

**Department of Journalism & Mass Communication  
Centre of Excellence, Government College Sanjauli, Shimla-06**

**Report on Student Participation in  
The 10th International Film Festival of Shimla**

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## **1. Introduction**

The Department of Journalism & Mass Communication, Centre of Excellence, Government College Sanjauli, Shimla-06, ensured active academic engagement of its students by facilitating the participation of **all students of First Year, Second Year, and Third Year (UG)** in the **10th International Film Festival of Shimla (IFFS)**. The festival was held from **16th to 18th August, 2024** at the historic **Gaiety Theatre, Shimla**.

Students participated in the festival in the dual capacity of **volunteers and learners**, enabling them to gain first-hand exposure to the dynamics of film culture, creative production, and event management within an international cinematic platform.

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## 2. Nature of Participation

The participation of Journalism & Mass Communication students was structured to ensure meaningful engagement and experiential learning. Throughout the three-day festival, students were involved in:

- Volunteering support for festival coordination and management
- Assisting in registration and audience facilitation
- Supporting screening schedules and technical coordination
- Observing film curation and programming processes
- Interacting with filmmakers, directors, and media professionals
- Attending film screenings, panel discussions, and informal interactions

This immersive involvement enabled students to understand both the **creative** and **organizational** aspects of an international film festival.

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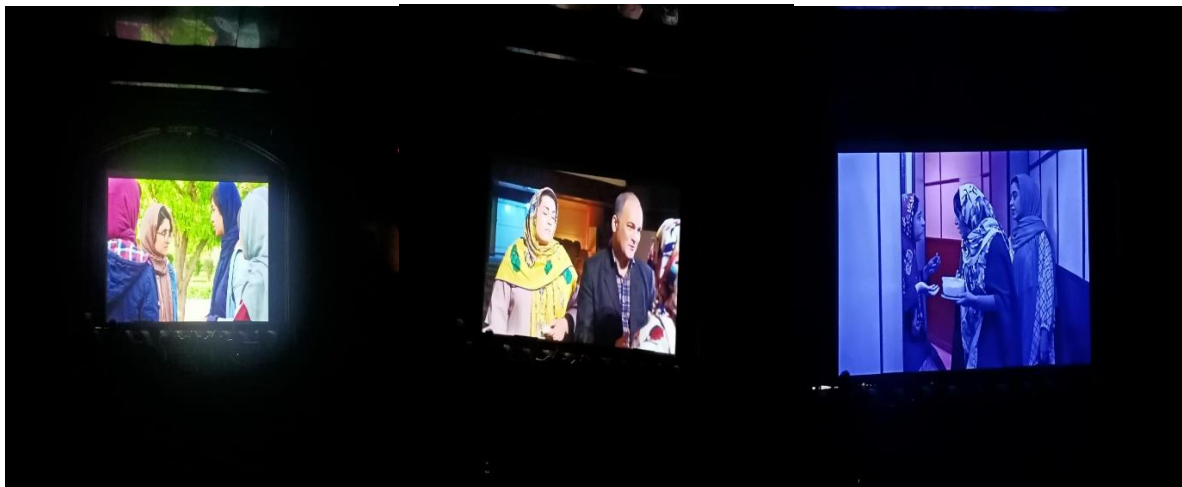


### 3. Learning Environment and Exposure

The 10th International Film Festival of Shimla provided a rich and diverse learning environment. The festival featured **short films by local, national, and select international filmmakers**, offering students exposure to varied storytelling traditions, cinematic techniques, themes, and cultural perspectives.

Students witnessed how creative ideas are translated into visual narratives, particularly in the short film format, which aligns closely with contemporary digital and independent media practices. The screenings and interactions introduced students to:

- Concept development and visual storytelling
  - Narrative structure in short films
  - Technical aspects of filmmaking
  - Use of cinema as a medium for social, cultural, and political expression
  - Global and regional trends in independent cinema
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#### 4. Academic Relevance for Journalism & Mass Communication Students

Participation in the film festival directly complemented the academic curriculum of Journalism & Mass Communication. The exposure reinforced classroom learning related to:

- Visual communication and media aesthetics
- Film appreciation and critical viewing skills
- Media production processes
- New media and alternative storytelling formats
- Cultural communication and creative industries

By observing creative professionals present and discuss their work, students developed a deeper appreciation of cinema as a powerful mass communication medium.

