

PRESIDENCY COLLEGE
NAAC Accredited “A” Grade
Kempapura, Hebbal, Bengaluru – 560024.

CENTRE FOR MEDIA STUDIES - BA

Vrittanta 2017

Confessions of the Year: 2016

21st and 22nd February 2017

Another year, another fest and yet another success - Presidency Group of Institutions simply deny to deliver anything less than perfection in terms all that's non-academics. The Centre for Media Studies of Presidency College lived up to the very same image previously projected by the institution as the fourth edition of Vrittanta went on the floors on the 21st and 22nd February. Promising to be a humanities' spectacle, 'the story' of Vrittanta this year dwelled upon the year of the glory and the gory - Confessions of the year 2016.

The 21st and 22nd of February 2017, witnessed the utmost creative two day fiesta, packed with fun and frolic – gliding easily with the college's hospitality. The Fest was inaugurated by Mr. Rajeev Gowda, Member of Parliament, as the Chief Guest and Ms. Dhanya Rajendran, Co-founder and Editor in chief of Newsminute as the Special Guest, Ms Yvonne Rasquinha as Guest of Honour along with Prof Dr Muddu Vinay, Director and Principal of Presidency College and Dr Vidya Shetty, Director of Higher Education and New initiatives. Vrittanta 2017 had Raindrops as Silver Sponsor, The Hindu as Print Partner, News9 – Television partner, Radio One – Radio Partner, Carnival cinemas, Smaash and Jobspire as among other sponsors.



Twelve events lined one after the other, the first day of the fest also observed a detailed workshop on News Anchoring facilitated by a renowned television journalist, Mr. Ravi

Dhulipala with a record footfall of 91 students. The Fest had registrations from over 30 colleges in and around Bengaluru which made sure that the event co-ordinators had hardly a minute to breathe!



Debating away the necessity of uniform civil court and quizzing with Mr. Arul Mani - Vrittanta 2017 could not have had a better start! Just when one thought that the first day of the fest is always the busiest - Vrittanta had a thing or two to be proven wrong.

The campus was flooded with more than 250 students from colleges like Christ University, Mount Carmel, Jain University, St Joseph, Jyoti Nivas College, Kristu Jayanti, St Anne's College, NMKRV, Commits, NSoJ, Vijaya College attending both the RJ- ing workshop facilitated by RJ Ridhi from Radio Mirchi while the rest did make a memory or two in the fun-filled events of Treasure Hunt and Potpourri. Reporting had an enthusiastic swarm of media wannabes go one on one with the required skill set of a journalist whilst RJ Karan, News Anchor Nabila and entrepreneur Nouman Khan made sure that the final round of Personality was aptly named 'Get Berbequed'.



After two days of intense competition and mass participation - now it was the time to reveal who takes it all. With a brilliant strategy of sending away talented contingents - it was CMS Jain who proudly held the overall trophy with a massive 280 points lead across all the events. Christ

University managed a close second as previous year's winners Kristu Jayanti secured the third spot. Lights, camera and action - here's hoping that the cinessance of Vrittanta remains a blockbuster till it shall stay.

