

**Directorate of Outcome**

**Outcome Report (Event/Activity Organized @ AUH)**

**1. General Information**

**Date:** Feb. 09, 2022

**Event Type:** Industry Interaction cum Workshop

**Event Title:** How to create video content that attracts audience?

**Venue:** Virtual (Zoom call)

**Organized by(School):** SputnikPro and Amity School of Communication

**Student Participation\*:** No. of Students from AUH (Course wise):- 53 (ASCO)

**Faculty Participation\*:** No. of Faculty Members from AUH (Deptt. wise):- 10

**Participation from outside AUH\*:** No. of Students & Faculty Members- NA

*(Enclose attendance sheets in given format)*

**Event Coordinator(s) with designation:** Dr. Amit Chawla, Professor ASCO

**Details of Expert/Speaker/Resource Person/Judge:**

S N	Country Name	Expert Name	Organization Name	Designation	Specialization	Contact No.	E-mail Id	Address	Major Areas where Amity can Collaborate with expert	CV of Expert (Yes/No)
1	Russia	Olga Anisimova	TOK Media	Editor-in-Chief	Video Production	+7 495-645-6601	<a href="mailto:a.samoilova@ria.n.ru">a.samoilova@ria.n.ru</a>	NA	Video Production	Yes

**PROFILE OF THE EXPERT**

**Speaker:** Olga Anisimova, Head of Video Production, Rossiya Segodnya media group AND Editor-in-chief, TOK Media

**Speaker's bio:**

Olga had spent ten years reporting hard news in a newsroom setting. She began her career as a broadcast journalist at RT and worked her way up to becoming the executive editor of the channel's evening news show "In the Now". The show later developed into a separate online news outlet that attracted millions of followers. She also worked as a live event coordinator during RT's special coverage of major events, including the 2017 French presidential elections and the UNGA's 70th anniversary. The latter event coverage was later nominated for the International Emmy awards.

In 2017, Olga joined Rossiya Segodnya media group to lead a team of video professionals who are able to tackle some of the most ambitious video projects ranging from presidential interviews and reporting in

conflict zones to documentary filmmaking and commercial video. Olga also launched the online media outlet “TOK” which focuses on social issues and people’s stories. “TOK” gained an audience of 6 million people within three years of existence and is currently one of the fastest-growing media outlets in Russia.

## 2. Outcome of the Event with Time Lines (Proposed/Achieved)

Envisaged Outcome	Tangible/ Intangible	Achieved/ Proposed	Target date & responsibilities (if proposed)	Details of outcome
<b>1. Outcome related to Academia Connect</b>				
a) Collaborations for Research Papers / Conference Papers/ Book Chapter etc.				
Collaborations & MOU for Research Guidance [PhD, PG & UG (summer training, Dissertation)] & Projects/Use of Instruments etc.				
b) Collaboration for Funded Projects	---			
<b>2. Outcome related to Industry Connect</b>				
a) Placement	Tangible	<i>Proposed</i>	<i>Not decided</i>	
b) Collaborations for Research Papers	-			
c) Collaborations & MOU for Research Guidance [PhD, PG & UG (summer training, Dissertation)] & Projects/Use of Instruments	-			
d) Collaboration for Funded Projects	-			
<b>3. Outcome related to Society Outreach</b>				
a) Benefit to society in terms of Health & Hygiene	NO			
b) Benefit to society in terms of Education	YES			
<b>4. Outcome related to Students Learning &amp; Grooming</b>				
<i>The event was an opportunity for the students to introspect and work in the direction to attain their goals in life.</i>	<i>YES</i>			
<b>5. Any other</b>				

### 3. Event Report along with glimpses of the event (*Photographs*)

#### 3.1 General Introduction of the Event

With a view to train the students about the production of video content that attracts international audience a joint training/workshop was conducted by SputnikPro and ASCO, AUH as per following schedule.

Title: How to create video content that attracts audience?

Date: 9<sup>th</sup> February 2022

Time: 13:30 – 15:15 IST

Speaker: Ms. Olga Anisimova

**Ms. Olga Anisimova** is Head of Video Production - Rossiya Segodnya media group (SputnikPro) AND Editor-in-chief - TOK Media.

