



"EMPOWERING THE FOURTH ESTATE"

Season 2

GUJARAT'S
BIGGEST

MEDIA
FEST

Organized by

Parul[®]
University

NAAC A++
ACCREDITED UNIVERSITY

DEPARTMENT OF JOURNALISM & MASS COMMUNICATION, FACULTY OF LIBERAL ARTS

About Parul University

Located in Vadodara, the cultural capital of Gujarat, Parul University blends rich heritage with modernity. Established in 1993 and recognized as Parul University in 2015 under the Gujarat Private Universities Act 2009, it's now a premier educational institution. Awarded NAAC A++ grade in 2023 and ranked among India's Top 50 universities in NIRF Rankings 2023, it stands as a leading name in education.

About Faculty of Liberal Arts

Parul University's Faculty of Liberal Arts is a dynamic academic hub housing various departments like Journalism, English, Psychology, Sociology, Political Science, and Economics. With a focus on critical thinking, creativity, and holistic growth, the faculty offers an environment promoting exploration, interdisciplinary teamwork, and readiness for prosperous careers and field engagement.

About Department of Journalism and Mass Communication

Emerged as a center of excellence in imparting media education, PU's Department of Journalism and Mass Communication deems to produce ethical and committed journalists and media professionals in the country and encourage the spirit of journalism on local, national, and international levels. Along with theoretical subjects, the Journalism and Mass Communication aim to provide maximum practical exposure to their students through events such as Maadhyam 2022 and Media Baithak 1.0.

About Maadhyam

Organized by the Department of Journalism and Mass Communication, Maadhyam is the embodiment of a media event designed to test the creativity, intellectual powers, and conceptualization, among others, of the aspiring students. A national inter-university event, Maadhyam aims to encourage the budding journalists of the country to be aware of and vocal against the modern world reality through a robust platform to foster the required skills and talents.

About Maadhyam Season 1

Season 1 of Maadhyam was a glorious affair as budding journalism and mass communication students from the Faculty of Liberal Arts got to interact with some of the eminent personalities from the world of media and journalism. With personalities such as Nirnay Kapoor (Editor-In-Chief Bureau at India TV), Preeti Das (theater artist, academician, former journalist), and Radio Jockeys (RJs) Mayank, Puja, and Kabir present at Maadhyam, students got an opportunity to first-hand experience the world of media, mass communication and journalism.



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FROM THE DESK OF PRESIDENT

Greetings,

Welcome to Maadhyam Season 2 – a celebration of creativity, knowledge, and journalism! We're thrilled to present an exceptional media fest organized by the Department of Journalism and Mass Communication, Faculty of Liberal Arts.

In an era of rapid global information exchange, the media's role in shaping perceptions & narratives is undeniable. This festival showcases the media's power to enlighten, educate, and inspire change. It's a platform for storytellers, filmmakers, journalists, and artists to share their perspectives, fostering vibrant discussions. MAADHYAM Season 2 offers thought-provoking discussions, captivating screenings, and interactions with media professionals. I encourage you to embrace diverse ideas, make connections, and gain insights from experienced individuals in the media world.

Join Maadhyam Season 2 to connect with like-minded media enthusiasts, network, and exchange ideas. Many thanks to organizers, participants, and sponsors for making this event a reality. Your passion ensures the success of MAADHYAM Season 2.

Thank you and welcome!

Sincerely,

Dr. Devanshu Patel,

President, Parul University



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FROM THE DEAN'S DESK

Dear Media Enthusiasts,

Welcome to MAADHYAM Season 2 – a celebration of the media's boundless influence and creativity! As you join us for this fest, expect a diverse array of experiences. From thought-provoking film screenings to empowering workshops and insightful discussions, every moment has been crafted with care.

Here, we're more than participants; we're a united community driven by a passion for media. This fest embodies the dedication of organizers, artists, and attendees alike. Whether you're a pro, an aspiring artist, a curious learner, or all of the above, seize this chance to engage, connect, and explore. Let's remember that the media reflects our shared humanity, shaping who we are and can be. Let us approach this festival with open minds, open hearts, and a willingness to learn from one another.

Thank you for being part of MAADHYAM Season 2. Let's embrace inspiration, collaboration, and growth together. Through diverse perspectives, we'll shape a better world. Welcome, and enjoy the festivities!

