



MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES
A Unit of Maharaja Agrasen Technical Education Society
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Cinefest 2.0
27 & 28 April 2023

Maharaja Agrasen Institute of Management Studies organised a two-day Cinefest 2.0 which emphasised on the role of films in the renaissance of India. Many accomplished artists, academicians and filmmakers shared their views on cinema and said that films made by students give hope that the future of Indian cinema is bright.

In the inauguration, Member of Parliament, actor and singer Manoj Tiwari, renowned film and television actor Rajendra Gupta, Vice Chancellor of Makhan Lal Chaturvedi Journalism University, Bhopal Prof. K.G. Suresh were specially present. Founder President of the Institute Dr. Nand Kishore Garg and Chairman, MATES Mr. Vineet Kumar Lohia welcomed the guests. On the inaugural occasion, Manoj Tiwari emphasized the need for strong stories that incorporate Indianness in films. He said that in the time of internet, films have emerged out of language barriers and regionalism. Dr. Nand Kishore Garg, the founder-chairman, MATES of the institute, talked about the renaissance of India through films. On this occasion Prof K.G. Suresh said that the OTT platform has increased the scope of creativity. Such film festivals play an important role in identifying and promoting the talent of new students.

The two-day film festival received entries of 105 films from across the country, out of which the best ten films were screened. In the fiction category, 'The Last Rain' directed by Sourav De was given the first prize and 'Malala Weeps Go Corona' second. In the non-fiction category, Debshakti Mohapatra's documentary 'One Feet' was declared the winner and Kathir Bala's film '90 Years Young' was declared the runner-up. In the on-the-spot film making competition of making a short film within six-hours got more than ten entries. 'Almost Famous' was awarded first prize, Lost and Found second and Sikka third. Along with films, standup comedy, music bands, fashion shows, quizzes, DJs, various stalls were the attractions of these two days. The trustees and office bearers of the institute were present in the program, among whom the prominent ones were Mr. Jagdish Mittal, Gyan Agarwal, Mohan Garg, Anand Gupta, Avinash Agarwal, Rajneesh Gupta, Prof. (Dr.) Rajni Malhotra Dhingra. Panel discussion and jury members at the festival, Prof. Ashok Ogra, Prof. Mihir Ranjan Patra, Shailendra Pandey, Akhil Gautam, Deepak Dua, Bharat Banga played important roles in the programme.

The sponsors and partners who backed the event were Big FM-Radio Partner, Ayouth Veda-Gifting Partner, KIIT- Knowledge Partner, Supported by- Campus, Co-Sponsored by Dignifyd

and TRV Sports, Academic Partner- Delhi School of Communication, Community Partner- Herody, Gifting Partners- Taco Bell and The Cake Vanity.

The conveners of the event were Dr. Nisha Singh and Dr. Umesh Pathak. Along with them the faculty members who stood along as pillars were Prof. (Dr.) Vinita Gupta, Head, Journalism and Mass Communication; Ms. Neelam Nanda Prabhat, Ms. Neha Bhagat, Ms. Priyanka Tyagi, Dr. Gulshan Gupta, Mr. Sumantra Sarathi Das, Mr. Umesh Singh, Mr. Vijaypal Singh and Mr. Pramod Kumar who also helped in capturing the event and moments to cherish.

The core team who executed the idea of the conveners were Bhavya Sharma, President; Nishtha Narang, Vice-President; Himanshu Chaudhary, Vice-President; Hari Shankar, General Secretary; Ruddhi Bansal, Designing Head; Pratham Batra, Marketing Head; Meenal Singhal, Content Head; Hardik Gangwani, Creative Head; Shreya Rawat, Creative Head; Taruvar Raj, Social Media Head.