



TECNIA INSTITUTE OF ADVANCED STUDIES



Domain - Technical Club of Mass Communication & Journalism

ANNUAL REPORT: ACADEMIC SESSION

2023-24

-: An Initiative of Internal Quality Assurance Cell:-



TECNIA INSTITUTE OF ADVANCED STUDIES

NAAC GRADE "A" INSTITUTE (CYCLE-1)

Recognized Under Sec. 2(f) of UGC Act 1956.

Approved by AICTE, Ministry of Education Govt. of India, &
Affiliated to Guru Gobind Singh Indraprastha University, New Delhi



Domain-Technical Club of Mass Communication & Journalism

Preface

The Photography Club, an initiative by the Department of Journalism and Mass Communication has Established on August 3, 2022, the Photography Club stands as a vibrant and dynamic platform dedicated to nurturing creativity, inclusiveness, and sustainability. Rooted in the values of Mulya Pravah, the club has consistently strived to foster an environment where students can explore and enhance their passion for photography while aligning their work with broader social and global responsibilities.

Through thoughtfully organized workshops on photography and photojournalism, the club cultivates a deep sense of commitment to the art form, while interactions with expert photographers and photojournalists enhance inclusiveness and respectfulness among its members. Signature events such as Freeze the Motion, Photo Feature Contests on Utsav and Orphan Care, Lens of Change, and Photo Walk embody principles of trusteeship, global citizenship, equality, and empowerment, inspiring members to use photography as a medium for societal change and education.

In alignment with Sustainable Development Goal 4: Quality Education, the club contributes to lifelong learning opportunities by fostering creative and technical skills. Its focus on sustainable urban practices, cultural heritage preservation, and showcasing community beauty through photography and graphic design underscores its commitment to promoting education with a purpose. Further, the club aligns with Goal 12: Responsible Consumption and Production by encouraging responsible and innovative practices in photography, thereby supporting sustainability and resource efficiency.

The club also provides a platform for inter/intra-college contests, participation in external competitions, and collaborations with renowned organizations like Nikon and Canon. These initiatives create a sense of belongingness while demonstrating the club's dedication to photographic excellence. By building a repository of exclusive pictures for educational and research purposes and leveraging digital media for promotion, the club has successfully blended education, innovation, and sustainability in its endeavours.

The Photography Club's harmonious integration of events, objectives, sustainable development goals, and the guiding principles of Mulya Pravah reflects its unwavering commitment to empowering society through photography. It continues to inspire students to contribute meaningfully to the world around them, proving that photography is not just an art but a powerful tool for education, advocacy, and transformation.

INDEX

S.NO.	TITLE	PAGE NO.
1.	INTRODUCTION	1
1.1	PHOTOGRAPHY CLUB	2
1.2	OBJECTIVES	3
2	REPORTS ON EVENTS CONDUCTED	4-17
2.1	Report on Freeze the Motion	5-6
2.2	Report on Photo Feature Contest on Utsav	7-8
2.3	Report on Lens of Change: Empowering Society Through Photography for a Brighter Tomorrow	9-10
2.4	Report on Photo Feature Contest on Orphan Care	11-12
2.5	Report on Photo Walk for Monument Photography	13-14
2.6	Report on Equality, Empowerment and Education	15-16
2A.	Awareness and Outreach Activities Report	17
3.	CONCLUSION	18
4.	ANNEXURES	19
Annx – 1	CERTIFICATE OF ESTABLISHMENT	20
Annx – 2	OFFICE ORDER	21
Annx – 3	CLUB CORE COMMITTEE	22

1. Introduction

1.1 Photography Club

Photography is much more than just having a camera and taking pictures. It is both an art and science. It is not just clicking the photographs. It reflects the vision of a person towards a subject. It is a gift to shoot what our eyes wishes to capture. Students in this photography club have opportunities to hone their skills by understanding and learning about what makes a good photograph, from composition to artistic expression. Members of this club will learn how to use state of the art software to edit and enhance photographic images for their own use, as well as for publication. All levels of experience are welcome and encouraged to explore this exciting side of the visual arts.

Photography is becoming a wonderful hobby and has proved to be very popular among the students. It is a journey of heliography, pinhole image to the digital mirrorless and drone cameras. This club is established to inculcate the passion towards photography and make it a congregational platform.

