



Dr. M.G.R.
EDUCATIONAL AND RESEARCH INSTITUTE
DEEMED TO BE UNIVERSITY

University with Graded Autonomy Status
(An ISO 21001 : 2018 Certified Institution)
Periyar E.V.R. High Road, Nadurovoyal, Chennai-95, Tamilnadu, India.



DEPARTMENT OF
VISCOM & ANIMATION

#நன்றி22

A PUBLIC RELATION CAMPAIGN FOR
INTERNATIONAL GRATITUDE DAY
NANDRI - 22'

15th – 26th September 2022



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ABOUT VISCOM & ANIMATION

In 2014 Dr.MGR Educational & Research Institute – Deemed to be University stepped into media training in an exceptional way by offering Viscom & Animation course with B.Sc Animation and Visual Communication, one of its kind with high end infrastructure. Now, in five years duration the Department has grown tremendously offering courses from undergraduate level to Ph.D. The department offers state of the art facility which includes a Production house, Green matte studio, Dubbing studio, Advance Animation laboratory, Clay Modelling studio and stop motion animation laboratory. Students are offered hands on training by experienced and renowned faculty catering to the needs of the students which help to meet the needs of the constantly evolving media industry.

The department has tie up with Film Directors Association which facilitates students to do 6 months internship in the film industry. The curriculum and syllabus are revised regularly to meet the needs of the industry and more than 80% of the students are placed in various media houses which talks the success story of the department for itself. Now the department has 21 teaching staff and more than 500 students in both UG and PG with 6 students pursuing Ph.D. The department envisions to produce high standard ethical research which can help in creating a positive change in the society.

ABOUT NANDRI - 22'

Gratitude Day is celebrated annually on the 21st September. The celebration of Gratitude Day allows both individual citizens and organisations within wider society to celebrate the broad meaning of gratitude in a variety of ways. On this occasion we the department of Viscom & Animation planned to conduct a Public Relation campaign on Gratitude Day commencing week as NANDRI -22'

On this exemplary week students and staffs of our planned to conduct different activities on promoting the importance of grattitude. The event's name is derived from the pink color which is universally recognized as the perfect color to represent gratitude as it promotes happy energy and positivity



DAY 1 | EVENT REVEAL | 15.09.2022

Event Reveal through fall out banner with Music Band and Flash Mob at VOC Block, Main Campus Day.

**No of Students attended : 500+ | No of Beneficiaries : 1000+
Total Number of Man Hours Involved (25 Students) : 25 Hours**



DAY 2 | INAUGURATION | 16.09.2022

Campaign Inauguration with CREOZONE Association & Cameron Inauguration was conducted on HMCT Hall, Phase II Campus. The Following guests were invited
1. Mr. Kaali Venkat, Actor 2. Ms. Milla, Fashion Model 3. Ms. Shruthi, TV Actress.

**No of Students attended : 120 | No of Beneficiaries : 120
Total Number of Man Hours Involved (15 Students) : 30 Hours**



DAY 2 | FILM MAKING SESSION | 16.09.2022

We conducted a Guest Lecture on Film Making techniques by famous Tamil Director, Mr. Ezhil. Where students had a wide knowledge about the Latest Techniques

No of Students attended : 120 | No of Beneficiaries : 120
Total Number of Man Hours Involved (5 Students) : 5 Hours



DAY 3 | CONTEST FOR STUDENTS | 19.09.2022

On the Day 3 we conducted Essay Writing, Gaana Singing & Poetry Writing Competition Conducted at Classrooms of 4th Floor RA Block, Main Campus as Inter Department Fest. The Following Guests judged the Students Performance. 1. Ms. Sivaranjani, Content Writer – Essay Writing 2. Mr. Arun Gokul, Content Writer & Emcee – Poetry Writing 3. Vaa Bro Inna Bro Team – Gaana Singing

No of Students Participated : 150 | No of Beneficiaries : 150
Total Number of Man Hours Involved (15 Students) : 30 Hours



DAY 4 | SELFIE CAMPAIGN & THANKING THE SOCIETY | 20.09.2022

Our Honourable President Inaugurated the Campaign by starting off with a Online Campaign "nandri sollu Selfie Podu" & Thanking the society by giving Headsets to the Social Workers like Cleaners, Sweepers & helpers of our University.

No of Students attended : 70 | No of Beneficiaries : 300
Total Number of Man Hours Involved (10 Students) : 10 Hours



DAY 5 | VISCOM FUNCITY | 21.09.2022

On the day 5 Fun & Entertaining Games are conducted for the Teaching & Non Teaching Staffs of Dr. MGR ERI. The games involves – Basketball (Indoor) , Brick Holding, Lucky Corner, Find the Song, Connexions & much more.

No of Students Participated : 12 | No of Staffs Attended : 30
Total Number of Man Hours Involved (12 Students) : 24 Hours



DAY 6 | A FASHION WALK FOR & BY SOCIAL WORKERS | 22.09.2022

A Fashion walk for & by Social Workers are Conducted where 12 students & 10 Social workers of our university walked in the Ramp and been awarded.

