Commercial and Residentials Projects. He has also directed and produced Devotional Marathi Songs.

Mr.Pratham was the Rapping Judge. He is an Indian rapper whose stage name is Mistapi. He is the owner of Meraqi, the creators of soulful music known for its versatility and they produce, directs, composes music. They have worked for Renee cosmetic ads and several



others cosmetic brands which reached millions of views on Instagram featuring well known personalities like comedian khaby, actress Mouni Roy, Rashmika Madana, Anukreethy Vas etc. He got featured in Rollingstone magazine once and right now working with a new music label for a brand-new track launch

Sunita Ranabhat is our esteemed judge for singing competition. She is a classically trained singer, have her own music studio 'Straw - hat Records'. She judged sakal and L&T company musical shows. She is currently learning music advance from Bollywood film music director Sajid-Wajid Khan. She is very active through her YouTube and Instagram accounts.

Kashmira Vedak, our esteemed judge for our fashion show is a proud alumnus of JVM college, mass media department. She is a model, actor, dancer digital marketer and advertiser. She is the recipient of titles Miss Maharashtra 2017, Miss Thane 2018 and Miss fashion icon 2019. She appeared in theatre shows like Bhikar and swapna Sundari is lead roles. She has her presence in TV serials such as Rang Maza Vegla and Vithu Mauli.

Aachal Jain was the other esteemed judge of fashion show and an alummus of our College, Mass Media department. She has achieved many pagentary titles. She has won the title of miss. navi mumbai gorgeous glowing face 2018, won the title of Miss Navi Mumbai 2019, and walked Thane finalist 2016. She have worked for Nusrat juveria the celebrity designer, walked for Miga fashion institute, done shoots for brand like savi, jarikala, D- kudi, vistar etc and worked for celebrity makeup artists like Kalpana Savla, Kalpana Nandu

Mr. Omkar Gije, is a creative & multitalented Animator with extensive experience in multimedia, marketing and print design. He is a good collaborator and dynamic team player with good communication skills. He is a proud alumnus of JVM. He is a mass media graduate from our college and has done masters in Arts, Entertainment and Media Advertising. He has a diploma in animation and film making and also a post graduate diploma in digital marketing and advertising. He is the H.O.D of Computer Education Institute of Media school and assistant Ad director in Zee Marathi, ZEE News. He is also a Junior Graphic designer In Times of India (Airoli) and Working as a freelancer in Red Chilly, Dharma Production & For pogo. He is working as a Brand developer/ Advertiser in Stasis (Architect & interior Designing Company), Royal Service (National Real Estate Company), Jd Infotech & Jd Crafter (Ad Agency). he is a visiting faculty for media and animation subjects having teaching experience of 4 years Arena Animation, MAAC Animation, Frame Box Animation, I Tech Computer Education, JVM Mehta College - Airoli, VPM College- Bhandup, CSC College - Powai. He is well versed in Animation & Film making, Adobe Master Collection,



Social media Applications, Brand Designing & Development, Digital Marketing & Advertising Advertising.

Winners:

1. SINGING

- 1st PRANAV KHOT (ORIENTAL COLLEGE)
- 2nd ROSHNI WAGH (JVM's COLLEGE)

2. RAPPING

• 1st - PRITAM THORAT (JVM's COLLEGE)

3. REEL MAKING

- 1st SHAMIN YUSUF SAYYED (TILAK COLLEGE)
- 1st RIYA VIJAY GUPTA (TILAK COLLEGE)

4. PHOTOGRAPHY

- 1st KUSHAL DIXIT (YCMOU)
- 2nd KIRAN SUTAR (PATKAR COLLEGE)

5. FASHION SHOW (GROUP)

• 1st - BHUMIKA PATEL & MRUNALINI THAKUR (TILAK COLLEGE)

6. FASHION SHOW (SOLO)

- 1st VINDHYA DUBEY (ST. PAULS COLLEGE)
- 2nd VISHVESH PATIL (JVM COLLEGE)









photographs















Keena







Dr. Savitri Dholey Coordinator

Dr. Leena Sarkar Principal

PRINCIPAL
JNAN VIKAS MANDAL'S
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