The aim of this club is to explore the keen and creative mind of students towards photography and make them camera friendly along with its various facets and relate it to aspects of print/electronic production and corporate communication. This would cover every point from IMAGINATION to REALITY. The intention is to create an insight into issues that concern learners who may be willing to be media professionals, digital designers, photographers, communicators, advertisers or any other users of various facets of print/electronic media.

1.2 Objectives

- To organise workshops on photography and photojournalism.
- To provide opportunities to share the experiences and skills of some expert photographers and photojournalists to the Club.
- To cover various events within the institute & participation in external competitions.
- To Conduct frequent, inter/intra college photography contests.
- To get participated in various programmes introduced by Nikon, Canon and other photo To do a photo walk during educational field trips of photographic interest and social events.
- To promote the club and its members through the display of photography on digital Media and social sites.

2. Reports on Events Conducted

2.1 Event: Photography Competition

Topic: Freeze the Motion (To captivate moment)

Date: 26th September 2023

Report: Tecnia Institute of Advanced Studies has organised an Outreach Activity under the umbrella of Lensart Photography club for the students of BBA, MBA, BA(J&MC) and BCA on 'Freeze The Motion' on 26th Sep 2023. The objectives of this contest were to provide an opportunity to the students to showcase their creativity with the help of lens. It was a great event at which participants got an opportunity to work on the above theme 'freeze the Motion'. Many students from different departments of our institute, participated and showed their unique ideas in the form of photography. There was also a judging panel consists of three judges to determine the winners. Among the contestant, Deepak Kumar did marvellous job and bagged the first position in this event. Ms. Jyoti Gupta, Photography club in-charge and Ms. Nishtha, BA(JMC) 5th Sem student organised the event very well.

OBE VALUES	UNSDGS	MULYA PRAVAH	PARTICIPANTS
Sustainability Responsibility	<ul style="list-style-type: none">• SDG 4: Quality Education• SDG 12: Responsible Consumption and Production	<ul style="list-style-type: none">• Creativity & Innovation• Global Citizenship	16



LENSART
PHOTOGRAPHY CLUB



TECNIA
INSTITUTE OF ADVANCED STUDIES
SCHOOL OF ARTS & DESIGN
2023-24

Organizes
Outreach activity

Theme Freeze the Motion

Guidelines:

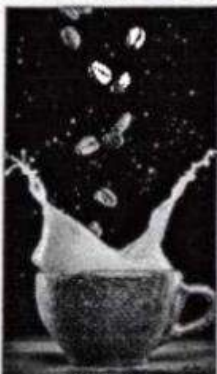
1. Photographs should be related to the given theme.
2. Only 1 photograph is required to send.
3. Mention your details i.e. school/college name, course, semester and shift in email. Without details, Your participation will not be considered.
4. Ensure that all photographs are your own.

Last date of submission: 26th September, 2023
Email id.: photographyclubtecnia@gmail.com

✓ certificates will be given to first 3 winners
Best 3 photographs will be posted on
social media along with students detail



Student Coordinator: Nishtha: 9999257832
Anam : 9599329953
*Tat Exchange: Ms. Jyoti Gupta
Org. of the event: art & design club



2.2 Event: Photo Feature Contest on Utsav

Topic: Skill India Mission

Date: 25th November 2023

Report: The Photo Feature contest on the theme of "Utsav" was organized to celebrate the rich cultural diversity of India through captivating visuals. Utsav, translates to "festival", in Hindi and embodies the spirit of joy, harmony, and community that characterizes traditional Indian festivals. The contest aimed to showcase the vibrant tapestry of festivals observed across different regions of India and their significance in fostering unity and cultural heritage. Participants were invited to submit photographs that captured the essence of various festivals celebrated in India under the overarching theme of "Utsav." Entries were judged based on their ability to convey the spirit, emotions, and cultural significance of the festivals depicted. The judging panel comprised experts in photography, cultural studies, and event management.

Through captivating imagery and storytelling, the contest not only showcased the beauty of Indian festivals but also fostered cultural exchange, community engagement, and artistic expression. As a result, it played a significant role in promoting unity, diversity, and cultural pride among participants and viewers alike.

