

Title of Practice: Inter Collegiate Youth Fest **ऋररररररररर** – Navi Mumbai

Goal: An inter-collegiate Youth fest aiming to not only to promote talent & skills of youth but also to bring uniqueness to fest. The distinctive feature of this Fest lies in its name itself. The essential desideratum was to give Navi Mumbai a face, & represent it on a larger platform. Keeping this in view the fest has name of the smart hub incorporated in it. **ऋररररररररर** – Navi Mumbai is the youth fest targeting not only Youth from proximate areas but also going beyond limits and breaking barriers. Extending boundaries to Colleges in Mumbai suburbs, and also, Ratnagiri district.

The Practice: A unique initiative of giving face to hometown **ऋररररररररर** – Navi Mumbai is brainchild of Rajiv Gandhi College of Arts, Commerce & Science, Vashi. The Journey of Fest begins with giving a larger than life platform to future of a country for expressing themselves through Forms of Art. Incarnating their skills and talents through Fine Arts, Literary Arts, Performing Arts & Sports. Forms of Arts spreading over 61 events giving ample opportunity for everyone to participate, there's something for everyone. The rare phenomenal of the fest is extra-ordinary team work of Students & Teachers together. The co-operative and collaborating activities undertaken by both brings a culture of teaching-learning together rather than just imparting knowledge. Students witness Teachers as their mentor and not only as instructor.

The Fest has upto 50+ events having wide range of versatility. This gives more opportunities and options for students to participate and disclose their talents, thus fulfilling goal of the practice. The students undertake organization of Fest efficiently. The practice involves beginning with Sponsorship Proposal preparation and then approaching Sponsors for the fest. Simultaneously, entries for various events is undertaken. Entries are collected by first dividing students into small groups of two or three and each group allotted 2- 4 colleges. Each group invites the college and takes permission from concerned authorities to communicate to students. Students then motivate students from the college allotted to them, and acquire maximum participation.

Engaging Celebrities and Notable Dignitaries to the Fest becomes a challenging part of the Fest. Hunting for contact numbers of such personalities is the first step. After contacting, inviting them and fixing dates is done. Students undertake hospitality, security of the Celebrities and also Fest. **ऋररररररररर** - Navi Mumbai is not only Intercollegiate Youth Fest but also an occasion of uncountable possibilities. The Perks of Associating with **ऋररररररररर** includes contentment & serenity. The benefits not include Advertisement of Brand but Complete Marketing with a meaningful & rare CSR activity. The Team **ऋररररररररर** ensures a proper coverage pre, during & post **ऋररररररररर** too. We believe in building Long term relations than just association. Brand promotion, Brand recalling, Brand marketing are highlights offered by us. The opportunity of connecting with Young Crowd of more than 35,000 at one place is present. The Tailor made Sponsorship proposals gives a platform to meet requirements of both the parties. **ऋररररररररर** – Navi Mumbai offers wide range of Choices for Associating with the larger than life Celebration. Those driven with humanity can extend a generous support to **ऋररररररररर** ki Canteen in terms of funds or materials too. The increased contacts include not only celebrity from Film industry but Politicians, Police Commissioners, Social Workers, etc. A chance to meet and greet the Stars.

Evidence of Success:

- The footfall in **ऋररररररररर** – Navi Mumbai crossed 30,000+.
- The radius of our Fest ranges from Vashi to Roha and further. We linked with 150+ colleges through participation of 20,000+.
- The Fest has witnessed more than 60 celebrities including winners of reality shows like Amardeep Singh Natt, Bir Radha Sherpa, Tuttix crew, Popular Singer Dadus, Actor Aman Verma, National Award winner Abhinav Gir, Splitsvilla contestant Akshada, Phir bhi Dil hai Hindustani contestant Gaurav, Reknowned Choreographer Late. Nikhil Anand, Marathi Superstar Vijay Patkar and many more.
- Police Commissioner Mr. Hemant Nagrale, Mayor Mr. Jayawant Sutar and Member of Parliament Shri. Haribansh Singh were Chief Guests of the Fest

## Problems Encountered and Resources Required:

### Problem Encountered:

- Budget: Planning a budget and deciding sponsorship slabs including maximum benefits to the sponsors. The deviations sometimes cannot be foreseen or assumed.
- Technological challenges: To keep up with latest technological trends requires more funds. As primary source of funds is sponsorship and that makes financial resources limited for us. Also, last moment technological issues like CD not supported, lights breakdown, etc becomes back breaker.
- Frequent changes by University in Exam timetable affects participation of students.
- Time management: Starting and ending event as per scheduled time toilsome. Delays caused due to participants, judges and guests are unavoidable.
- Celebrity management: Whole process starting from Contacting to bringing them in Event is not easy. Some Celebrities turn down at last moment cannot be amended.

### Resources Required:

- Financial funds for smooth functioning of the fest.
- Logistics including music systems, stage set ups, prizes, memento, certificates, food.
- Skilled and dedicated Students to work as volunteers and event heads.
- Linkages and contacts for sponsorship, Guest, Judges

One of the best practices is of our college is “Growing Within: Nurturing the potential of students, enabling them, empowering them to carve their unique paths”. It helps to facilitate self-growth, self-worth and actualization of potential of the students through myriad ways of empowerment and competence building. Practices like experiential learning, using the method of power-point presentations to help them organize their thinking process and build professional skills, using audio-visual aides (such as screening of films and plays, displaying paintings, photographs etc.), holding talks by experts in certain given fields and promoting wellbeing through the activities such as breathing exercises or rigorous physical activity endorses a student centric, self-directing pedagogy. Through constructive feedback, open communication, inculcating a culture of critical thinking and holding an array of in-depth discussions, the college has managed to uplift its most underprivileged members to be more self-reliant, career oriented and great leaders. The teaching culture here seeks to highlight and thereby have the students appreciate that the true essence of life lies outside the bounds of black and white, and in a wide varieties of shades. Practice such as appreciating text is to enable students to draw life-world reflected in the text. The students learn to think beyond right-wrong, profit-loss, abnormal-normal, beautiful-ugly and start an educative experience on range not limited by these extremities. This is also possible through the individualized mentoring and counselling that the teachers provide to the students. Our college library with its varied collection of books, journals, magazines and e-resources also opens a window to the wider world for the students.