



Maharaja Agrasen Institute of Management Studies
(A unit of Maharaja Agrasen Technical Education Society)
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HANDS-ON-WORKSHOP

ON

“AR LENS CREATION & GAME BUILDING USING SNAPCHAT LENS STUDIO”

10th February 2026

REPORT

Date: 10 February 2026

Time: 2:00 PM – 4:00 PM

Venue: Seminar Hall, 9th Block

Organized by: *Algorithms – The Tech Fusion Society of MAIMS*

In Collaboration with: Department of Computer Applications, Maharaja Agrasen Institute of Management Studies (MAIMS)

It gives us immense pleasure to present the report of the Hands-on Workshop on “AR Lens Creation & Game Building using Snapchat Lens Studio + Gen-AI”, organized by **Algorithms – The Tech Fusion Society of MAIMS**, in collaboration with the Department of Computer Applications, MAIMS, on 10 February 2026 at the Seminar Hall, 9th Block.

The workshop was conducted with the objective of introducing students to the rapidly evolving domain of Augmented Reality (AR), Virtual Reality (VR), and Generative AI, while equipping them with practical skills to design and develop interactive AR lenses and games using Snapchat Lens Studio. The session aimed to bridge the gap between academic learning and emerging industry technologies by providing real-time hands-on exposure.

The session was conducted by **Ms. Chhavi Garg**, Founder of Arexa and Bharat XR, Snap AR (Snapchat) Partner, and Google Women Techmakers Ambassador. With extensive experience in AR/XR training and industry collaboration, Ms. Garg has trained thousands of students and professionals across institutions and industries.

The workshop commenced with an introduction to the fundamentals of Augmented Reality and its growing significance in digital media, marketing, gaming, education, and entrepreneurship. Ms. Garg elaborated on how AR and Gen-AI are transforming user engagement by enabling immersive and interactive digital experiences. She emphasized the importance of creativity, innovation, and technical skills in building future-ready digital solutions.

During the hands-on session, students were guided step-by-step in using Snapchat Lens Studio to create their own AR lenses. The session included practical demonstrations on:

- Understanding the interface and tools of Lens Studio
- Designing face filters and interactive AR elements
- Integrating animations and effects
- Incorporating Gen-AI tools to enhance creativity
- Building simple AR-based game mechanics

Students actively participated by working on their laptops and experimenting with various features under expert guidance. The interactive format of the workshop encouraged curiosity, problem-solving, and collaborative learning.

The session witnessed enthusiastic participation from BCA students, for whom attendance was mandatory. As it was a practical session, students were instructed to bring their laptops and attend in proper uniform to maintain institutional decorum.

The workshop successfully provided students with foundational exposure to AR/VR development and highlighted potential career pathways in XR technologies, digital content creation, and immersive application development. The session concluded with an engaging Q&A round, where students clarified doubts related to AR development, industry opportunities, and entrepreneurial prospects in the XR ecosystem.

Overall, the workshop proved to be highly informative, skill-oriented, and inspiring. It reinforced the importance of emerging technologies in shaping the digital future and empowered students to explore innovative solutions in alignment with the vision of a technologically advanced and digitally empowered India.

The Department of Computer Applications and Algorithms – The Tech Fusion Society extend their gratitude to Ms. Chhavi Garg for conducting such an insightful and impactful session and look forward to organizing more industry-oriented workshops in the future.



HOD Felicitating Speaker



Students practicing Hands-on Session