The session was moderated by **Ms. Olga Dycheva** - Head of Sputnik hub in New Delhi. In India she was working with website Russia beyond the headlines and at Ruptly - the daughter organization of RT before appointed as the head of Sputnik News Agency at Delhi since 2017

**Sputnik** is a modern news agency whose products include newsfeeds, websites, social networks, mobile apps, radio broadcasts and multimedia press centers. Sputnik HQ is located in Moscow. Regional offices are located in key regions and countries around the world, including India (New Delhi) the United States (Washington, DC), China (Beijing), France (Paris), Germany (Berlin), Egypt (Cairo). The agency covers global political and economic news targeting an international audience.

#### Objectives of the Event

- Share experience with international colleagues
- Bring more multiculturalism to journalism
- Develop international media communications

#### 3.2 Brief about the address/talk of speakers

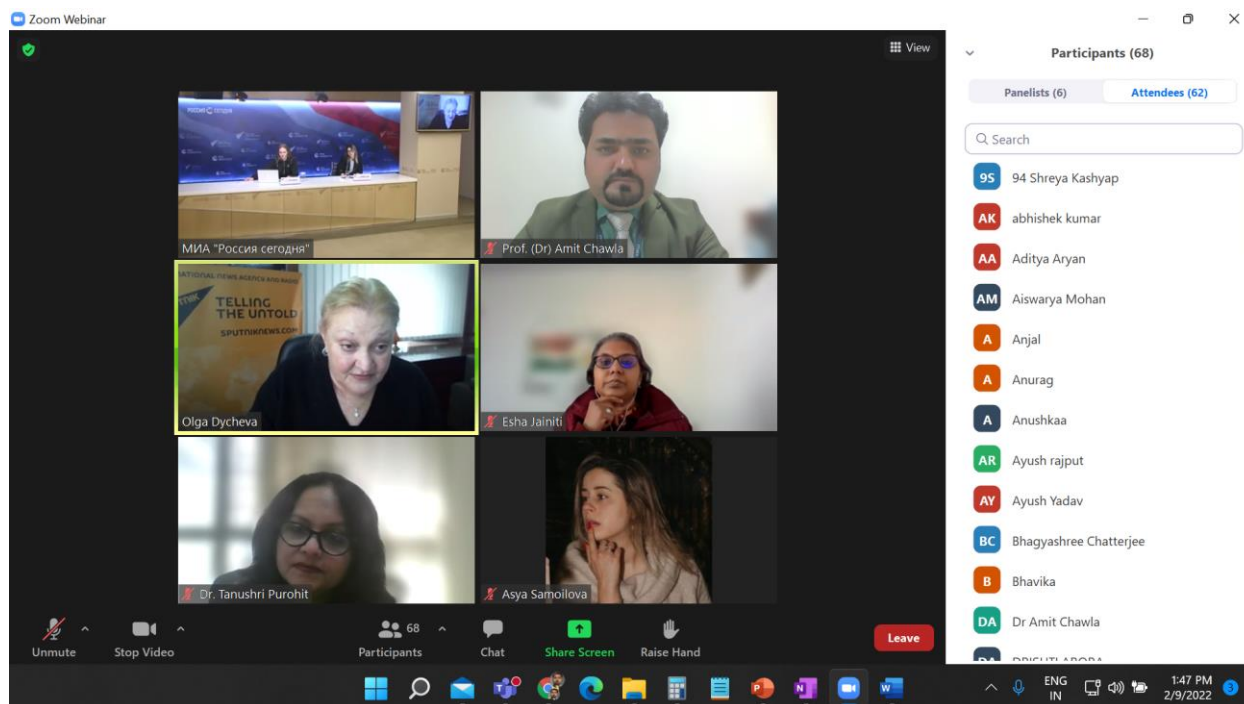
The event started with a brief introduction of the event by Ms. Olga Dyvecha – Head of Sputnik Pro Delhi office who commenced with an introduction of Sputnik Media Group. Thereafter Dr. Tanushri Purohit, Ms. Esha Jainiti and Prof. Dr. Amit Chawla from Amity University – Haryana were introduced by Ms. Dycheva. After a formal welcome note by Dr. Tanushri Purohit and Ms. Esha Jainiti where Amity University, Amity Skill Institute and ASCO were introduced, the session started with the expert speaker, Ms. Olga Anisimova, Head of Video Production, Rossiya Segodnya media group and Editor-in-Chief, TOK Media sharing about her background and about TOK Media Group.

Importance of time spent on setting up a camera was discussed. Thereafter the expert mentioned about the frame and mood setting. Metaphorical representation of visuals with the help of semiotics was explained. Reconstruction Video was played for the audience and it was highly appreciated. Plan and Structure of documentary is important start. Importance of Editing was shared by the expert with help of examples. Staging for showcasing reality was emphasized. Scope and opportunities of working with YouTube Creators Page was discussed.

More than a dozen questions were asked by the participants that were interestingly and adequately answered by the expert from TOK Media. Towards the end, Prof. Dr. Amit Chawla presented a vote of thanks to TOK Media, SputnikPro, Ms. Dycheva, Ms. Olga Anisimova, faculty and all the students of Amity University.

75+ students and 6 panelists (3 from Amity, 2 from Sputnik and 1 from Tok Media) participated in this intriguing event that continued from 1:30 PM to 3:00 PM on 9/2/2022.

### 3.3 Photographs with caption (also share high resolution JPEG files of photographs)



Zoom Webinar

Participants (67)

Panelists (6) Attendees (61)

Q Search

- 9S 94 Shreya Kashyap
- AK abhishek kumar
- AA Aditya Aryan
- AM Aiswarya Mohan
- A Anjal
- A Anurag
- A Anushkaa
- AR Ayush rajput
- AY Ayush Yadav
- BC Bhagyashree Chatterjee
- B Bhavika
- DA Dr Amit Chawla

Unmute Stop Video Participants Chat Share Screen Raise Hand Leave

ENG IN 1:49 PM 2/9/2022

Zoom Webinar

Participants (67)

Panelists (6) Attendees (61)

Q Search

- 9S 94 Shreya Kashyap
- AK abhishek kumar
- AA Aditya Aryan
- AM Aiswarya Mohan
- A Anjal
- A Anurag
- A Anushkaa
- AR Ayush rajput
- AY Ayush Yadav
- BC Bhagyashree Chatterjee
- B Bhavika
- DA Dr Amit Chawla

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Zoom Webinar

Participants (72)