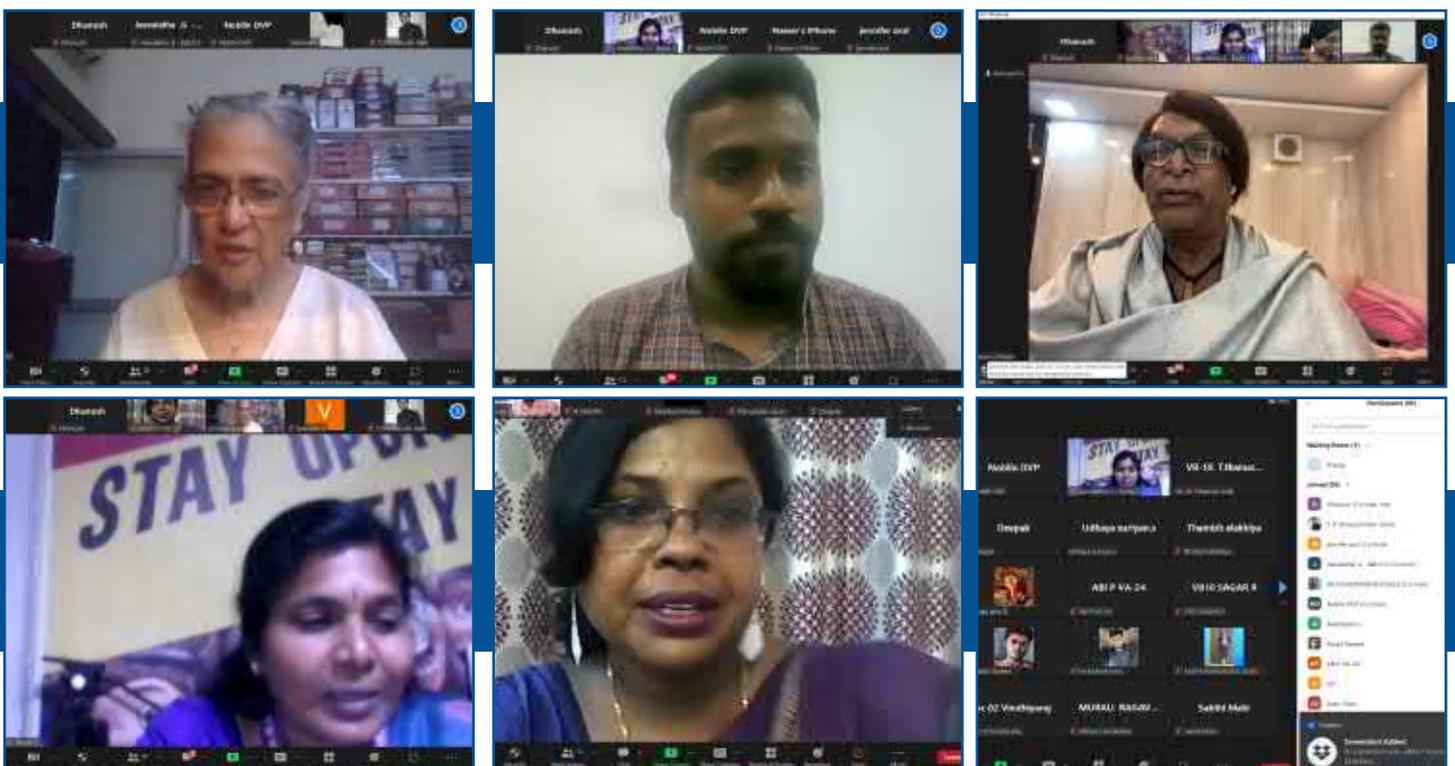
No of Students attended : 50 | No of Beneficiaries : 10
Total Number of Man Hours Involved (11 Students) : 11 Hours



DAY 7 | ONLINE SESSION ON IMPORTANCE OF GRATITUDE | 23.09.2022

We along with Rotaract Club of East Coast Chennai, Madras Central, Ambattur & Matala , Srilanka conducted an International Session on Importance of Gratitude via Zoom Cloud Meeting. The Following Guests attended the event & addressed the Participants. 1. Mr. Nazzar, Actor 2. Mr. Dhamodaran, Motivational Speaker 3. Ms. Jennifer Arul, International Speaker & Former NDTV Journalist

No of Students Participated : 120 | No of Staffs Attended : 10
Total Number of Man Hours Involved (3 Students) : 3 Hours



DAY 8 | CELEBRATION WITH ORPHANAGE KIDS | 24.09.2022

Students of Viscom & Animation Donated 2 Bags of 25 Kg Rice to the Daya Sadan Childrens Town, Nerkundram. Students also conducted several management Games & made orphanage kids to watch an animated Movie after their lunch.

