

The Heritage Arc - Yuva Tourism Club- PSIT

**Under Yuva Tourism by the Ministry of Tourism, Government of
India.**

MBA Department- PSIT



Yuva Tourism Club

EVENT REPORT

April 2023-24

VILLAGE TOURISM

Nukkad Natak



DEPARTMENT OF BUSINESS ADMINISTRATION

Along with



Date: 5th April, 2024
Time: 14:00 16:00 pm

Presents

VILLAGE TOURISM Nukkad Natak

A Stage to Rediscover Unity in diversity

Venue: Open area Infront of J-Block

Guidelines:

- A team should comprise of maximum 7 members.
- Participants should be ready with their choice of rural areas at the time of registration.
- Time limit for every performance is 7- 10mins.
- Participants will be judged on the basis of content, promotional strategy, coordination among the members and overall appeal of skit.
- Kindly refrain from using any foul or abusive language.
- Free to use props.
- Once registered, names cannot be withdrawn.



Exciting prizes
and
Certificates

Registration fee/-
Rs. 100 (Per person)

For more info, contact:

Technical Head: Pranjal Shrivastava 7393896301 Harsh Yadav7985049695
Event Coordinator: Harshul Mishra 8318600354; Jasdeep Singh 8853042208

Briefing about the event: “Village Tourism”

The Department organized a captivating event named "Village Tourism" as part of Ignitia'2k24. This event showcased the essence of Indian villages through the unique medium of Nukkad Natak (street play), encouraging participants to rediscover unity in diversity.

Objectives Of the Event:

1. Promote the cultural heritage of Indian villages.
2. Raise awareness about the diversity and unity inherent in rural India.
3. Encourage creative expression through street play.
4. Engage and entertain the audience while delivering meaningful messages.

Theme of the event:

The central theme of the event was "Rediscovering Unity in Diversity". Participants were encouraged to explore and portray the cultural, social, and traditional facets of different Indian villages, emphasizing the underlying unity that binds our diverse nation together.

Event Organized by :

Yuva Tourism Club, PSIT had organized the Event – “Village Tourism” on 05th April 2024 from 2:00 PM to 4:00 PM at the Open area in front of J-Block.

Organizing Team:

- Club Ambassador–Ms. Priyanka Singh
 - Faculty Coordinators – Mr. Deepak Shukla
 - Student Coordinators–Harshul Mishra, Jasdeep Singh
-

Duration of the Event:(The event began at 02:00 PM and lasted till 4:00 PM)

Format:

- In total 2 teams participated in the event wherein each team was given 7-10 minutes for the performance.
- Teams were judged on the basis of content, promotional strategy, team coordination and overall appeal of the skit.

Winners of the Competition:

The winner and runner-up awarded with trophies are as follows:

WINNER			
S. No	Name	Roll No	Section
1	Tanay Singh	2301640700315	MBA I E
2	Sneha Singh	2301640700305	MBA I E
3	Shruti Chandra	2301640700298	MBA I E
4	Shreya Srivastava	2301640700296	MBA I E
5	Varsha	2301640700341	MBA I E
6	Vaishnavi Tripathi	2301640700339	MBA I E
7	Supriya Shukla	2301640700172	MBA I E
Runner up			
1	Dipti Chaturvedi.	2301640700117	MBA I B
2	Ayushi.	2301640700095	MBA I B
3	Ayush dixit	2301640700091	MBA I B

4	Himanshu Shukla.	2301640700145	MBA I B
5	Ayush shukla	2301640700094	MBA I B

Outcome of the event:

The Village Tourism (Nukkad Natak) event at Ignitia'2k24 was a dynamic and multifaceted celebration that transcended mere entertainment, embodying the essence of creativity, talent, cultural unity, and diversity. Through vibrant performances and thought-provoking storytelling, the event not only entertained but also served as a platform for promoting cultural awareness and fostering a deeper understanding of our diverse heritage.

The event was carefully curated to showcase the rich tapestry of cultures within our college community and beyond. Performances featured traditional music, dance, and theatrical expressions that encapsulated the essence of rural life and the myriad traditions that define our cultural landscape. From folk tales to social commentary, each act transported the audience on a journey of discovery and introspection, offering insights into the customs, beliefs, and values that shape our collective identity.