OBE VALUES	UNSDGS	MULYA PRAVAH	PARTICIPANTS
Sustainability Responsibility	<ul style="list-style-type: none">• SDG 4: Quality Education• SDG 8: Decent Work and Economic Growth• SDG 12: Responsible Consumption and Production	<ul style="list-style-type: none">• Creativity & Innovation• Global Citizenship• Commitment	12



Organizes



Photo Feature Contest

Theme : UTSAV



Entry Deadline:

25th November, 2023

Email id : photographyclubtecnia@gmail.com

Guidelines:

1. Photographs should be related to the given theme.
2. Participants are required to send 4-6 pictures.
3. Mention your details i.e. enrollment number, course, semester and shift in email.
4. Without details, Your participation will not be considered.
5. Ensure that all photographs are your own.



E certificates will be given to all the participants.

Best photograph will be posted on social media along with student detail

Club incharge:

Ms. Jyoti Gupta

Dept. of Journalism and Mass Communication

Student coordinator:

Nishtha : 9999257832

Ansen : 9599325953

2.3 Event: Photography Competition

Topic: Lens of Change: Empowering Society Through Photography for a Brighter Tomorrow

Date: 11th December 2023

Report: The Initiatives 'Lens of change: Empowering Society Through Photography for a Brighter Tomorrow' aims to harness the transformative power of photography to inspire social change and foster community engagement. Central to this program are four key values: empowerment, responsibility, collaboration and impact.

Participants will be empowered to express their creative voices, learning to use photography as a tool for advocating social change. This empowerment builds confidence and equips individuals with the skills to capture compelling narratives that resonate with audiences.

The Program emphasizes the importance of responsibility storytelling. Learners will engage with ethical practices that honour diverse perspectives, ensuring that their photographic representations are respectful that authentic. This commitment to integrity fosters deeper connections between subjects and viewers.

Collaboration is another cornerstone of the initiative. Through group projects, participants will engage in shared photographic experiences that promote community involvement, nurturing dialogue and relationships among diverse groups.

Finally, the program focuses on creating a tangible impact. Learners will be trained to craft powerful visual narratives that raise awareness about pressing social issues, motivating others to take meaningful action in their communities. By combining empowerment, responsibility, collaboration and impact lens of change aims to create a brighter tomorrow through the lens of photography, inspiring individuals to advocate for positive transformation.

OBE VALUES	UNSDGS	MULYA PRAVAH	PARTICIPANTS
Empowerment, Responsibility, Collaboration, Impact	<ul style="list-style-type: none">• SDG 4: Quality Education• SDG 8: Decent Work and Economic Growth• SDG 12: Responsible Consumption and Production	<ul style="list-style-type: none">• Creativity & Innovation• Global Citizenship• Commitment	17



TECNIA
INSTITUTE OF ADVANCED STUDIES
IN MANAGEMENT, TECHNOLOGY & INNOVATION
TECNIA-INDIA

Photography Club
Organizing
**Lens of Change:
Empowering Society
Through Photography
for a Brighter
Tomorrow**

11 December, 2023

10:00 AM Onwards

Venue: Prashant Vihar

Club Incharge: Ms. Jyoti Gupta



2.4 Event: Photo Feature Contest on

Topic: Orphan Care

Date: 17th February 2024

Report: In a world where the plight of orphans often remains unnoticed, capturing their stories through the lens of a camera can be a powerful means of raising awareness and fostering empathy. The Photo Feature Contest on Orphan Care Theme aimed to shed light on the lives of orphans and the efforts made towards their welfare. Participants were invited to submit their entries online, accompanied by brief descriptions highlighting the story behind each photograph and its relevance to the theme of orphan care. Photographs not only highlighted the challenges faced by orphans, including abandonment, loss, and lack of access to basic necessities but also showcased the tireless efforts of individuals and organizations working towards their welfare. Entries were evaluated based on the relevance, emotional impact, technical excellence and storytelling. We extend our heartfelt gratitude to all the participants and judges who contributed to the success of the contest.