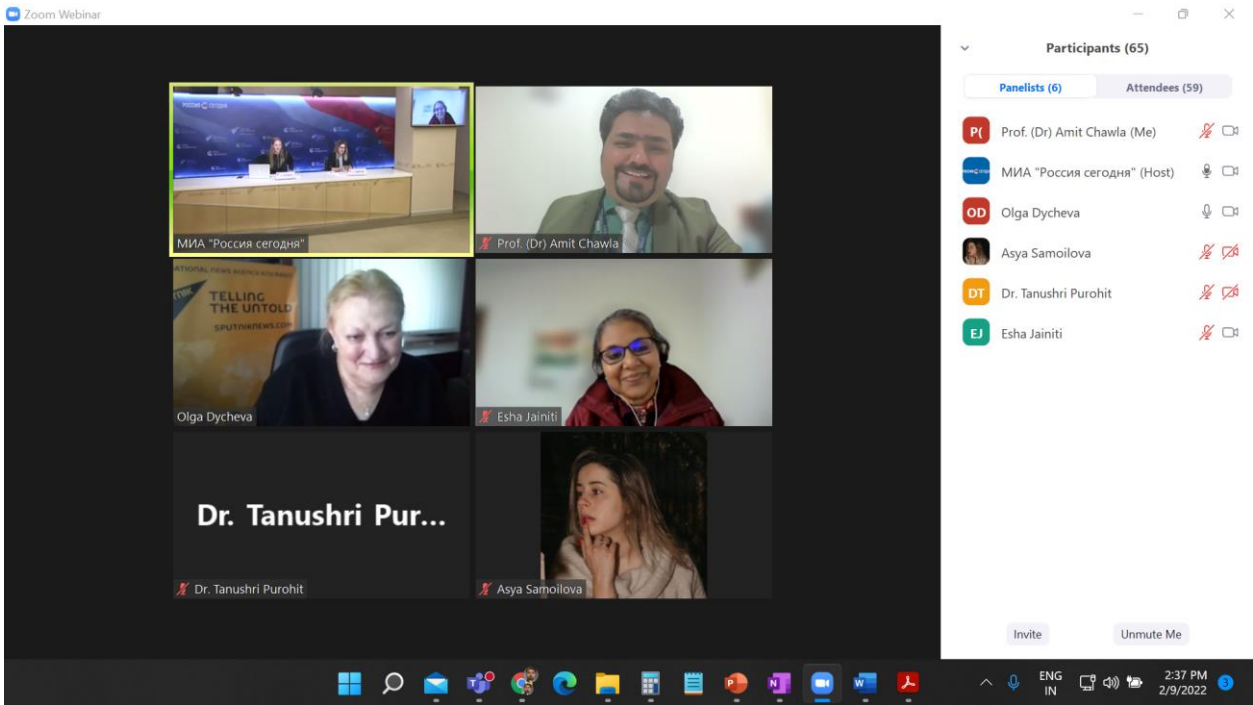
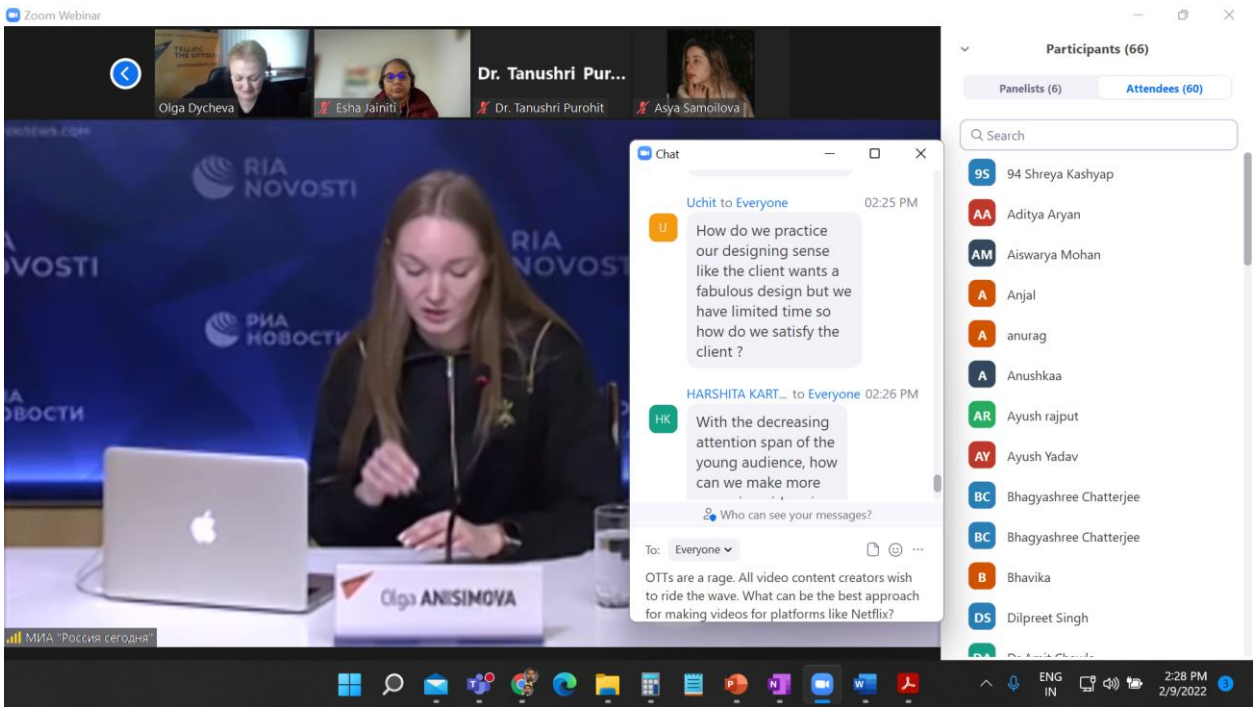
Panelists (6) Attendees (66)

- PI Prof. (Dr) Amit Chawla (Me)
- MIA "Россия сегодня" (Host)
- OD Olga Dycheva
- AS Asya Samoilova
- DT Dr. Tanushri Purohit
- EJ Esha Jainiti

Unmute Stop Video Participants Chat Share Screen Raise Hand Leave

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**3.4 Scanned copy of attendance sheets:**

