



Dr. M.G.R.
EDUCATIONAL AND RESEARCH INSTITUTE
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Periyar E.V.R. High Road, Maduravoyal, Chennai-95, Tamilnadu, India.



DEPARTMENT OF VISCOM & ANIMATION

Happy to participate in

46 Student Delegates from the Department of Viscom & Animation attended summit and gained knowledge about South India Media & Entertainment Industry. It provides a common ground to both the facilitators and stakeholders to discuss and deliberate on important issues with 15 Panel Discussion & 80+ Speakers.

This Event became an eye opener for the students of our Department.



CII
Dakshin
 South India
 Media &
 Entertainment
 Summit
BEYOND BORDERS
 Second Edition

19-20 April 2023
 ITC Grand Chola, Chennai



The Confederation of Indian Industry (CII) is hosted the second edition of Dakshin 2023 – CII’s largest Media & Entertainment Summit in South India on April 19 and 20 in Chennai.

“CII Dakshin is the largest event of its kind in South India. The theme of this year’s summit is — Culturally Rooted & Creatively Global,” said T.G. Thyagarajan, Chairman of CII Dakshin Media and Entertainment Summit and Managing Partner of Sathya Jyothi Films. Mr.Udhayanidhi Stalin, minister of Youth Welfare and Sports Development, inaugurated the event.

Actor-filmmaker Suhasini Maniratnam, who is the co-chair of CII Dakshin 2023, said that this event served as a platform to promote the glory of south Indian films. Anurag Singh Thakur, Union Minister for Information & Broadcasting and Youth Affairs & Sports addressed the gathering in the valedictory session on the day 2 of the summit.

Also, the media mogul Dr. Annurag Batra, Founder of Exchange4Media Group and Chairman & Editor in Chief of the BW Businessworld delivered the keynote address on day 1 of the event.

Over 60 renowned speakers and 700 delegates from across India, including actors, producers, directors, exhibitors, national heads of OTT platforms and social media influencers among others participated in this event.

Some of the key topics that were discussed during the event were South Indian cinema and its global influence, young talents driving South Indian cinema, taking cinema beyond borders using technology, south cinema – a trend setter for global cinema, future of small budget films and the big opportunity in OTT: for films and originals.

Around 28 students of Viscom and Animation participated in this event. Students were able to realize the achievements of the stakeholders, to share and to learn from the best practices and to network with peers of progression. Surely our students will be able to lay the roadmap for the resurgence of the Media and entertainment sector through the keynote talks, panel discussions and various knowledge sessions held in this event.