OBE VALUES	UNSDGS	MULYA PRAVAH	PARTICIPANTS
Resilience, Love, Human spirit	<ul style="list-style-type: none">• SDG 4: Quality Education• SDG 8: Decent Work and Economic Growth• SDG 12: Responsible Consumption and Production	<ul style="list-style-type: none">• Creativity & Innovation• Global Citizenship• Commitment	16



LENSART
Photography Club

Organizes



Photo Feature Contest

Theme : Orphan Care



Entry Deadline:
17th February, 2024

Email id : photographyclub@tecnia.in

Guidelines:

1. Photographs should be related to the given theme.
2. Participants are required to send 4-6 pictures.
3. Mention your details i.e. enrollment number, course, semester and shift in email.
4. Without details, Your participation will not be considered.
5. Ensure that all photographs are your own.

& Certificates will be given to all the Participants

Best photography will be posted on social media along with student details

Club Incharge:

Ms. Jyoti Gupta

Dept. of Journalism and Mass Communication

Student Coordinator

Nishtha : 9999257832

Ansen : 9599325953



2.5 Event: Photo Walk

Topic: Monument Photography

Date: 16th March 2024

Report: Conducting a photo walk for Tecnia students offers a hands-on opportunity to integrate photography with journalism. Begin by selecting an engaging location and briefing students on ethical considerations in visual storytelling. Organize students into small groups, assigning each a specific theme. Encourage experimentation with composition, lighting, and perspective as they capture images. The purpose was to explore and capture the architectural beauty and historical significance of the Hauz Khas monuments, as well as to experience the vibrant urban culture surrounding the site. The photo walk at Hauz Khas Village was a rewarding experience, offering diverse photographic opportunities. Participants learned from each other, experimented with different techniques, and captured the unique blend of historical and contemporary elements. The collective effort resulted in a rich visual documentation of Hauz Khas Village, highlighting its architectural beauty and cultural vibrancy.

OBE VALUES	UNSDGS	MULYA PRAVAH	PARTICIPANTS
<ul style="list-style-type: none">• Perspective• Composition• Lighting• Technical	<ul style="list-style-type: none">• SDG 4: Quality Education• SDG 8: Decent Work and Economic Growth• SDG 12: Responsible Consumption and Production	<ul style="list-style-type: none">• Creativity & Innovation• Global Citizenship• Commitment	21



TECNIA
INSTITUTE OF ADVANCED STUDIES
GRADUATE IN PHOTOGRAPHY



LENSART
Photography Club

Lensart Photography Club

Organizing

Photo Walk

for Monument Photography

16th
March 2024

Venue: Hazrat Nizamuddin Dargah

Guidelines:

1. Every student must go with their own conveyance
2. DSLR cameras will be provided for photography
3. Students must carry their ID cards and be in formal.
4. Assemble at the Hazrat Nizamuddin metro station at 10.30 a.m.

Student Coordinator :

Riya Ashikari : 9711698127

Adithyan Parmod : 65955-47052

Club Incharge

Ms. Jyoti Gupta

Department of JMC



2.6 Event: Photo Feature Contest

Topic: Equality, Empowerment and Education

Date: 13th April 2024

Report: The Beti Bachao, Beti Padhao (BBBP) initiative, launched by the Government of India, aims to address gender discrimination and promote the education and welfare of the girl child. In line with this mission, a Photo Feature Contest was organized to engage communities, raise awareness, and inspire action towards these goals. The Photo Feature Contest for the Beti Bachao, Beti Padhao initiative was a resounding success in terms of participation, engagement, and impact. It not only raised awareness about the importance of girl child education and welfare but also empowered individuals and communities to contribute creatively to a vital social cause. The contest demonstrated that artistic endeavours could effectively complement advocacy efforts, making complex social issues more accessible and relatable to the public.

OBE VALUES	UNSDGS	MULYA PRAVAH	PARTICIPANTS
<ul style="list-style-type: none">• Perspective• Composition• Lighting• Technical	<ul style="list-style-type: none">• SDG 4: Quality Education• SDG 8: Decent Work and Economic Growth• SDG 12: Responsible Consumption and Production	<ul style="list-style-type: none">• Creativity & Innovation• Global Citizenship• Commitment	21


TECNIA
INSTITUTE OF ADVANCED STUDIES
GRADUATE & POSTGRADUATE


LENSART
Photography Club



Organizes

Photo Feature Contest

Theme: Beti Padhao Beti Bachao

Entry Deadline:
13th April 2024

Email id : photographyclub@tecnia.in

Guidelines:

1. Photographs should be related to the given theme.
2. Participants are required to send 4-6 pictures.
3. Mention your details i.e. enrollment number, course, semester and shift in email.
4. Without details, your participation will not be considered.
5. Ensure that all photographs are your own.