Warmest regards,

Prof. (Dr.) Digvijay Pandya

Dean, Parul Institute of Liberal Arts,
Parul University



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FROM THE DESK OF CHIEF COORDINATOR

Greetings to All,

As Chief Coordinator of Maadhyam, I'm excited to welcome you to a dynamic celebration of creativity and media exploration. Guided by a passionate team, this journey showcases our dedication to journalism and mass communication.

Maadhyam Season 2 isn't just an event; it's a canvas for budding journalists to express ideas and engage in meaningful conversations. Our department fosters curiosity and innovation, epitomized by this festival's spirit.

With diverse workshops, expert sessions, and interactive events, Maadhyam Season 2 offers an exhilarating experience. Learn from industry experts, connect with peers, and evolve as communicators. Thanks to Parul University's support, we've built a platform nurturing talent and inspiring future media leaders.

To participants, embrace this journey openly. Let your creativity, ideas, and voices shine. Maadhyam Season 2 celebrates your potential and impact. Thank you for joining us on this incredible endeavor. See you at the fest!

Warm regards,

Chitranshi Raizada

Chief Coordinator, Maadhyam Season 2



THE BRILLIANT MINDS BEHIND MAADHYAM

Core Committee

Ms. Sakshi Lohan
Ms. Shailee Patel
Mr. Jayesh Kumar Thakur
Ms. Aneesha Roy Chowdhury

Event Representative

Ms. Chitranshi Raizada, Assistant Professor
Mr. Shivam Ballewar, Assistant Professor
Dr. Venkatesh Aravindh, Assistant Professor
Dr. Suresh Mano, Assistant Professor
Ms. Lopa Raval, Assistant Professor

General Supervisor

Mr. Adnan Sait

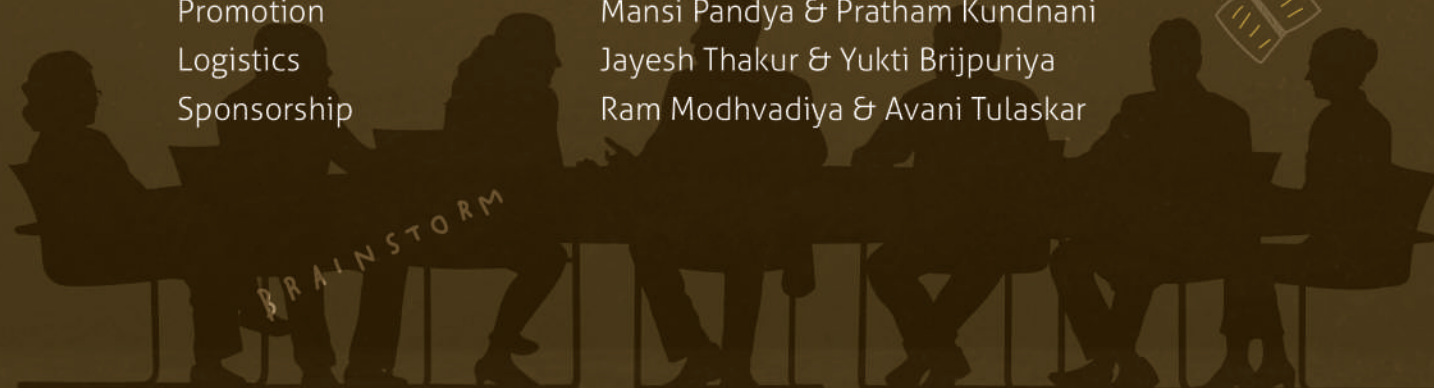
Departmental Heads

Departments

Hospitality
Media Crew
Stage Management
Finance
Discipline
Desk Registration
Social Media
Promotion
Logistics
Sponsorship

Names

Riddhi Patil and Sumukh Kulkarni
Dhiraj Kumar Rai
Kumari Rashmi & Swapna Sha
Lavanya Sukumaran
Krupal Jamriya & Aneesha Roy Chowdhury
Ashish Yadav
Sk Almiya Raj
Mansi Pandya & Pratham Kundnani
Jayesh Thakur & Yukti Brijpuriya
Ram Modhvadiya & Avani Tulaskar



A BRIEF OVERVIEW OF THE MEDIA FEST

RULES & REGULATIONS



Registration for the event beforehand is compulsory for participation in any competition across Pre-Maadhyam and Maadhyam.



