



Industry Visit Report

Event: Industrial Visit to Folk Culture (Creative Writing, Interview Photography & videography Skills)

Date: 31st October, 2018

Venue: Sam Village, Jaisalmer, Rajasthan (Folk culture).

Resource Person: Mr. Swaroop Singh, Manager, Sultan Resorts Sam Sand Dunes, Jaisalmer, Rajasthan, India,

Students: BA (JMC) (1st semester), TIAS

Faculty In-charge: Dr. ShambhooSharan Gupta & Dr. VandanaRaghava

Objectives:

- To enhance the knowledge of students by letting them implement about Indian folk Culture.
- To help the students to gain first-hand information regarding creative writing process of feature and interview of the Media industry.
- To correlate theoretical knowledge with practical exposure.
- To provide opportunity to learn ethics and culture of the Rajasthan.
- To provide corporate exposure for aspiring students.

Report on industrial visit to Sam Village, Jaisalmer, Rajasthan. (Folk culture)

Tecnia Institute of Advanced Studies organized four-days and six night's educational tour from 29/10/2018 to 3/11/20/18 for BA (JMC)1st. Semester. 12 students participated in this tour along with two faculty members.

Students check-out from the resort, Jodhpur, and commenced their journey to visit to Sam Sand Dunes, Jaisalmer. Twelve Students proceeded to Sam Sand Dunes, Jaisalmer for their exposure; At the very beginning of our visit we met Mr. Swaroop Singh, who is Manager Sam Sand Dunes, Jaisalmer. He gave a brief introduction of Desert Camp and explained Rajasthani

Folk culture to the students. The process of Folk Culture (Songs and Dance) was shown in night on stage. After that Students made a video and took an interview of him. He explained about Folk Culture and revenue of Desert camp.

The session was concluded with question answer session. Many of the students asked different question and cleared all the doubt which were in students minds. After that students asked him many questions about Rajasthani Folk Culture. There were number of activities done by Sam Village, Jaisalmer, Rajasthan (Folk culture) under the supervision of their team. During the visit students have observed ethics and culture of the Rajasthani Folk Culture. It was informative, interesting and a successful visit.

Students visited “Sam Village, Jaisalmer, Rajasthan (Folk culture)”. It believes in delivering the excellence, and cares the utmost about whom they work for. That’s why people visited “Sam Village, Jaisalmer, Rajasthan (Folk culture)” are very satisfied with their quality.

Sam Village, Jaisalmer Rajasthan (Folk Culture Team) consists of 10 members. Each team members was expert in different forms of like Rajasthani Folk Culture. Even Rajasthani Folk Actor/Dancer (Chhota) has gone abroad to show case Rajasthani Folk Dance. She has presented Rajasthani Folk Cultural program like as Kalbelia dance, Chari dance and Gair dance on the stage. Students enjoyed and applaud their commendable efforts.

Rajasthan has many forms of folk dances which are attractive, skillful and somewhat enjoyable by any age group. Rajasthani folk dances are popular all around the globe. Some of the Rajasthan’s traditional dance forms are very much different as only skilled person can do it. The Ghoomar dance from Udaipur and Kalbeliya dance of Jaisalmer have gained international recognition. Folk music is a vital part of Rajasthani culture. Kathputli, Bhopa, Chang, Teratali, Ghindr, Kachchhighori, Tejaji, etc. are the examples of the traditional Rajasthani culture. Students came to know from Mr. Swaroop Singh that there are around 60 artificial created sand dunes resorts in the Jaisalmer and the tourist period starts from Oct. to March in which on an average each resort earn around 60-70 lacs and April to September, because of climate constraints is the lean period. He also said that one folk group artist earn one and half lacs rupees per month in this time.



Kalbelia and TerahTaali Traditional dance of performed by the Rajasthani Culture in the Sam Village, Jaisalmer, Rajasthan.

Learning Outcome:

This visit provides hands on practical exposure to the students of News story. Students learnt about the Sam dunes industry at Jaisalmer, Rajasthan. They had seen the actual quality and hard work of Rajasthani Folk Culture, so they understood these cultures.

Students listened and understood about the Rajasthani folk culture at Sam Village Desert camp in Jaisalmer from Mr. Swaroop Singh. Students understood the Rajasthani folk culture. In the enclosed pictures we can see and understand the various angles of folk dance and songs.

- It was a great learning experience that increased the confidence level by leaps and bounds.
- Such tour is very helpful for the implementation of theoretical approach in practical way

by understanding the concept of feature writing, interviews and Rajasthani Folk Culture.

- This also enhanced photography skills, videography skills of students.
- This industrial visit to Sam Village helped student to gain hand on knowledge of Rajasthani folk culture.
- Rajasthani Folk Culture where they learned about how famous it is in cinema and abroad through social media, students felt its importance.
- Folk Actor and Actress have gone abroad for international shows and present Rajasthani folk program and gained fame.
- This industrial educational Visit fulfills the gap between theoretical training and practical learning in a real life environment.
- This industrial visit provided opportunity for active learning experience in class as well outside the classroom environment.
- Students were updated in terms of knowledge of work culture in Sam Village Desert Camp.



Students of BA(JMC) in front of the Sam Village, Jaisalmer, Rajasthan

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