

Rukmini Devi Institute of Advanced Studies

MadhubanChowk, Rohini, Delhi-110085

(Approved By AICTE &Affiliated With GGSIP University)

DOSSIER

On

**“Reading Rockets – A Newspaper Reading
Initiative”**

On

August 26 & September 09, 2017



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FORM A

Proposal:

- **Name of the event to be organized:** Reading Rockets
- **Date:** August 26 & September 09, 2017
- **Time:** 03:00 PM – 04:00 PM
- **Venue:** Lecture Theatre
- **Motivation for the activity:** Reading Rockets is a newspaper reading activity, which will promote the students to make newspaper reading as a regular habit of their routine, which will in turn enhance the knowledge about various current affairs which will help them for their future placements.
- **Organized by:** Department of Management Studies

FORM B

Part 1

Aim of the event:

The primary aim of conducting the activity was to promote the students to read newspapers on routine basis, and to analyze the news with respect to the management concepts learned in the classes.

Part 2

Abstract:

Reading Rockets was a newspaper reading activity, to boost the students for reading newspapers regularly as a habit of their routine. The activity also supposed to enhance the knowledge of the students about various current affairs which can further help them for their future placements.

The activity was conducted in two phases for the students of MBA & BBA in combined, selectively for specific classes every time. Moving as per the plan of the academic session of the current semester, the activity was conducted for the respective classes at the below mentioned dates:

1. August 26, 2017 – MBA III & BBA V
2. September 09, 2017 – MBA I, III & BBA III

The students were supposed to participate in a team of two, participants were supposed to take the news from the prior mentioned categories that is, Stock Market, Emerging India, Editorial Views & Opinions and Business News. Participants were required to prepare the presentation/video of 5-7 minutes of the news (for the last 15 days) under a particular category. Participants were also supposed to co-relate the news selected with the management concepts learnt/read in class.

The participants were judged on the basis of prior decided judging criterion including:

- Content (50%)
 - a. Relevance to some current issue (25%)
 - b. Co-related with some management concepts (25%)
- Clarity of message (30%)
- Originality (20%)

The best team was awarded with Movie Tickets/Gift Vouchers and certificates and to motivate and appreciate the students, a notice was also displayed for the winners of the particular week along with their photographs.

On the first phase of the activity, there were total 04 teams which participated and were judged by Dr. Anil Goyal & Mr. Sunil Kumar Yadav. The second phase also had 04 teams as participants and was judged by Dr. Pooja Bahl & Ms. Bhajneet Kaur.

Following were the winners of the activity:

August 26, 2017

Abhishek & Simran, BBA V

September 09, 2017

Manas Jain (MBA - III) & Ritambhara Wadhwa (BBA-III)

Part 3

Conclusion

The students participated with full zeal and presented their news on various latest issues, which made them learn in a better way the prospective of each news discussed.

Long Lasting Moments of Cinematography Competition



Anchor of the Event...!!!



Winners awarded with certificates...!!!



Judges of the Event...!!!



Winners for September 09, 2017...!!!