One of the event's primary objectives was to promote cultural awareness by highlighting the beauty and significance of our cultural heritage. Through captivating performances and authentic portrayals of rural life, the event succeeded in immersing the audience in the sights, sounds, and stories of diverse communities. By showcasing the richness and diversity of our cultural tapestry, the event encouraged dialogue, appreciation, and respect for different cultural perspectives.

Moreover, the Village Tourism event served as a catalyst for meaningful exploration and reflection on the themes of unity and diversity. By bringing together individuals from various backgrounds and experiences, the event fostered a sense of solidarity and mutual understanding among attendees. Through the universal language of storytelling, the event transcended barriers of language, age, and background, creating connections and fostering empathy among participants.

The lasting impact of the Village Tourism event extended far beyond the confines of Ignitia'2k24, enriching the overall experience of the festival and leaving an indelible mark on the college community. The event not only celebrated cultural diversity but also served as a reminder of the importance of embracing and preserving our cultural heritage. By promoting dialogue, fostering understanding, and inspiring appreciation for cultural diversity, the Village Tourism event contributed to the vibrant cultural fabric of our college community, fostering a spirit of inclusivity, unity, and celebration.

Event Photographs:



Figure 10: Students performing their act



Figure 11: Group photograph of all coordinators of the event



Figure 12: Group photograph of winners of the event.



Department of Business Administration

Maverick Club

The Heritage Arc – Yuva Tourism Club

ORGANIZES

SCHOLARLY **SPELL**

STUDENT BLOGGING
EXTRAVAGANZA

ACTIVITY REPORT

2023-24

Scholarly Spill: Student Blogging Extravaganza

BLOGGING



#PSITKANPUR



DEPARTMENT OF BUSINESS ADMINISTRATION
PRANVEER SINGH INSTITUTE OF TECHNOLOGY, KANPUR

SCHOLARLY SPILL

STUDENT BLOGGING EXTRAVAGANZA



SUBMISSION DATE:
MONDAY, 22 APRIL 2024

Registration Link: <https://forms.gle/RikJn3SpBYQdDZMh7>

STUDENT COORDINATOR:

SNEHA SINGH
+91 765 196 8782

UTKARSH SINGH RAGHUVANSHI
+91 911 997 9179



SCAN TO REGISTER!

REGISTRATION DATE: 21/04/24 | TIME: 10:00 PM

Overview of the Activity:

Student blogging is a vibrant educational endeavor that gives students the freedom to express themselves artistically while honing vital skills. Students can express their ideas, perspectives, and experiences on a range of subjects, including travel, life, careers, and industries, through student blogs. Within a set time frame, the students were guided and encouraged to write blogs on any topic they wanted on a variety of sites, including WordPress, Tumblr, Medium, and others. All things considered, student blogging provides a diverse learning environment that fosters self-expression, digital literacy, community building, and career growth.

The activity was focused to cultivate digital literacy and communication skills among students as they engage in online research, content creation, and multimedia integration.

Objectives of the Activity:

The objectives of student blogging activities encompassed a range of educational and developmental goals.

- To improve students' writing proficiency in an authentic online context.
- To encourage students to think critically about topics of interest, evaluate information sources, and construct well-reasoned arguments in their blog posts.
- To foster students' understanding of digital platforms, online communication norms, Tourism industry and ethical considerations related to content creation and sharing.
- To foster a sense of community among students by encouraging interaction, feedback, and collaboration on each other's blogs, promoting peer learning and support.
- To cultivate students' research skills by encouraging them to explore new topics, gather information from a variety of sources, and cite their sources appropriately in their blog posts.

Organizing Team:

- Club Ambassadors: Ms. Priyanka Singh; Mr. Deepak Shukla
- Faculty Coordinators: Ms. Divyanshi Yadav; Ms. Hemverna Dwivedi
- Student Coordinators: Sneha Singh Chandel; Utkarsh Singh Raghuvanshi.

Activity Details:

The student activity „Scholarly Spill – Student Blogging Extravaganza“ was concluded in two phases.

First Phase:

- During the first phase, registrations were invited from students of MBA department. The deadline of the registration was 21st April „2024. Total 50 students registered for the event.
- After the registration, students were asked to share the link of their published blog to the concerned faculty coordinators. The deadline of submission was 22nd April „2024.
- The blogs of the students were evaluated on following parameters:
 - Content Quality
 - Relevance
 - Writing Style
 - Creativity

Second Phase:

SCHOLARLY SPILL
*Student Blogging Extravaganza
Round II*

Theme:
"Navigating campus life at PSIT"

Evaluation Metrics:

- *Plagiarism*
- *Content quality*
- *Creativity*
- *Relevance*

Deadline:
*Sunday, 5th May '2024
Midnight*

**to be considered,
blogs should be**

- *Written in english language*
- *Published on any blogging platform between 1st to 5th May '2024.*
- *Engaging from beginning till end.*

For more information contact: Sneha Singh +917651968782

- Top 20 students were shortlisted for the second phase of the activity.
- These 20 students were prompted to frame and publish blogs on the theme “Navigating campus life at PSIT”
- The deadline of the second phase was 5th May ,2024.
- The blogs of the students were evaluated on following parameters:
 - Plagiarism
 - Content Quality
 - Creativity
 - Relevance

Outcome of the Activity:

- **Improved Writing Skills:** After participating in this activity, students were able to sharpen their writing skills, including grammar, vocabulary, and overall clarity of expression.
- **Expression of Tourism Campaign:** Making student aware about the various advantages of tourism , career option related to tourism .
- **Critical Thinking:** After participating in this activity, students learnt to evaluate different perspectives and form their own opinions.
- **Digital Literacy:** Operating a blog introduced students to various digital tools and platforms, enhancing their digital literacy skills.
- **Ownership of Learning:** Managing a blog empowered students to take ownership of their learning process, as they plan, create, and manage content according to their interests and goals.
- **Portfolio Building:** Blogging provided a platform for students to showcase their work, which is be valuable for academic, professional, or personal purposes.

Blog Publication Log:

First Phase:

S.No.	University Roll No.	Student Name	Class	Topic of Blog
1	2301640700032	Amaan Ansari	MB-I-A	Starting a Wholesale Business in India
2	2301640700050	Anjali Tiwari	MB-I-A	Ecotourism
3	2301640700052	Ankit Gautam	MB-I-A	Career In Tourism Industry
4	2301640700065	Anshika Shukla	MB-I-A	The Power of Prompt Engineering
5	2301640700068	Anshita Khare	MB-I-A	Internation Tourism

6	2301640700083	Aru Sinha	MB-I-B	Incredible India
7	2201640700066	Aryan Verma	MB-II-E	How Car Ownership Will Change in 2030
8	2301640700096	Ayushi Bhardwaj	MB-I-B	Discovering your true self: Brianna Wiest Inspiring lessons
9	2301640700097	Ayushi Goel	MB-I-B	Dark Tourism
10	2301640700108	Deepanjali Sachan	MB-I-B	Planet Friendly Marketing: Fostering Enduring Brand Legacies
11	2301640700113	Devansh Dixit	MB-I-C	Tourism Vs Life Experience
12	2301640700126	Florence Noor	MB-I-B	Reading, a Dying Culture?
13	2301640700135	Harsh Yadav	MB-I-B	Lost in the Screen
14	2301640700151	Jasdeep Singh Arora	MB-I-B	Gold Prices on the Rise: Driving Surge
15	2301640700156	Jaza Fatima	MB-I-C	Ace Your Studies: Simple Tips for Better Learning
16	2301640700165	Kashish Pandey	MB-I-C	Challenges faced by HR during recruiting
17	2301640700166	Kavleen Kaur Gandhi	MB-I-C	Are women better managers or men?
18	2301640700168	Khushi Dubey	MB-I-C	Living your Best Life: Embracing a Vibrant and Fulfilling Lifestyle
19	2301640700174	Krishna Chawla	MB-I-E	Is MBA necessary or not?
20	2301640700181	Mahek Lamba	MB-I-C	Skills are the currency of success in this business era
21	2301640700192	Mariyam Firoz	MB-I-C	Reflections on Life's Lessons
22	2301640700198	Muskan Beriwal	MB-I-C	Looking for an Internship? Here's how to secure one with ease!
23	2301640700205	Navneet Kumar Mishra	MB-I-C	Understanding Dhoni's Leadership through Situational Leadership Model
24	2301640700229	Pratishtha Khare	MB-I-D	Tourism Economy

