



## MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

(A unit of Maharaja Agrasen Technical Education Society)

Affiliated to GGSIP University; Recognized u/s 2(f) of UGC

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### **Outlook 2.0 (September 11-16, 2021)**

Outlook 2.0 was organized by *SRIJANA*- The Fine Arts Society of MAIMS in the academic session 2021-2022. It was held from September 11-16, 2021 via online mode. Our event was sponsored by BarBakers. The motto of this event was to “showcase how we have grown in 2021 from the past year through the medium of art.” 2020 and 2021 has been a turning point in everyone’s life. The participants could show any beautiful memory or share something which had been their support during all these rough times.

A meeting with student faculty of Srijana was conducted on August 18, 2021 to discuss the various details about the competition. The meeting included name and dates of the competition. A second meeting was conducted on August 20, 2021 to discuss the various rules about the competition and the materials to be used. Many promotional activities took place through our social media handles to promote the event which includes reels videos, posters and story templates.

The registration for the competition was open from September 01 – 10, 2021. Total no. of entries was 116. The participants registered through the google form link mentioned in the bio of our Instagram handle and notice circulated. Thereafter, the participants were added to a WhatsApp group, so that if they had any queries that could be resolved easily. Moreover, all the details related to the competition were shared in that group only.

The competition further proceeded in two rounds. The first round, i.e., the story battle round was held on September 11, 2021. In story battle, all the entries were put on Srijana’s official Instagram page for 24 hours, so that everyone got a fair chance. And the artworks with maximum no. of votes were qualified for the second round. The result of this round was announced on September 14, 2021.

Round 2 began on September 15, 2021. It was based on jury’s decision. Criteria for final judgement was 40% likes and 60% jury’s decision.

The judges of the competition were:

- Ms. Sarita Garg (Associate Professor, Department of Business Administration)
- Ms. Shweta Rastogi (Assistant professor, Department of Business Administration)

• Dr. Nisha Jindal (Assistant professor, Department of Business Administration)The judgement criteria were:

1. Adherence to the theme.
2. Originality of the concept.
3. Creativity shown in threat.
4. Uniqueness and presentation.
5. Clarity.

The final results were announced on 23rd September 2021. Winners were announced on Srijana's officialInstagram page. Three winners were announced by the jury.

Winners of the competition were:

1. Aryan Pasricha
2. Mansi Jain
3. Vishwas Tyagi