Smoking, drinking, and consumption of any other intoxicants is strictly prohibited during the fest. Strict actions will be taken in any such case.



Participants are expected to follow a set of rules and regulations during the event to make sure the proper decorum is maintained throughout the fest.



Any indiscipline by the students will not be tolerated during the event and students may be asked to leave the event venue at the discretion of the organizers.



It is mandatory for participants to carry their college identity cards and be punctual to every event during the fest.



A FEST BEFORE THE FEST

INTRODUCING **PRE-MAADHYAM**

As a preview of the Maadhyam Fest, the Department of Journalism & Mass Communication is bringing to you Pre-Maadhyam to give a glimpse into the media fest and prepare for the main event. This Pre-Maadhyam consists of three workshops and three events; Ad-making competition, Short Film Making Competition, and Mono Acting competition.

At Pre-Maadhyam, students will get an opportunity to meet and interact with eminent personalities from the media world during the expert sessions and workshops.

Schedule for **Pre-Maadhyam** _____ 5th OCT – **Day 1**

Event	Entry fees	Student Coordinator	Venue	Time
Film Making Workshop	Nil	Bhuvan Kalal 9509335880	Medical Auditorium	9:00 AM-11:30 AM
Interactive session with expert	Nil	Bhuvan Kalal 9509335880	Medical Auditorium	11:30 AM-12:30 PM
Lights, Camera & Action!	Rs 250/- Per Team	Bhuvan Kalal 9509335880	South Hall	1:40 PM-5:00 PM



Schedule for Pre-Maadhyam

6th OCT - **Day 2**

Event	Entry fees	Student Coordinator	Venue	Time
Advertisement Workshop	Nil	Kirti Sharma 8107220749	A 116 Seminar Hall (Tentative)	9:00 AM-12:00 PM
M-AD (Poster Competition)	Rs 50/-	Kirti Sharma 8107220749	Central Seminar Hall	1:00 PM-3:00 PM
M-AD (TV Commercial)	Rs 150/- Per Team	Kirti Sharma 8107220749	Central Seminar Hall	3:00 PM-5:00 PM

Schedule for Pre-Maadhyam

7th OCT - **Day 3**

Event	Entry fees	Student Coordinator	Venue	Time
Acting Workshop	Nil	Shivangi Tamhane 9167756458	Ayurveda Seminar Hall	9:00 AM-12:00 PM
Interactive session with expert	Nil	Shivangi Tamhane 9167756458	Ayurveda Seminar Hall	12:00 PM-1:00 PM
Mein or Meri Acting!	Rs 50/-	Shivangi Tamhane 9167756458	Ayurveda Seminar Hall	2:00 PM-4:00 PM

Schedule for Maadhyam9th OCT - **Day 1**

Event	Faculty Coordinator	Student Coordinator	Entry fees	Venue	Time
Opening Ceremony & Samvaad	Ms. Chitranshi Raizada	Shailee Patel (8866709598) & Aneesha Roy Chowdhury (8320215685)	Nil	Central Auditorium	10 AM-12 PM
Kheech Meri Photo	Mr. Shivam Ballewar	Adityasinh Rajput 9429883339	Rs 120/-	Ayurveda Seminar Hall	1 PM-3 PM
Breaking views	Ms. Lopa Raval	Manish Kumar 8178536374	Rs 100/-	Ayurveda Seminar Hall	3 PM-5 PM

Schedule for Maadhyam10th OCT - **Day 2**

Event	Faculty Coordinator	Student Coordinator	Entry fees	Venue	Time
Vyang Chitra	Dr. Aravindh Venkatesh	Lavanya Sukumaran 7067852560	Rs 100/-	Ayurveda Seminar Hall	9 AM -10:30 AM
Kaun Banega Gyani?	Ms. Lopa Raval	Rajshree Yadav 9285034257	Rs 100/ pair	Central Seminar Hall	10:30 AM -12:30 PM
Kem chho PU?	Dr. Suresh Mano	Sandhya Singh 7011565469	Rs 100/-	Ayurveda Seminar Hall	1:30 PM-3 PM
Nukkad Natak	Dr. Aravindh Venkatesh	Naina Porwal 8889836771	Rs 200/- per team	PU Central Canteen	3 PM-5 PM