25	2301640700239	Raunak Gulati	MB-I-D	How AI has effected the Social Media Marketing: Strategies and Initiative
26	2301640700243	Riddhi Khanna	MB-I-D	Role of AI in Tourism Industry
27	2201640700220	Ritik Shukla	MB-II-E	The Great Indian Education Escape Room Conquering the IT Frontier Decoded Drugs
28	2301640700247	Rituj Mishra	MB-I-D	Spiritual Tourism
29	2301640700250	Rohit Singh Bhadauria	MB-I-D	Beyond the Crowd: Niche Marketing's Allure and Power
30	2301640700252	Rozy Nigam	MB-I-D	Exploring the Financial Frontier: The Economic Impact of Space Exploration in India
31	2301640700254	Sachi Bajpai	MB-I-D	Unveiling power of Neuromarketing
32	2301640700256	Sahil Verma	MB-I-D	Fitness: Health as a Motivation
33	2201640700240	Sakshi Katiyar	MB-II-E	Gig Economy
34	2301640700260	Sameeksha Singh	MB-I-D	Social Media shaping Public opinion
35	2301640700275	Shambhavi Dixit	MB-I-D	Drivers cancelling your trips last minute?
36	2301640700277	Shanu	MB-I-D	Evolving Education: Navigating New Policies and Modern Approaches
37	2301640700290	Shreya Jaiswal	MB-I-D	Drug Addiction
38	2301640700301	Shubham Mishra	MB-I-E	Lady Leaders: Rise of feminist
39	2301640700315	Tanay Singh	MB-I-E	Life of the Business Administration student

Second Phase:

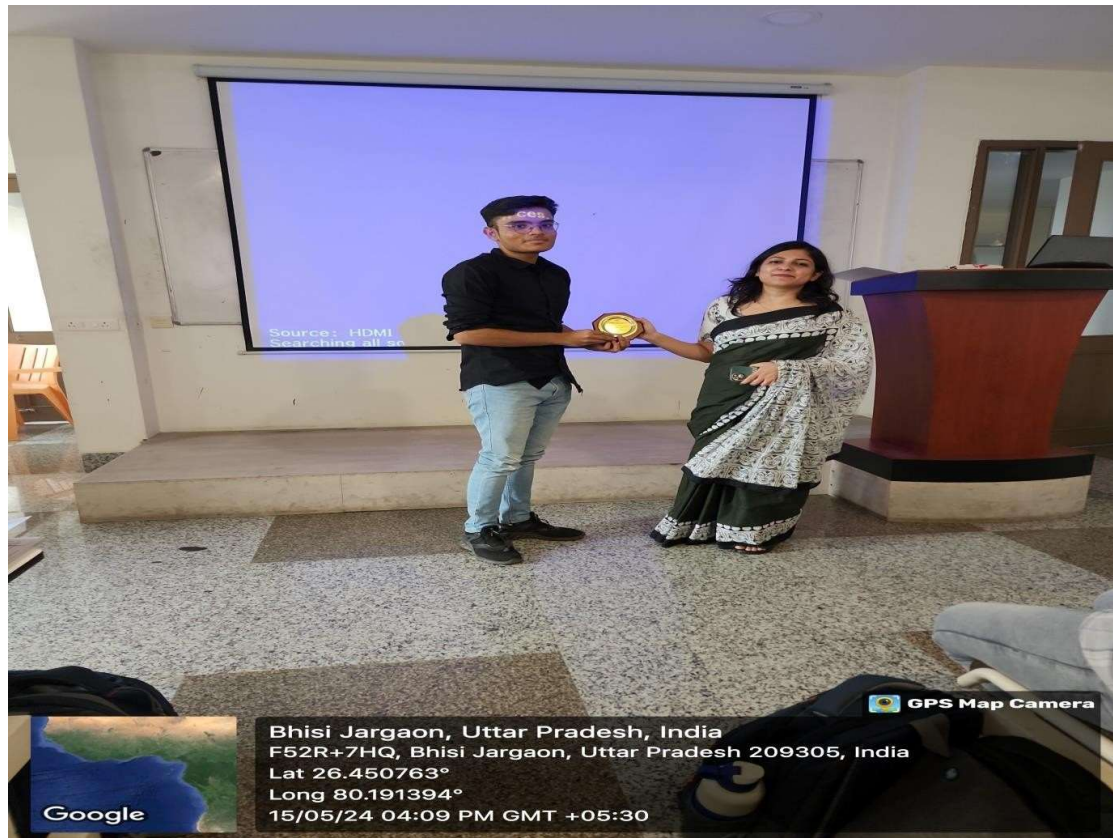
S.No.	University Roll No.	Student Name	Class	Topic of Blog
1	2301640700032	Amaan Ansari	MB-I-A	Tourism and Hospitality Industry
2	2301640700050	Anjali Tiwari	MB-I-A	Navigating Campus Life at PSIT
3	2301640700068	Anshita Khare	MB-I-A	Navigating Campus Life at PSIT
4	2201640700066	Aryan Verma	MB-II-E	The Heartbeat of PSIT: Discipline
5	2301640700096	Ayushi Bhardwaj	MB-I-B	Tourism and Hospitality Industry
6	2301640700108	Deepanjali Sachan	MB-I-B	Navigating Campus Life at PSIT
7	2301640700126	Florence Noor	MB-I-B	Career in Tourism
8	2301640700156	Jaza Fatima	MB-I-C	PSIT Diaries: Navigating Life at PSIT
9	2301640700166	Kavleen Kaur Gandhi	MB-I-C	Dreams Deferred to Dreams Realized: A Journey through PSIT
10	2301640700174	Krishna Chawla	MB-I-E	Navigating Campus Life at PSIT
11	2301640700192	Mariyam Firoz	MB-I-C	Navigating Life Through College: A Journey of Growth at PSIT College, Kanpur.
12	2301640700198	Muskan Beriwal	MB-I-C	Navigating Campus Life at PSIT
13	2301640700205	Navneet Kumar Mishra	MB-I-C	My rendezvous with PSIT's Discipline.
14	2201640700220	Ritik Shukla	MB-II-E	Life at PSIT Campus
15	2301640700250	Rohit Singh Bhadauria	MB-I-D	Atithi Devo Bhav
16	2301640700254	Sachi Bajpai	MB-I-D	"Student Leadership: Opportunities for Growth and Impact at PSIT"
17	2301640700275	Shambhavi Dixit	MB-I-D	Navigating Campus Life at PSIT

18	2301640700290	Shreya Jaiswal	MB-I-D	Navigating Hostel Life at PSIT
19	2301640700301	Shubham Mishra	MB-I-E	Navigating Campus Life
20	2301640700315	Tanay Singh	MB-I-E	The Continuance of the Business Administration student's college life.

Winners:

1	2301640700205	Navneet Kumar Mishra	MB-I-C	1st Winner
2	2301640700315	Tanay Singh	MB-I-E	2nd Winner
3	2301640700250	Rohit Singh Bhadauria	MB-I-D	3rd Winner

Photographs:





“Navigating Campus Life At PSIT”



Amaan Ansari · Follow
4 min read · 6 days ago

The Heartbeat of PSIT: Discipline

May 5th, 2024



Introduction:

Welcome to the pulsating core of PSIT – in which area orchestrates the rhythm of success. In the area of schooling, discipline isn't merely a hard and fast rule but a guiding principle that shapes man or woman fosters excellence, and propels individuals closer to their goals. Join us as we delve into the heartbeat of PSIT, exploring how area paperwork is the cornerstone of our group's ethos.

The Continuance to yet another untold phase of a student.

May 05, 2024

In the maze of life, where paths may twist and bend, one's journey bears scars of the past he cannot mend. Through shadows of betrayal and trials one's faced alone, He seeks peace in the loudness of an unpromising future yet unknown.