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#### 5. Student Learning Outcomes

The students **availed the learning opportunity extensively**, benefiting in the following ways:

- Enhanced understanding of short film production and creative processes
- Improved critical and analytical viewing skills
- Increased awareness of national and international creative standards
- Exposure to professional networking and collaborative culture
- Development of confidence through real-world media engagement
- Practical understanding of event management in cultural media spaces

The festival experience helped students connect theoretical knowledge with real-life creative practices, encouraging them to explore film and visual media as potential career avenues.

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#### 6. Institutional and Professional Significance

The participation of all undergraduate batches reflects the Department's commitment to **experiential, field-based learning**. Engagement with a prestigious cultural event like the International Film Festival of Shimla:

- Strengthened industry and cultural exposure of students
- Encouraged interdisciplinary learning through cinema
- Enhanced the department's presence in significant media events
- Promoted learning beyond the classroom

Such participation aligns with contemporary pedagogical approaches that emphasise learning through observation, interaction, and practice.



## 7. Conclusion


The participation of First Year, Second Year, and Third Year students of the Department of Journalism & Mass Communication, Centre of Excellence, Government College Sanjauli, Shimla-06, in the **10th International Film Festival of Shimla** proved to be a **highly enriching academic and experiential learning opportunity**. Serving as volunteers and learners from **16th to 18th August, 2024**, students gained valuable insights into short film production, creative expression, and the functioning of an international film festival.

The exposure to local, national, and international creative minds significantly broadened students' perspectives on cinema and media, contributing meaningfully to their academic growth and professional orientation.

25/08/2024

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PRINCIPAL  
GOVT. DEGREE COLLEGE  
SANJAULI, SHIMLA-6 (H.P.)

# INTERNATIONAL FILM FESTIVAL OF SHIMLA

ENLIGHTEN WORLD WITH THE ART OF FILM MAKING

To

24.07.2024

**Dr. Bharti Bhagra**  
Principal, Centre of Excellence, Govt College Sanjauli, Shimla

**SUBJECT: STUDENTS' PARTICIPATION AS VOLUNTEERS- 10<sup>TH</sup> IFFS.**

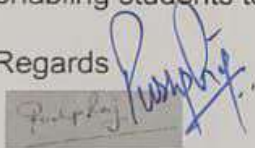
Sir, nine Editions of International Film Festival of Shimla has been organized successfully in Historical Gaiety Theatre Shimla in association with Language, Art and Culture Deptt. of Govt of Himachal Pradesh by Himalayan Velocity. Independent Filmmakers from more than 35 countries and all the states of India participate every year in this festival. The 10<sup>th</sup> edition of the festival will be held on 16-18 August 2024 in **Gaiety Theater Shimla** and other venue for the screening will be **Model Central Jail Kanda, Shimla** and **Model Central Jail Nahan, Sirmaur** where special screening will be for prisoners. **One more screen will be for especially abled children School Dhali, screening of films will be for specially curated for them under section 'BACHPAN'.**

The program will include screening Seminar /Workshop Sessions with experts from Film Institutes and film Industries. To propagate good understanding and use of digital technology in Cinema there will be an exhibition in Tavern Hall of Gaiety Theatre.

By volunteering at the festival, your students can actively engage in various aspects of Film making, event management, logistics, hospitality, media relations, and audience coordination. This invaluable experience will not only offer them a chance to observe and learn from industry professionals but also enable them to develop key skills such as teamwork, communication, problem-solving, and adaptability. Additionally, volunteering at an international event will help broaden their cultural understanding and foster a spirit of global citizenship. Moreover, the festival presents an exceptional networking opportunity for our students. Interacting with filmmakers, actors, and other professionals can open doors to potential internships, collaborative projects, and future career prospects in the film industry.

I kindly request your support and approval to allow interested students from your college/University to participate as volunteers in the 10<sup>th</sup> edition of International Film Festival of Shimla on 16-18 August 2024 in **Gaiety Theatre Shimla**. Thank you for your time, understanding, and consideration of our request. We sincerely hope for a positive response, enabling students to embrace this enriching experience.

Regards



**Pushp Raj Thakur**

**Festival Director**

**International Film Festival of Shimla (IFFS)**

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*Bologer*