Schedule for Maadhyam11th OCT - **Day 3**

Event	Faculty Coordinator	Student Coordinator	Entry fees	Venue	Time
PU wants to know!	Mr. Shivam Ballewar	Naina Porwal 8889836771	Rs 100/-	Central Seminar Hall	9:30 AM -11:30 AM
Shringaar	Ms. Chitranshi Raizada	Shivangi Tamhane 9167756458	Rs 100/ pair	Ayurveda Seminar Hall	12:30 PM -2:30 PM
Chance pe Dance	Ms. Chitranshi Raizada	Stuti Shukla 7016300552	Rs 100/-	Central Auditorium	4 PM-6 PM
Closing Ceremony	Ms. Chitranshi Raizada	Sakshi Lohan 7987957582	Nil	Central Auditorium	6:30 PM Onwards

EVENTS AT A GLANCE



Lights, Camera & Action!

Set your creativity free in our short film competition! Craft compelling narratives, delve into distinct viewpoints, and put your filmmaking prowess on display.



Rules and regulations

- You have the freedom to select any theme you prefer, but please ensure that it does not offend any caste, religion, society, or gender.
- The short film's duration should be between 5 to 7 minutes including credits. Plagiarism is strictly prohibited and may result in disqualification.
- Use only copyright/royalty-free music or sound in the short film; the use of stock images or visuals is not allowed.
- Violation of the rules will lead to the disqualification of the participant or the entire group.
- Groups must consist of a minimum of 5 and a maximum of 10 members. Once the number of group members is decided, changes will not be acknowledged.
- Language is not a barrier, but English subtitles are mandatory in case of vernacular language being used.
- The deadline for submitting the film is October 1, 2023 by 5:00 PM.
- Submissions must be made via provided drive links or pen drive whichever is preferable.
- Video may be sent to <MAADHYAMMEDIASFEST@PARULUNIVERSITY.AC.IN>
- Videos should be in MP4 format with a resolution of 1080p.
- In case of video format issues/video playback failure, may lead to disqualification of the team.
- Teams are requested to strictly abide by the submission deadline.



M-AD (Poster Competition)

Do you have a knack for design? Are you passionate about expressing your ideas visually? then our Poster Competition is the perfect place for you to showcase your talent!



Rules and regulations

- Product/Service/Brand illustrations and graphics will be provided in the form of paper cutouts.
- Blank paper sheets will be provided. Participants must bring all other stationery (Pens, Pencils, Sketch Pens, Eraser, Sharpener, etc.)
- Use sketch pens for coloring and the final outline.
- Students will be guided about the elements to be included in the Ad Poster.
- Plagiarism from the existing ads is not allowed.
- Best selected posters will be exhibited.



M-AD (Ad-Film Competition)

Ad filmmaking instills a skilled understanding of concepts and filming and encourages individuals to learn more. The event aims to provide students with a platform to make and create their own ads. Students get the opportunity to create unique and one-of-a-kind advertisements and taglines.



Rules and regulations

- Advertisements must promote specific products or services which must be an original brand thought by the participants.
- Ad duration should be 30 seconds to 1 minute, in MP4 format at 1080p resolution.
- Language: Hindi, English, or Hinglish.
- Strictly avoid plagiarism, including brand names or taglines.
- Use royalty-free music; **no stock images or visuals allowed.**
- Disobedience or indiscipline leads to disqualification.
- Each group can have a maximum of 3 members; no changes once registered.
- Submission deadline: October 1, 2023, by 5:00 PM via drive links or pen drive whichever is preferable.
- Send the drive links to <MAADHYAMMEDIASFEST@PARULUNIVERSITY.AC.IN>

Participants will be solely responsible for any copyright infringement or issues in the video they have submitted.



Mein or Meri Acting!

Mein or meri acting gives students a platform to explore and express their creativity in mono acting. Mono Acting is a form of acting in which an individual portrays multiple or single characters through a variation of tone, emotions, and gestures.



Rules and regulations

- Participants can perform a monologue or any solo act of their choice, without genre restrictions.
- Please use appropriate props and performances must be continuous without any blackouts.
- Strictly adhere to the 2+1-minute time limit.
- The act should incorporate both Hindi and English.
- Performances will be judged based on voice modulation, flow of expressions, body language, acting skills, and overall impact.



Kheech Meri Photo

The Kheech Meri Photo offers students a platform and an opportunity to showcase their photography and photojournalism skills.