For about the track of time, where destinies are wrangled, Each choice, a thread, knitted by the deeds we've done. Though stumbles may darken the path he treads today, but with every new dawn that breaks, a canvas is yet to be painted. Promising possibilities, as vast as the universe swirls. Though the road

SHARE

Navigating campus life at PSIT: Opportunities for Growth and Success

Sunday, May 5, 2024

PSIT is well known college who delivers in terms of academic excellence and develop students for future jobs in corporate or any other sector. It was started in 2004 and since then it provides students a platform to learn and provide opportunity for growth too.

Welcome to PSIT, it might teach you the importance of capitalizing on those failures to turn them to successes too!

Like they say the game doesn't end when you fail, it ends when you quit.

Self doubts or not, keep sharpening that axe, fellas!



Cheers!



 SHAMBHAVI DIXIT
sam2601

Comment Reblog Subscribe

**The Heritage Arc - Yuva Tourism Club-
PSIT
&
The Department of Business Administration
– PSIT
Management Activity**

**MANAGEMENT TRICKLE – ROLE
DYNAMICS**

Role Play Competition



EVENT REPORT

April 2024-25

Department of Business Administration

Presents

Management Trickle-Role Dynamics

A Role Play Competition For Management Students

Description

- Participation in team (4-5 members)
- Student has to prepare a role play related to Situation of management domain as-

Indian Tourism

Emerging Issues in Tourism

Hospitality and Hotel

Issue related to Business

Enterprenurial Venture

- Attire : Formal
- Duration : 7-8 min.
- Durations -11:00 -12:30 pm

Event Date: 8th May 2024



Evaluation
on
Content
Communication
and
collaboration



Contact :
Anjali Tiwari
9783059276 &
Akash Sharma
9695187766

Last Date for Registration : 3 May 2024

Registration Link : <https://forms.gle/vKJhCSTjxsZEuCUr7>

Figure 1: Poster of the Event

Briefing about the event: “Management Trickle-Role Dynamics”

The Management Role Play Competition is an interactive event designed for management students to put their skills to the test in simulated real-world scenarios. Participants engage in role-playing exercises covering diverse topics such as Indian Tourism, Issues realter to corporate governance, business ethics, marketing, HR, finance in tourism industry , and emerging management issues in tourism , Hospitality and Hotel Industry & Entrepreneurial Venture in Tourism. Through collaborative problem-solving and creative thinking, students demonstrate their ability to apply theoretical knowledge to practical situations. The competition fosters skill development in decision-making, communication, and teamwork, culminating in a rewarding experience for all participants.

Objectives Of the Event:

1. Explore Critical business dynamics of Tourism Industry.
2. Enhance decision-making, problem-solving, and strategic planning skills.
3. Apply theoretical knowledge to real-world business scenarios.
4. Foster teamwork and collaboration among participants.
5. Improve communication and presentation skills.
6. Encourage critical thinking and innovation in addressing management challenges.
7. Provide networking opportunities with peers and industry professionals.
8. Recognize outstanding performance and achievements.
9. Facilitate personal and professional growth through feedback and reflection

Theme of the event:

“The Management Role Play Competition for students” is an immersive event designed to refine skills crucial for tomorrow's leaders. With themes centering on Indian Tourism, Issues realter to corporate governance, business ethics, marketing, HR, finance in tourism industry , and emerging management issues in tourism , Hospitality and Hotel Industry & Entrepreneurial Venture in Tourism, participants navigate real-world scenarios. From ethical dilemmas to financial strategies and cutting-edge industry challenges, each scenario demands strategic acumen, teamwork, and effective communication. This competition not only hones practical skills but also cultivates a deep understanding of contemporary business dynamics, preparing students to excel in diverse managerial roles.

Event Organized by :

Ms Priyanka Singh , Assistant Professor at PSIT had organized the Event – “MANAGEMENT TRICKLE – ROLE DYNAMICS ” on 10th May 2024 from 2:00 PM to 4:00 PM at T-48 .