1	AGAM DEV KUMAR	ASCO	J&MC
2	AKASH KAPOOR	ASCO	J&MC
3	AKSHIT KAPOOR	ASCO	J&MC
4	ANUSHKA RAWAT	ASCO	J&MC
5	ARYAMAN PUNJ	ASCO	J&MC
6	AYUSH RAJPUT	ASCO	J&MC
7	AYUSH RANJAN	ASCO	J&MC
8	BHAGYASHREE CHATTERJEE	ASCO	J&MC
9	BHAVIKA BHARDWAJ	ASCO	J&MC
10	DILPREET SINGH MALHOTRA	ASCO	J&MC
11	DIVA SONDHI	ASCO	J&MC
12	GOURISHA BHARADWAJ	ASCO	J&MC
13	HARSH BHARDWAJ	ASCO	J&MC
14	HARSH DAHIYA	ASCO	J&MC
15	HARSHITA KARTIKEYA	ASCO	J&MC
16	HIMANSHU ROY	ASCO	J&MC
17	HIMANSHU THAKRAN	ASCO	J&MC
18	IPSITA TEWARI	ASCO	J&MC
19	ISHIKA BABBAR	ASCO	J&MC
20	J NEHA	ASCO	J&MC
21	JAHANVI RAJPUT	ASCO	J&MC
22	KANIKA ADLAKHA	ASCO	J&MC
23	KARTIK NARULA	ASCO	J&MC
24	KEEZHMADATHIL JAYAKRISHNAN	ASCO	J&MC
25	KUNAL SONI	ASCO	J&MC
26	MEHAK SAINI	ASCO	J&MC
27	MOHIT MALHOTRA	ASCO	J&MC
28	MUSKAAN DHAWAN	ASCO	J&MC
29	NANDITA TRIKHA	ASCO	J&MC
30	PARTH ARORA	ASCO	J&MC
31	PRATEEK	ASCO	J&MC
32	PRATHAM MASSEY	ASCO	J&MC
33	PRIYANKA SHARMA	ASCO	J&MC
34	RAVINDER	ASCO	J&MC
35	RITVEEK GROVER	ASCO	J&MC
36	RITVIK GUPTA	ASCO	J&MC
37	SAARTHAK SARAT GHOSH	ASCO	J&MC
38	SATTAKSHI TRIPATHI	ASCO	J&MC
39	SAUMYA GAUTAM	ASCO	J&MC
40	SHARBANI GHOSH	ASCO	J&MC
41	SHIVANI MANDAL	ASCO	J&MC
42	SHREYA KASHYAP	ASCO	J&MC
43	SHREYANSH SINGH	ASCO	J&MC
44	SHRUTI SULTAN	ASCO	J&MC
45	SHUBHANGI SHARMA	ASCO	J&MC
46	SNEHA GARG	ASCO	J&MC
47	SOUMIL SINGH	ASCO	J&MC
48	TANU HANS	ASCO	J&MC
49	TEEJIKA	ASCO	J&MC
50	UTKARSH KAUSHIK	ASCO	J&MC
51	VAIBHAV SINGH	ASCO	J&MC
52	VAISHNAVI V	ASCO	J&MC
53	VEDANSHI SHARMA	ASCO	J&MC

### 3.5 Few Scanned feedback forms of participants

<u>Attendance Sheet of Faculty Members (AUH)</u>				
Event Title:				
Date: <b>Nov. 22, 2021</b>				
S.No.	Participant Faculty Name	School	Designation	Signature
1	Ms Esha Jainiti	ASCO	Dy Director	
2	Dr. Amit Chawla	ASCO	Professor	
3	Dr. Pooja Rana	ASCO	Professor	
4	Mr. Sam V Rao	ASCO	Associate Professor	
5	Dr Preeti Singh	ASCO	Assistant Professor III	
6	Dr Rusha Mudgal	ASCO	Assistant Professor I	
7	Mr. Asok Biswas	ASCO	Assistant Professor III	
8	Dr. Manoj Kumar	ASCO	Assistant Professor	
9	Mr. Deepak Dhariwal	ASCO	Assistant Professor	
<b>Prof. (Dr) Amit Chawla</b> <b>Name &amp; Signature of the Event Coordinator</b>				