Rules and regulations

- The theme will be revealed on the spot.
- Participants are allowed to use only smartphones during the contest.
- Photos must be captured within the Parul University campus.
- Participants will have 1 hour to capture and submit their photos.
- Images should be submitted without photo manipulation (editing or filters).
- Photos should be submitted in JPEG format.
- Participants are required to submit behind-the-scenes (BTS) details of the shoot along with their pictures.
- Each participant can submit a maximum of 3 pictures.
- Best selected photographs will be exhibited.



Breaking Views

Breaking Views provides students with a platform to engage in debate and discussions on various topics including societal issues, political issues and current affairs.



Rules and regulations

- Debates may be held with either individual or team participants.
- The debate topic or resolution will be provided in advance or announced at the event.
- Each debate will have designated time limits for speeches, rebuttals, and cross-examination.
- Debaters must present well-reasoned and respectful arguments.
- Offensive language, personal attacks, or derogatory comments are strictly prohibited.
- Cross-examination periods may be included after each speech, where members of the opposing team can question the speaker.
- Debaters must adhere to their allotted time. Penalties, such as point deductions or disqualification, may be imposed for exceeding time limits.
- Competitions will be judged by a panel of impartial judges or a single adjudicator.
- Judges' decisions are final and should be respected by all participants.
- Teams are encouraged to engage in fair play. Cheating or any form of dishonesty will result in disqualification.
- The event organizers reserve the right to make decisions regarding rules, procedures, and any unforeseen circumstances.

Vyang-Chitra

The oldest art form in the history of India, Vyang Chitra enables the creative expression of hidden emotions and feelings through cartoon sketches and in satirical form. During this event, students get a chance to express their thoughts and emotions through sketching.

Rules and regulations

- The theme will be revealed on the spot and students will have a maximum of 1 hour.
- Participants must bring their own stationery, including sketch pens, pencils, erasers, and sharpeners; only blank sheets will be provided.
- Use sketch pens for coloring and the final outline.
- Submissions must carry a sarcastic tone.
- Maintain professionalism and respect for fellow competitors.
- Best selected caricatures will be exhibited.

Kaun Banega Gyani?

Kaun Banega Gyani? is a quiz competition that allows students to showcase their expertise and knowledge about general topics and current affairs.

Rules and regulations

- The competition is structured into multiple rounds, which include the Preliminary Round, Round 2, Round 3, and Round 4.
- Buzzers will be provided to indicate the remaining time available to the teams.
- Teams must comprise two members each.
- Each team will be presented with a set of questions, with correct answers earning the team 2 points.
- If a team is unable to provide an answer to a question, they will receive 0 points. Incorrect answers will not result in point deductions.
- Questions can only be passed if they remain unanswered; passing is not permitted if the response is incorrect.
- If one team is unable to answer a question, other teams may attempt to answer it. The answering team will earn a bonus point for a correct response but will lose 1 point for an incorrect one.
- Decisions made by the judges are final and binding. Debates or disputes with the judges are not allowed and may lead to disqualification.
- Parul Institute of Liberal Arts, Parul University, retains the right to modify or alter competition rules at any time.
- The use of electronic devices during the competition is strictly prohibited.
- In the event of a tie-breaker, teams will have 15 seconds to answer a question. A correct answer in this scenario will earn the answering team 3 points.



Kem Chho PU?

Kem Chho PU? offers a platform for students to showcase their broadcasting and journalism skills through their radio jockey style.



Rules and regulations

- Only solo entries are accepted. Each participant has one chance to perform.
- Topics are assigned on the spot.
- Speech duration ranges from a minimum of two to a maximum of five minutes.
- Going over the time limit results in a mark deduction.
- Judges evaluate fluency, spontaneity, and communication skills.
- The script language should be appropriate for an academic institution.
- Presentations are made in front of a live campus audience.
- Judges' decisions are final and binding.
- Participants must bring and show their college ID during registration.



Nukkad Natak

Nukkad Natak is a vibrant form of plays and skits carried out in the streets and public places that conveys relevant messages about social issues to raise awareness and spark discussions about these topics.