Organizing Team:

- Faculty Coordinators – Ms. Priyanka Singh
- Student Coordinators – Akash Sharma , Anjali Tiwari

Duration of the Event: (The event began at 02:00 PM and lasted till 4:00 PM)

Format:

- In total 12 teams participated in the event wherein each team was given 7-8 minutes for the performance.
- Teams were judged on the basis of content, communication , and Collaboration

Winners of the Competition:

The winner and runner-up awarded with trophies are as follows:

WINNER			
S. No	Name	Roll No	Section
1	Ayush Dixit	2301640700091	MBA I B
2	Ashwin Mohan	2301640700087	MBA I B
3	Ashish Singh	2301640700086	MBA I B

4	Ayushi Kesarwani	2301640700098	MBA I B
5	Harshita Agarwal	2301640700139	MBA I B
Runner up			
1	Digvijay singh	2301640700115	MBA I B
2	Divyanshu yadav	2301640700123	MBA I B
3	Divyansh chauhan	2301640700121	MBA I B
4	Ankit gautam	2301640700052	MBA I A
5	Arpit dixit	2301640700079	MBA I B

Outcome of the event:

The Management Role Play Competition concluded with resounding success, leaving a lasting impact on participants and organizers alike. Throughout the event, students showcased their prowess in management and leadership, navigating a diverse array of scenarios spanning Tourism , business ethics, marketing, HR, finance, and emerging management issues in tourism industry.

One of the most notable outcomes was the enhancement of participants' skills. Students honed their decision-making, problem-solving, and strategic planning abilities, demonstrating a keen understanding of managerial concepts in action. Through collaborative scenario-solving, improved communication and teamwork were observed, underscoring the importance of effective collaboration in today's business landscape.

The competition provided a unique opportunity for students to apply theoretical knowledge to real-world challenges. Participants adeptly translated classroom learning into actionable strategies, addressing complex issues with innovation and critical thinking. From devising

creative marketing campaigns to navigating ethical dilemmas, students showcased their adaptability and ingenuity in tackling diverse management scenarios.

Networking and collaboration were also key outcomes of the event. Participants engaged in meaningful interactions with peers and industry professionals, laying the groundwork for potential future collaborations and career opportunities. The emphasis on teamwork and collaboration fostered a sense of camaraderie among participants, highlighting the power of collective effort in achieving shared goals.

Personal growth and development were evident throughout the competition. Constructive feedback from judges provided valuable insights for students, empowering them to reflect on their performance and strive for continuous improvement. Confidence levels soared as participants expanded their skill sets and gained hands-on experience in a simulated business environment.

Moreover, the event raised awareness of contemporary management issues, sparking discussions on topics such as sustainability, digital transformation, and ethical leadership. By bridging the gap between academic knowledge and practical application, the competition reinforced the relevance of management education in addressing real-world challenges.

In recognition of their achievements, participants received accolades for their exemplary performance and innovative approaches to problem-solving. The event not only promoted excellence in management education but also inspired a new generation of leaders committed to driving positive change in the business world.

Overall, the Management Role Play Competition left an indelible mark on all involved, equipping students with the skills, knowledge, and confidence to excel in their future endeavors in management and leadership roles.

Event Photographs:



Figure2: Students are learning as they watch the act



Figure3: Students performing their act



Figure 4: Students performing their act



Figure 5: Students performing their act



Figure 6: Students performing their act



Figure 7: The esteemed judging panel



Figure 8: Group photo featuring all event coordinators , esteemed jury alongside the event winners.



Figure 9 : Student enacting their play.