E Certificates will be given to all the participants

Club In-charge:

Ms. Jyoti Gupta
Dept. of Journalism and Mass Communication

Student coordinator:

Riya Adhikari (9721002107)
Adityan Prasad (95549033)



2A. Awareness and Outreach Activities Report

Awareness					
S.NO.	DATE	ACTIVITY	OBE VALUES	UNSDGS	MULYA PRAVAH
1	25/05/2024	Photo Feature Competition	Sustainability Responsibility	<ul style="list-style-type: none"> • SDG 4: Quality Education • SDG 12: Responsible Consumption and Production 	<ul style="list-style-type: none"> • Creativity & Innovation • Global Citizenship
2	28/10/2023	Photo Feature Contest on Utsav	Sustainability Responsibility	<ul style="list-style-type: none"> • SDG 4: Quality Education • SDG 8: Decent Work and Economic Growth • SDG 12: Responsible Consumption and Production 	<ul style="list-style-type: none"> • Creativity & Innovation • Global Citizenship • Commitment
3	17/02/2024	Photo Feature Contest on Orphan Care	Resilience, Love, Human spirit	<ul style="list-style-type: none"> • SDG 4: Quality Education • SDG 8: Decent Work and Economic Growth • SDG 12: Responsible Consumption and Production 	<ul style="list-style-type: none"> • Creativity & Innovation • Global Citizenship • Commitment
4	16/03/2024	Photo Walk for Monument Photography	Perspective, Composition, Lighting, Technical	<ul style="list-style-type: none"> • SDG 4: Quality Education • SDG 8: Decent Work and Economic Growth • SDG 12: Responsible Consumption and Production 	<ul style="list-style-type: none"> • Creativity & Innovation • Global Citizenship • Commitment
5	13/04/2024	Photo Feature Contests	Equality, Empowerment and Education	<ul style="list-style-type: none"> • SDG 4: Quality Education • SDG 8: Decent Work and Economic Growth • SDG 12: Responsible Consumption and Production 	<ul style="list-style-type: none"> • Creativity & Innovation • Global Citizenship • Commitment
Outreach					
1	11/12/2023	Lens of Change Empowering Society Through	Empowerment, Responsibility, Collaboration, Impact	<ul style="list-style-type: none"> • SDG 4: Quality Education • SDG 8: Decent Work and Economic Growth • SDG 12: Responsible Consumption and Production 	<ul style="list-style-type: none"> • Creativity & Innovation • Global Citizenship • Commitment

3. Conclusion:

The Photography Club serves as a dynamic platform that aligns its objectives and events with the values of Mulya Pravah, fostering an environment of creativity, inclusiveness, and sustainability. By organizing workshops on photography and photojournalism, the club nurtures commitment and dedication to the art, while interactions with expert photographers and photojournalists enhance inclusiveness and respectfulness. Events like Freeze the Motion and Photo Feature Contests on Utsav and Orphan Care embody trusteeship, global citizenship, and harmony, empowering members to capture moments that inspire societal change. Initiatives such as Lens of Change and Photo Walk reinforce the ideals of equality, empowerment, and education, promoting the spirit of constitutional values and integrity.

The club actively contributes to Sustainable Development Goal 4: Quality Education by fostering creative skills and technical expertise, ensuring lifelong learning opportunities, and highlighting sustainable urban practices, preserving cultural heritage, and showcasing community beauty through photography and graphic design. In alignment with Goal 12: Responsible Consumption and Production, the club encourages responsible and innovative practices in photography, contributing to sustainability and resource efficiency.

Through inter/intra-college contests, participation in external competitions, and collaborations with renowned organizations like Nikon and Canon, the club ensures a sense of belongingness while showcasing its dedication to photographic excellence. By creating a repository of exclusive pictures and leveraging digital media for promotion, the club not only supports educational and research purposes but also fosters sustainability and innovation in photography. The harmonious integration of events, objectives, sustainable development goals, and Mulya Pravah values highlights the Photography Club's unwavering commitment to empowering society and inspiring students to contribute meaningfully to the world around them.

