



Report on Cineverse, a Film Screening Event of LJIMC

Date of Event: 11th January 2025

Time: 10:00 to 13:00 (1 hour slot per screening)

Venue: LJ Commerce Building Auditorium

Introduction:

On January 11, the LJ Institute of Media & Communications (LJIMC) organized an open film screening event titled Cineverse for the students of LJ University. The event featured screenings of documentaries, short films, advertisements, and video songs created by the Master's and Bachelor's students of media studies.

The screening included horror and suspense thriller "Intezaar", a short film "Rubaroo" exploring emotions of regret and guilt, and "Haptic Love", a unique short film based solely on finger movements. Documentaries such as "Taalim" focusing on the right to education for the transgender community, "Kumbhkaar" highlighting the artistry of potters, and "Virtual Cop", based on Gujarat Government's women safety initiatives like safety boxes and the Nirbhaya Project, were also showcased. Additionally, three advertisements and a video album song titled "Har Roz" were screened.

The event was conducted in three time slots between 10 AM and 1 PM. Dignitaries present at the event included Dr. Manish Shah (President, LJ University), Dr. Viral Shah (Executive Director, LJ University), and Dr. Divya Soni (Director, LJIMC), along with directors from various institutes, project mentors, invited guests, faculty members, and more than 350 students from different institutes.

The screening was graced by the following dignitaries:

- **Dr. Manish Shah** – President, LJ University
- **Dr. Viral Shah** – Executive Director, LJ University
- **Dr. Divya Soni** – Director, LJIMC (organised)
- **Kamlesh Udasi** – Filmmaker

The screening was also graced by the following dignitaries of LJ University:

- **Dr. Shreeraj Shah** – Director, LJ Institute of Pharmacy
- **Dr. Rashi Goplani** – Director, LJ Institute of Event Management
- **Prof Sejal Mankani** – Course Coordinator, Integrated Bachelor Degree Programme

Objectives:

- To provide a platform for students to exhibit their creative work, including short films, documentaries, and TVCs, and receive recognition for their efforts.
- To encourage innovative storytelling and creative expression through diverse media formats such as films and commercials.
- To create an opportunity for students to connect with experts, faculty, and fellow students to exchange ideas and insights in the media and film domain.

- To position LJIMC as a hub for innovative media education and a contributor to the growing field of film and communication.

Process:

- A creative announcement was shared on social media to promote the workshop and spark interest among participants.
- Students and faculty members visited various colleges within the LJ Campus to brief Directors and engage with students in classrooms about the workshop.
- Posters were displayed across multiple departments to maximize visibility and reach.
- On the day of the workshop, a registration desk was set up to ensure a smooth and organized flow of participants.
- A banner of Cineverse was planted at the entrance gate of LJ University.
- Various reels of students of LJIMC promoting Cineverse were prepared.
- There were standees places across the university and a special entrance gate of Cineverse was prepared.
- A reel of the Cineverse event was prepared and shared which included the appreciation of Dr. Manish Shah for LJIMC organising Cineverse Film Screening.
- We shared the reviews of the students appreciating the films on social media.
- Reviews of Dr. Rashi Goplani, Dr. Shreeraj Shah, Prof. Sejal Mankani and other experts were also shared on social media.

Conclusion:

Under the guidance of Dr. Divya Soni, the Cineverse event was successfully organized and managed by media professors Dr. Hardik Solanki, Rishank Joshi, and Aditi Verma, along with technical staff member Shailesh Parmar, course coordinator Pinal Shah, and students of the Bachelor of Media and Communications program.

The event not only served as a platform for showcasing innovative work in short films, documentaries, and TVCs but also fostered confidence and inspiration among the participants. With the encouragement of dignitaries and the enthusiastic response from attendees, *Cineverse* reinforced the media department's commitment to excellence and its ability to make a significant impact.

Outcome of the Cineverse Film Screening Event:

The Cineverse event organized by LJIMC was a resounding success. It provided students with a platform to showcase their creative work, including short films, documentaries, and advertisements. The event encouraged innovative storytelling and allowed students to engage with industry experts and faculty, receiving valuable feedback and inspiration.

With more than 350 attendees, the event boosted LJIMC's visibility as a hub for creative media education. The positive reception and glowing reviews from dignitaries, along with seamless execution, highlighted the department's commitment to excellence in media education. Overall, Cineverse was a major success, fostering creativity and confidence among the participants.

Links:

Media coverage: <https://www.divyabhaskar.co.in/local/gujarat/ahmedabad/news/cineverse-organized-by-lj-institute-of-media-and-communications-134293341.html>

Instagram: https://www.instagram.com/reel/DEsMD-aP-jh/?utm_source=ig_web_copy_link



LJ Institute of Media & Communications

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CINEVERSE



Join the **CINEVERSE**
Community today, to enjoy
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Movie Screening:-

Short Films
Documentaries,
Music Video,
and Advertisements
made by Students of LJMC

Venue:-

Auditorium, 5th Floor,
LJ Commerce Building

Time Slots:

10 to 11, 11 to 12, 12 to 1

Date:

Saturday,
11th January, 2025



**FREE
ENTRY**



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