

Viksit Bharat Event Report 2024 - Visualizing Independence: A Creative Poster Challenge

Event Name: Visualizing Independence: A Creative Poster Challenge

Date: 13th August 2024

Venue: Department of Management, IGDTUW, Delhi

Organized by : Department of Management, IGDTUW

Head of Department : Dr. Meha Joshi ,Associate Professor

Coordinator: Mr. Amit Mishra, Assistant Professor

Participants: BBA , MBA students from Department of Management IGDTUW

Judges: Esteemed faculty members from the department and external experts in visual arts.



The Department of Management at IGDTUW, Delhi, organized the "**Visualizing Independence: A Creative Poster Challenge**" on 13th August 2024, under the broader theme of *Viksit Bharat*. This event aimed to celebrate India's Independence Day by invoking creativity and pride among students while paying tribute to the martyrs who laid down their lives for the nation. The event was held under the esteemed guidance of **Dr. Meha Joshi**, HOD and Associate Professor, and was coordinated by **Mr. Amit Mishra**, Assistant Professor. The focus of the event was to revive the spark of patriotism and remind the participants of the supreme sacrifices made by India's brave warriors for the country's freedom.

The primary objective of the event was to encourage MBA students to express their vision of independence and patriotism through the medium of art. By participating in the poster-making challenge, students not only got the opportunity to showcase their artistic talents but also engaged in reflecting on the deeper meanings of independence. The theme aimed to revive and keep alive the

memories of the sacrifices made by freedom fighters, connecting their struggles with the future of a *Viksit Bharat* (Developed India).

The theme of the poster challenge, *Visualizing Independence*, called upon the students to interpret what independence means to them in today's context. The posters had to represent the essence of freedom, the sacrifices made by freedom fighters, and the aspiration of a developed nation. The event sought to inspire a sense of pride and national unity while also providing a platform for students to explore the creative and historical aspects of India's struggle for independence.



Inauguration: The event began with an opening speech by **Dr. Meha Joshi**, who highlighted the significance of remembering the sacrifices made by freedom fighters and how independence should not be taken for granted. She also emphasized the need for youth to contribute to the vision of a developed India.

Poster Creation: Students were given a set time to create their posters. Various materials, including charts, paints, and markers, were provided by the organizing committee.

Presentation: After completing their artwork, the participants presented their posters, explaining the inspiration behind their designs and how it connected to the theme of independence and the future vision for India.

The students displayed a wide range of creativity, with posters depicting India's rich heritage, the journey from colonization to independence, and a forward-looking vision for the country. The event received enthusiastic participation, reflecting the patriotic spirit and creative talents of the students. The posters were evaluated by a panel of judges based on creativity, originality, relevance to the theme, and presentation. The top three entries were awarded certificates and prizes as a token of appreciation. It provided an opportunity for students to reflect on India's journey of independence and visualize a brighter, more developed future.

Dr. Meha Joshi In her concluding remarks, applauded the efforts of the participants and the organizing committee. She emphasized that events like these not only promote creative thinking but also instill a deep sense of responsibility towards the nation's progress. **Mr. Amit Mishra**, the event coordinator,

thanked all the participants and faculty for their support and ensured that more such events would be organized in the future to keep the spirit of patriotism alive.