



AUXILIUM COLLEGE OF ARTS AND SCIENCE FOR WOMEN

(Affiliated to Bharathidasan University, Thiruchirappalli)

Regunathapuram (PO), Karambakudi (TK), Pudukkottai (DT) – 622302



MEDIATHON - 2K24

Activity Name	Mediathon - 2k24: A Fusion of Creativity, Technology, and Entrepreneurship
Date of Activity	28 - 30, October 2024
Mode of Conduct	Offline
Level of Activity	Level - 4
Participants	Students: 352 Faculty: 12
Description	<p>Held from October 28th to 30th, Mediathon - 2k24 was a dynamic three-day event organized by the Auxilium Institution's Innovation Cell in collaboration with the Auxilium Media Club. The event focused on blending creativity, technology, and awareness to spark entrepreneurial thinking and media skills among students.</p> <p>Day 1: Creativity Meets Innovation</p> <p>The first day showcased two main competitions-Poster Making and Creative Writing:</p> <p>Poster Making Competition: With the theme "AI for World Empowerment," participants visually expressed how artificial intelligence can drive global advancements. The entries highlighted AI's potential in transforming sectors like healthcare, education, sustainability, and entrepreneurship through compelling designs.</p> <p>Creative Writing Competition: The theme, "A Conversation Between AI and a Sage," encouraged participants to imagine dialogues between ancient wisdom and futuristic technology. This competition inspired a blend of storytelling, philosophical exploration, and technological insight, emphasizing skills crucial for entrepreneurial communication.</p> <p>Day 2: Capturing the Entrepreneurial Spirit Through Photography</p> <p>On the second day, a Mobile Photography Contest invited students to capture the essence of their hometown with the theme "Best in Our Hometown." This contest highlighted the role of visual storytelling in business and branding, demonstrating how powerful imagery can support entrepreneurial promotion and marketing.</p> <p>The judges for the competitions on the first two days were Dr. Leema Rose (NIRF Coordinator, Innovation Ambassador), Dr. Evangelin, Dr. Padmavathi (ARRIA Coordinator), and Dr. Sangeetha (Innovation Ambassador).</p> <p>Day 3: Insights and Reflections</p> <p>The final day was filled with performances, speeches, and interactive sessions that linked</p>

technology and wisdom:

Innovative Inaugural by Media Club Students: Media Club students delivered a captivating, innovative opening, setting an inspiring tone focused on digital entrepreneurship and technology's impact on society.

Wisdom Speaks by Sr. Magnificat: Sr. Magnificat, the institution's secretary, shared insights on balancing media's benefits with ethical use. Her session highlighted the importance of aligning technological advancement with core values-an essential lesson for future entrepreneurs.

Input Session on Mobile Addiction: Sr. Clara led a thought-provoking discussion on digital media consumption, emphasizing responsible tech use for well-being and productivity, key considerations for sustainable business practices.

Skit: "Technology Meets Wisdom (AI & A Sage)": This humorous yet insightful skit portrayed an encounter between AI and a sage, illustrating how innovation can integrate both traditional wisdom and modern technology - a valuable concept for entrepreneurs.

Mime Performance: "In a Mobile World": A silent mime on mobile addiction offered a powerful commentary on the effects of excessive tech use on productivity and human connection, crucial for entrepreneurs aiming to foster balanced digital habits.

Funny Adzap on ChatGPT: The final presentation was a lighthearted, ad-style showcase on ChatGPT, highlighting creative approaches to promoting AI tools and sparking ideas for entrepreneurs on marketing emerging technologies.

At the event's conclusion, prizes were awarded to all student innovators and creative thinkers, celebrating their contributions and achievements.

In sum, **Mediathon - 2k24** provided participants with a well-rounded experience in creativity, analysis, and ethical tech use, empowering them to think innovatively, communicate effectively, and manage technology responsibly - essential skills for future entrepreneurs.

Brochure


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INSTITUTION'S INNOVATION COUNCIL
 Ministry of Education Initiative


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AIC in collaboration with Auxilium Media Club
 Cordially Invites you to the
MEDIATHON - 2k24
 Session on
A Fusion of Creativity, Technology, and Entrepreneurship

Chief Guest
Rev. Sr. S. Magnificat
 Secretary
 Auxilium College,
 Regunathapuram.

28 - 30, Oct 2024 10.00 am Multipurpose Hall

Photos