Figure 10: Facilitation of the Winners

PSIT-Pranveer Singh Institute of Technology

Kanpur-Delhi National Highway (NH-2), Bhauti, Kanpur-209305 (U.P.), India

PSIT
Kanpur



**The Heritage Arc - Yuva Tourism Club- PSIT
Under Yuva Tourism by the Ministry of Tourism,
Government of India.**

&

Department of Business Administration

ORGANIZES



Video Pod Cast

Student Talk Corner

ACTIVITY REPORT

2023-24

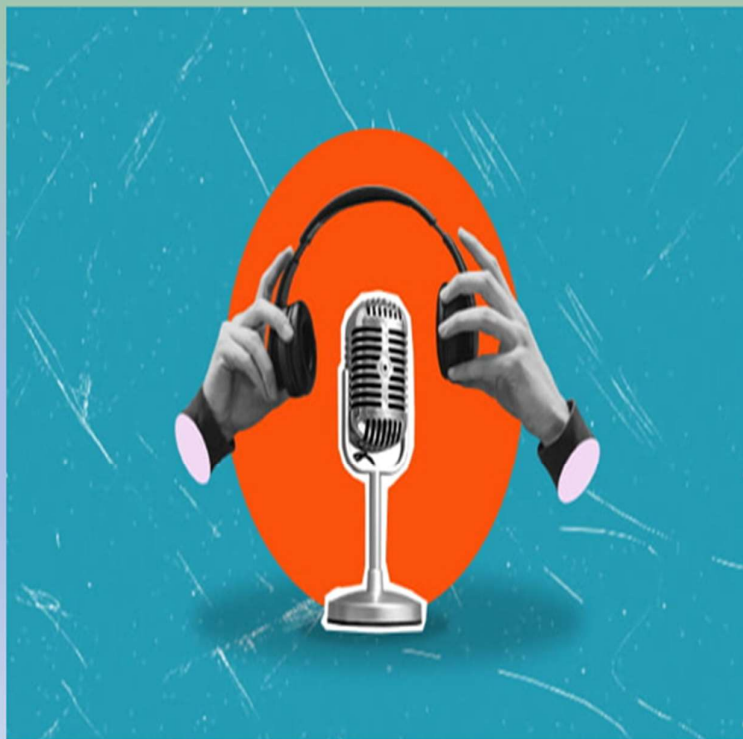
Department of Business Administration



The Heritage Arc
Tourism Club Department of Business
Administration
Presents
Tourism - Video Pod Cast

Themes

- Indian Tourism
- Entrepreneurial Venture
- Cultural Heritage of India



**Last Date
of
Registration
: 5 July
2024**

**Last date of
Video
Submission
: 11 July
2024**

Overview of the Activity:

Student Podcast activity is a dynamic educational endeavour that empowers students to express themselves creatively while developing essential skills. Student blogs serve as platforms for students to share their thoughts, experiences, and insights on various topics. The students were encouraged and guided to write blogs on various platforms such as WordPress, Tumblr, Medium, etc. within a stipulated time period on any topic they desire. Overall, student blogging activity offers a multifaceted approach to learning that promotes self-expression, digital literacy, community building, and career development. The area defined for the student were in relation to national and international tourism

The activity was focused to cultivate digital literacy and communication skills among students as they engage in online research, content creation, and multimedia integration and spreading tourism and cultural awareness among the students.

Objectives of the Activity:

- To allow students to discuss various topics relevant to spreading tourism and cultural awareness among the students..
- To allow them to explore diversity, equity and inclusion topics through interviews, discussions and story telling from members of different cultural backgrounds.
- To feature entrepreneurs, startup founders, and business leaders discussing innovation, entrepreneurship, and the startup ecosystem in field of tourism.

Organizing Team:

- Faculty Coordinator: Dr Shalika Grace Das
- Student Coordinators: Arjun Mishra and Avantika Chaturvedi

Activity Details:

The student activity will be conducted in different phases. The first phase of the activity was planned in which students were asked to create a video of maximum 10minutes on the topic of their choice.

First Phase:

- During the first phase, registrations were invited from students of MBA department. The deadline of the registration was **Registration : 5 July 2024**. Total 50 students registered for the event.
- After the registration, students were asked to share the link or video of their videos to the concerned faculty coordinator. The deadline of submission was: **11 July 2024**
- Students were also asked to submit the write up or script of the video.
- The videos of the students were evaluated on following parameters:
 - Content Quality
 - Relevance
 - Topic Covered
 - Editing

Outcome of the Activity:

- **Spreading Awareness about Tourism:** After the event student will be able to spread awareness about Indian tourism and enterprise in this field.
- **Improved Communication Skills:** After participating in this activity, students were able to sharpen their both verbal and non-verbal skills and overall clarity of expression.
- **Critical Thinking:** After participating in this activity, students learnt to evaluate different perspectives and form their own opinions.
- **Digital Literacy:** Creation of the pod cast introduced students to various digital tools and platforms, enhancing their digital literacy skills.
- **Ownership of Learning:** Managing a pod cast empowered students to take ownership of their learning process, as they plan, create, and manage content according to their interests and goals.
- **Portfolio Building:** Pod cast creation provided a platform for students to showcase their work, which is be valuable for academic, professional, or personal purposes.