<u>Attendance Sheet of Students (AUH)</u>				
Event Title:    Date: August				
S.No.	Participant Name	School	Programme & Semester	Signature
1	AGAM DEV KUMAR	ASCO	J&MC	AGAM DEV KUMAR
2	AKASH KAPOOR	ASCO	J&MC	AKASH KAPOOR
3	AKSHIT KAPOOR	ASCO	J&MC	AKSHIT KAPOOR
4	ANUSHKA RAWAT	ASCO	J&MC	ANUSHKA RAWAT
5	ARYAMAN PUNJ	ASCO	J&MC	ARYAMAN PUNJ
6	AYUSH RAJPUT	ASCO	J&MC	AYUSH RAJPUT
7	AYUSH RANJAN	ASCO	J&MC	AYUSH RANJAN
8	BHAGYASHREE CHATTERJEE	ASCO	J&MC	BHAGYASHREE CHATTERJEE
9	BHAVIKA BHARDWAJ	ASCO	J&MC	BHAVIKA BHARDWAJ



10	DILPREET SINGH MALHOTRA	ASCO	J&MC	DILPREET SINGH MALHOTRA
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13	HARSH BHARDWAJ	ASCO	J&MC	HARSH BHARDWAJ
14	HARSH DAHIYA	ASCO	J&MC	HARSH DAHIYA
15	HARSHITA KARTIKEYA	ASCO	J&MC	HARSHITA KARTIKEYA
16	HIMANSHU ROY	ASCO	J&MC	HIMANSHU ROY
17	HIMANSHU THAKRAN	ASCO	J&MC	HIMANSHU THAKRAN
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25	KUNAL SONI	ASCO	J&MC	KUNAL SONI
26	MEHAK SAINI	ASCO	J&MC	MEHAK SAINI
27	MOHIT MALHOTRA	ASCO	J&MC	MOHIT MALHOTRA
28	MUSKAAN DHAWAN	ASCO	J&MC	MUSKAAN DHAWAN
29	NANDITA TRIKHA	ASCO	J&MC	NANDITA TRIKHA
30	PARTH ARORA	ASCO	J&MC	PARTH ARORA
31	PRATEEK	ASCO	J&MC	PRATEEK
32	PRATHAM MASSEY	ASCO	J&MC	PRATHAM MASSEY
33	PRIYANKA SHARMA	ASCO	J&MC	PRIYANKA SHARMA
34	RAVINDER	ASCO	J&MC	RAVINDER
35	RITVEEK GROVER	ASCO	J&MC	RITVEEK GROVER
36	RITVIK GUPTA	ASCO	J&MC	RITVIK GUPTA
37	SAARTHAK SARAT GHOSH	ASCO	J&MC	SAARTHAK SARAT GHOSH
38	SATTAKSHI TRIPATHI	ASCO	J&MC	SATTAKSHI TRIPATHI
39	SAUMYA GAUTAM	ASCO	J&MC	SAUMYA GAUTAM
40	SHARBANI GHOSH	ASCO	J&MC	SHARBANI GHOSH
41	SHIVANI MANDAL	ASCO	J&MC	SHIVANI MANDAL
42	SHREYA KASHYAP	ASCO	J&MC	SHREYA KASHYAP
43	SHREYANSH SINGH	ASCO	J&MC	SHREYANSH SINGH

44	SHRUTI SULTAN	ASCO	J&MC	SHRUTI SULTAN
45	SHUBHANGI SHARMA	ASCO	J&MC	SHUBHANGI SHARMA
46	SNEHA GARG	ASCO	J&MC	SNEHA GARG
47	SOUMIL SINGH	ASCO	J&MC	SOUMIL SINGH
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51	VAIBHAV SINGH	ASCO	J&MC	VAIBHAV SINGH
52	VAISHNAVI V	ASCO	J&MC	VAISHNAVI V
53	VEDANSHI SHARMA	ASCO	J&MC	VEDANSHI SHARMA

**Prof. (Dr) Amit Chawla**  
Name & Signature of the Event Coordinator

**Attendance Sheet of Outside Participant**

S.No.	Participant Name	School	Designation/Programme & sem(if student)	Signature
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**NOT APPLICABLE**

**Prof. (Dr) Amit Chawla**  
Name & Signature of the Event Coordinator