3. Annexures

Annexure 1

Certificate of Establishment



Annexure 2

Office Order

TECNIA INSTITUTE OF ADVANCED STUDIES

3 PSP, Institutional Area, Madhuban Chowk, Rohini, New Delhi-11008

Ref. No. TIAS/ Dir. Off./2022-23/10

Date: 03.08.2022

OFFICE ORDER

Subject: Duty as In-Charge of 'Photography Club'

The following faculty member is assigned the duty of In-Charge Photography Club with immediate effect in addition to already assigned duties/ charges.

Sr. No.	Name of Faculty Member	Department	Duty Assigned For
1.	Ms. Jyoti Gupta	Dept. of Journ. & Mass Comm.	In-Charge – Photography Club

The above is required to undertake all conceivable efforts towards the development and propagation events, activities taking cues from GGSIP University and execute the same and also take note of the contemporary issues from time to time, records MoM for all activities and requirements; further, In-Charge is required to undertake activities as per Event Calendar, Dynamics, Outcomes, Values, Day and Dates and upload the same on the webpage of Club on Institute's website for the advantage of all stakeholders.

The aforesaid duty assigned as per UGC; Gazette Notification; Dt. 18.07.2018; UGC Regulations on minimum qualifications for appointment of teacher and other academic staff in universities and colleges and measures for the maintenance of standards in Higher Education, 2018; pg. no. 104; Appendix-II; Table-I; Assessment Criteria and methodology for university/college teachers; S. No. 2; Heading: Grading Criteria; "Involved in at least 3 activities"


DIRECTOR
Tecnica Institute of Advanced Studies
(Affiliated to GGSIP University Delhi)
Madhuban Chowk, Rohini, Delhi-85

Copy to:

IQAC

Dean (Academics)

Dean (R&D)

All HoDs – MBA, BBA, BA (J&MC) & BCA Program

Faculty Concerned

Training & Placement Cell

In-charge-ITC

In-charge, Student Welfare

In-Charge, All Clubs

Academic Cell – to inform all concerned.

Directorate Secretariat

Guard File

Annexure 3

Club Core Committee



Ref. No: TIAS/Photography Club/2023-24/01

Date: 01/09/2023

Photography Club


Notice for Selection of Core Committee Members

This is to notify that following members have been selected as core committee members of Photography Club for the upcoming session 2023-24

- **Chairperson :** Ms. Jyoti Gupta
- **Members:**
- Dr. Ruchi Srivastava, Event Head
- Dr. Shivendu Rai, HOD, Department of Journalism and Mass Communication
- Mr. Vinod Kumar, Media lab in charge, Department of Journalism and Mass Communication
- Dr. Deepak Sonkar, Assistant Professor, Department of Information and technology.
- Dr. Rubina Bano, Assistant Professor, Department of Management
- Ms. Aanchal, Student coordinator, Department of Management
- Ms. Ridhi, Student coordinator, Department of Management
- Mr. Sanket, Student coordinator, Department of Journalism and Mass Communication
- Ms. Radhika, Student coordinator, Department of Journalism and Mass Communication
- Mr. Shubham Student coordinator, Department of Management
- Ms. Himanshi, Student coordinator, Department of Journalism and Mass Communication

Mr. Jyoti Gupta
Club Incharge- Photography Club

Dr. Ruchi Srivastava
Event In-charge


In-Charge, Photography Club
Tecnica Institute of Advanced Studies
Madhuban Chowk, Rohini, Delhi - 85



Living World of Diversity...

NODAL OFFICER/PROGRAMME OFFICER/INCHARGE

Ms. Jyoti Gupta

CLUB AMBASSADOR

Mr. Shubham

Ms. Aanchal

For Details Visit :

☎ : 011-27555121-24 | 🌐 : www.tiaspg.tecnia.in | ✉ : director@tecnia.in

INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI-110085

Rated as 'A' Category by JAC, Govt. of NCT of Delhi;

A++ Category - Best Business School by AIMA - Business Standard

ISO 9001:2015, ISO 14001:2015, ISO 21001:2018, ISO 51001: 2018 Certified Institute;