Rules and regulations

- Musical instruments like flute, dholak and wooden percussion boxes are permitted.
- Performances will be judged based on art, creativity, audience appeal and engagement.
- Participants can use props like posters and banners.
- Abusive language and racist slurs are strictly prohibited. Avoid hurting any community, caste or religious sentiments.
- Participants must refrain from any kind of obscenity.
- All the participants will be expected to maintain discipline.
- Judges' decisions are final and cannot be changed.
- Organizers may alter the rules at any time.
- Participants must arrive at the venue at least one hour before the event starts.



PU Wants to Know!

With PU Wants to Know, the brightest minds in journalism get a platform to showcase their journalism and reporting skills by covering the latest news and stories.



Rules and regulations

- Participants must report 30 minutes before the event starts.
- In case of an error during reporting, participants will not be allowed to restart.
- Participants will get a chance to choose from 4 domains: Lifestyle Reporting, Sports Reporting, Entertainment Reporting and Disaster Reporting. (Related to the year 2023)
- Topic will be assigned on the spot and participants will get 2 minutes to prepare.
- Participants will get minimum 2 minutes and maximum 4 minutes for reporting and they can do it in English or Hindi.
- No electronic devices are allowed for participants to use during the event.
- The judges' decision is final and any argument regarding the same would lead to immediate disqualification.
- The reporting will be judged on the basis of presentation, confidence, expression and eye contact, time management, understanding of the topic, oration skills, and command and clarity of language.



Shringaar

Shringaar is a live make-up competition that provides a platform to aspiring make-up artists to showcase their skills, mastery of make-up techniques, and innovation and create a beautiful final outcome of their make-up expertise.



Rules and regulations

- Each participant may bring one model (no extra assistants allowed), allowing a total of two participants.
- Models must arrive with a clean face (no makeup).
- Participants must bring their own makeup kits.
- Participants cannot use printed materials or phones during the makeup process.
- A maximum of 90 minutes is allocated for completing the makeup.
- Once the competition begins, participants and models cannot leave the competition area.
- Disqualification may result from fighting, arguments, or failure to follow the rules.
- Poster colors and paints are strictly prohibited.
- Note that hairstyling is not part of the makeup competition.



Chance Pe Dance

Chance Pe Dance is a solo dance competition that allows students to exhibit their extraordinary dancing skills as they groove and tap to the rhythm of music.



Rules and regulations

- Only solo entries are permitted.
- Time limit is 4-5 minutes for one performance. Exceeding this limit will lead to disqualification.
- Participants must submit their chosen song 5 days prior to the competition (October 6, 2023) and must carry a backup pen drive on the day of the event to avoid any technical failure or glitches.
- No theme restrictions, but performances should convey a message.
- Participants must get their own props.
- Participants will be judged based on their performance, outfit, and the message conveyed.
- Judges' decisions will be final and abiding.



DISQUALIFICATION CRITERIA FOR THE EVENTS

- Submission of projects after the deadline or exceeding video time limits.
- Direct or indirect defamation of any caste, creed, community, religion, or gender
- Use of abusive or offensive language
- Edited or manipulated photographs and unoriginal concepts during reporting
- Only landscape pictures are considered for the Kheech Meri Photo event; all other pictures will be disqualified.
- Failure to comply with the theme during the makeup competition and argument with judges.



FACILITIES & BENEFITS FOR STUDENTS FROM OTHER UNIVERSITIES



Accommodation

We provide accommodation options for out-of-town participants, either on-campus or in partnership with local hotels or hostels, making it convenient for them to attend the Media Fest.

Cost for this Facility: 1 day: Rs 400

2 days: Rs 700

3 days: Rs 1000

7 days: Rs 2100



Workshops and Seminars

Our fest includes specialized workshops and seminars featuring guest speakers & trainers, offering valuable learning experiences.



Networking Opportunities

Fests are great for networking. During the fest, expert sessions and panels will be hosted that encourage interaction among students from various institutions.



Transportation

Parul University will be offering transportation services for main event days 9th October- 11th October participating students. Route will be shared by a responsible person.



Certificates & Recognition

Participants will receive certificates and recognition for their fest involvement, enhancing their academic and professional profiles.

Parul University is once again gearing up to host Gujarat's largest media fest, Maadhyam Season 2 which aims to enhance creativity, enthusiasm, and expertise among mass media and journalism students by providing them a platform to explore various forms of media.

The event aims to bring together a diverse group of individuals bound together by passion and love for mass media and journalism.



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The Media is the Most Powerful Entity in the World.

– **Malcolm X**