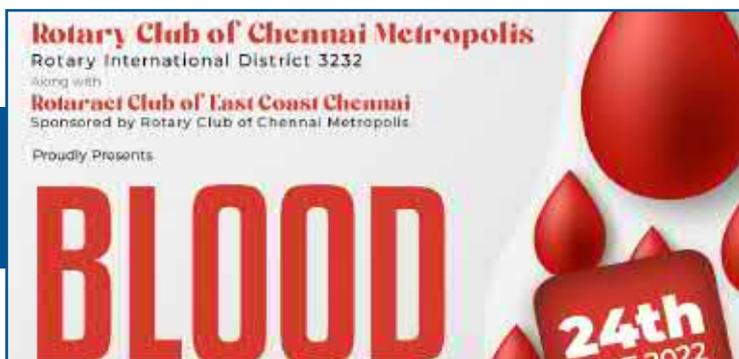
No of Students attended : 18 | No of Beneficiaries : 30
Total Number of Man Hours Involved (18 Students) : 36 Hours



DAY 9 | BLOOD DONATION DRIVE | 25.09.2022

Students Volunteered for a Blood Donation Drive Conducted by Rotaract Club of East Coast Chennai at Balaka Nursery & Primary School, Gopalapuram, Chennai.

No of Students Participated : 4 | No of Overall Beneficiaries : 70
Total Number of Man Hours Involved (4 Students) : 4 Hours



DAY 10 | VALEDICTORY CEREMONY | 26.09.2022

We formally Concluded this Campaign by Greeting all the Staffs & Students. We also provided awards for the Prize Winners of the various Evnets Conducted during the Campaign. Our Repected Joint Registrar Dr. Merlin Satya Raj awarded the Prize Winners.

No of Students attended : 80 | No of Beneficiaries : 80
Total Number of Man Hours Involved (15 Students) : 30 Hours



UNIQUE FEATURES IN CAMPAIGN

We concluded our Event by Proposing a Honour of Fame Award to Dada sahib Palke & Padma Vibushan Recipient Super Star Rajinikanth & Chevalier , Ulaga Nayagan Kamal Hassan as Citation which is Launched and will be presented to them on their Availability.



OVERALL REPORT

Total number of Students Attended (Own Department) : **285**
Total number of Students Attended (Other Department) : **1500+**
Total Number of Beneficiaries Covered on this Cause : **500**
Total No. of Man Hour Spent for the Event (123 Students & 15 Staffs) : **232 Hours**

TREASURY STATUS :

EVENT EXPENSE : **1,08,000/-**
UNIVERSITY SUPPORT : **58,000/-**
ARENA ANIMATION : **50,000/-**

05

CELEBRITY
WALKINS

06

PROJECTS

10

EVENTS

12

GUESTS &
SPEAKERS

EVENT CONEVENER DESK

Greetings to all !

Firstly, I thank each of you for being a part of the campaign that puts everyone else before oneself. We together believe in making the world a beautiful place to live, which is filled with friendship and humanity. On this 10 days of campaign we completed almost 10 innovative events & 6 Major Projects through which students would have ideally learned the Event Management skills & Team Management Skills.

On behalf of the Department of Viscom & Animation I express our indebtedness to our **Honourable President Er. A.C.S. Arun Kumar Sir** for granting us permission to organise such an innovative Campaign for 10 days to quench the thirst for knowledge on Event Management Skills. We convey our heartfelt thanks to our Vice Chancellor **Dr.S.Geetha Lakshmi madam**. We extend our gratitude to our Rector **Dr. Viswanathan**, Registrar **Dr.C.B.Palanivelu**, Sr. Additional Registrar **Dr. P. Kalidoss**, Additional Registrar P&D **Dr.Malini Pande**, Additional Registrar, **Dr.V.Cyril Raj** and **Dr.Ramesh**, JR- EPA, **Dr. Merlin Satya Raj**, JR H & S, **Dr. Prabhu**, HOD HMCT and all Executives, Deans & Heads for the support and motivation. I thank all my department faculties & hard working students for organising and co-ordinating in making this event a grant success.

- *Dhanush Ram T P, Event Convener, Department of Viscom & Animation*

OUR EMINENT TEAM

Ms. Jeevalatha G - Head of the Department

Mr. Rajasekar S - Assistant HOD | Ms. Srilekha A - Assistant HOD

Mr. Dhanush Ram T P - Event Convener - Primary

Ms. Alice Rufina F- Event Convener - Secondary

Ms. Noblin DVP - Guest Coordination, Fashion Walk & Staff Event Coordination

Ms. Kokilavani - Staff Event Coordination

Mr. Yasar Arafath - Student Event & Admin Works

Mr. Sheik Abdul Kadar - Photography Coordination & Student Event Coordination

Ms. Shangitha - Student Event , Staff Event & Fashion Walk Coordination

Ms. Shangavi - Student Event Coordination

Mr. Elango - Operation Works

STUDENT SUPPORT

63
Students

II - B.Sc. A & V

10
Students

*II - B.Sc. ADA
III - B.SC. GA*

40
Students

*III - B.Sc. A & V
III - B.Sc. ADA
II - MSc. A & V*

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