

LJ Institute of Media & Communications



Report on

‘CineQuest’ The Ultimate Movie Quiz based on ‘12th Fail’ on Unstop

Date	29 th February, 2024 & 11 th March 2024
Program	Online Event
Venue	Unstop App
Participants	Students, Corporates, Professionals etc.
Institute	LJ Institute of Media & Communications (LJIMC)
Number of Participants	1084

Introduction

LJ Institute of Media & Communications (LJIMC) hosted the online movie quiz competition 'CineQuest' on the Unstop application on 29th February. CineQuest - The ultimate movie quiz was centered around the critically acclaimed movie '12th Fail'. A total of 1084 participants from 577 organizations registered for CineQuest, including prestigious institutions such as 14 IIMs, 11 IITs, 138 Universities, 58 Institutes, 52 Schools, 7 Banks, and 18 Corporates. Among these, 343 participants actively engaged in the quiz, with the top 3 winners subsequently determined. The event garnered a total of 21826 impressions on Unstop.

Consisting of 30 questions, CineQuest revolved around the themes and content of the '12th Fail' movie, with each question allocated a 30-second timer. Participation in the event was on an individual basis.

Objectives:

- Increase awareness and appreciation for the movie '12th Fail' among a diverse audience.
- Stimulate critical thinking skills through thought-provoking questions about the movie.
- Encourage active participation in a friendly and intellectually stimulating environment.
- By recognizing and rewarding the top performers in the quiz, LJIMC aims to showcase the talent and expertise of participants while also motivating others to strive for excellence in their understanding of cinema and related subjects.
- Utilize digital platforms to reach a wider audience and facilitate seamless participation.
- Generate interest and buzz surrounding '12th Fail' to contribute to its overall promotion and success.

The Winners of CineQuest:

Winner: Naman Jain, Maharaja Surajmal Institute (MSI), New Delhi

1st Runner up: Apurv Gupta, Rajiv Gandhi Institute of Petroleum Technology (RGPT), Jais, Uttar Pradesh

2nd Runner up: Kaushal Sharma, Rajiv Gandhi Institute of Petroleum Technology (RGPT), Jais, Uttar Pradesh

The winner was awarded a prize of ₹2500 along with a Gift Hamper, while the 1st Runner-up and 2nd Runner-up received ₹1500 and ₹500 respectively, alongside Gift Hampers.

The event received support from A4E Academy and was further backed by Nepathya - The Backstage. MoviPremmy served as the promotional partner, while Film Fame magazine joined as the magazine partner. The Hampers were generously sponsored by Tea Post and Chhaswala.

All registered participants were furnished with participation certificates for their involvement in the Quiz. Under the guidance of Dr. Divya Soni (Director-LJIMC), the event was designed by Asst. Prof. Hardik Solanki and coordinated by Heer Zaveri (BMC Batch 23-25).

The prize distribution ceremony for the CineQuest movie quiz, organized by LJ Institute of Media & Communications (LJIMC), took place on 11th March 2024 at the TV studio of LJIMC in Ahmedabad. The ceremony aimed to honor the top performers of the quiz, specifically focusing on the seven winners from Ahmedabad who secured positions within the top 30 participants.

Asst. Prof. Hardik Solanki announced all the top 30 winners of the CineQuest quiz. Subsequently, Dr. Divya Soni felicitated the seven winners from Ahmedabad, presenting them with the Chhaswala gift Hampers as a token of recognition for their outstanding performance. Dr. Divya Soni engaged with the winners, interacting with them to gain insights into their quiz experience and to understand how they became aware of the quiz.

The event was smoothly hosted by Hardi Vader (BMC Batch 2023-26), who efficiently managed the proceedings, ensuring a seamless flow throughout the ceremony.

The prize distribution ceremony for the CineQuest quiz provided a platform to celebrate the achievements of the participants and recognize their dedication and knowledge in the field of cinema. LJ Institute of Media & Communications continues to foster such initiatives to promote intellectual engagement and appreciation for the cinematic arts among its students and the wider community.

Conclusion

CineQuest garnered a total of 21826 impressions on Unstop, indicating a significant reach and impact within the digital sphere. By leveraging technology and online platforms, LJIMC

successfully engaged a wider audience and facilitated seamless participation, thereby enhancing the accessibility and inclusivity of the event.

In conclusion, CineQuest not only achieved its objectives of promoting awareness, fostering critical thinking, and building community but also served as a testament to the enduring appeal of cinema as a medium of education and entertainment. LJ Institute of Media & Communications extends its gratitude to all participants, organizers, and supporters for their contributions to making CineQuest a memorable and enriching experience.

Glimpses of the event:



The poster for CineQuest 12th Annual Movie Quiz features a background image of a crowd of people. The text is overlaid in a clean, modern font. The event is presented by the LJ Institute of Media & Communications. The title 'CineQuest' is in a large, bold, yellow font, with a film reel icon integrated into the letter 'Q'. To the right of the title, '12TH' is in a large, bold, yellow font, and 'ANNUAL' is in a large, bold, red font. Below the title, 'The Ultimate Movie Quiz' is written in a smaller, bold, yellow font. The date '29/02/2024' and the time '9:30 pm - 10:00 pm' are displayed in a large, bold, yellow font. A red 'FAIL' stamp with the hashtag '#RESTART' is visible on the right side of the poster. The bottom section of the poster lists various partners and sponsors, including 'Online on unstop', 'Supported By' (A4E, A4E, A4E), 'Promotion Partner' (A4E), 'Gift Partner' (tea POST), 'Magazine Partner' (FAME), 'Refreshment Partner' (Cherry's), and 'Design & Graphics by' (HK). A QR code is provided for registration, and the website 'www.ljimc.org' is listed at the bottom left. Social media links for LinkedIn, Instagram, and Facebook are shown at the bottom right.

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LJIMC
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LJ Institute of Media & Communications
presents

CineQuest **12TH**
ANNUAL
The Ultimate Movie Quiz

29/02/2024
9:30 pm – 10:00 pm

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