

The ICFAI University, Jaipur

ICFAI School of Liberal Arts

Intra University Reel Making Competition by Social Media Club on National Tourism Day



January 25, 2023

The Social Media Club of the ICFAI School of Liberal Arts (ISLA) organised an Intra University Reel Making Competition on the occasion of National Tourism Day on January 25, 2023. In this digital age, Reels have emerged as one of the most appealing medium for the youth to showcase their creativity on social media. The aim of organising the competition was to provide a platform to students to explore their creative side and raise awareness about the significance of the tourism sector. The themes and subthemes of the competition were Tourism, Adventure Tourism, Nature Tourism, Culture, Rural and Community Centric Tourism. Participants were required to post on their personal Instagram account and tag the official account of ISLA. Twenty three students from various departments of the university registered for the competition. They were assessed on the parameters of subject relevance, creativity, originality and the number of likes garnered by their reels on their respective Instagram accounts. Mr. Harshit Maheshwari emerged as the winner of the competition, followed by Ms. Shweta Srivastava who achieved the second position. Ms. Shivani Bagwal achieved the third position. Mr. Mohit Rana, Student Coordinator of the Social Media Club, ISLA coordinated the event under the guidance of Ms. Sugandha Verma, Faculty Coordinator of Social Media Club and Assistant Professor, ISLA.

Submitted by:

Ms. Sugandha Verma

Assistant Professor

ICFAI School of Liberal Arts

The ICFAI University, Jaipur

Poster:

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JAIPUR

REEL MAKING COMPETITION

on

NATIONAL TOURISM DAY

Organised by Social Media Club of ICFAI
School Of Liberal Arts

JANUARY 25, 2023

Faculty Coordinator
Sugandha Verma

Student Coordinator
Mohit Rana



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Glimpses:

