

November 13, 2024

Press Release

**JMI Vice Chancellor inaugurates AJK-MCRC's annual event "Toon Tamasha"**

The annual event "Toon Tamasha", organized by the third semester students of M.A. Visual Effects and Animation program at AJK Mass Communication Research Centre (AJK-MCRC), Jamia Millia Islamia (JMI), was officially inaugurated on 13<sup>th</sup> November, 2024 at the MF Husain Art Gallery of the varsity. The ceremony was presided over by the Vice Chancellor, Prof. Mazhar Asif, alongside the Guest of Honour, Ms. Vrinda Sood, who is the CEO and Founder of Citrus Ink Studios, a prominent Animation and VFX production studio located in Delhi NCR region.

The Exhibition and Event is accessible to both students and industry professionals from November 13<sup>th</sup> to 14<sup>th</sup>. Its purpose is to showcase the creative endeavors of the AJKMCRC Animation students to fellow students and faculty at JMI, while also aiming to introduce the broader audience to the field of animation.

The students showcased their skills by selling animation related merchandise, all designed and prepared by them. They also displayed their animated films and exhibited the work done during their course. Additionally, they held workshops in various Animation disciplines, including Stop Motion Animation and Green Screen Shooting.

The Vice Chancellor engaged with the students and attentively examined their creative endeavors. In his address, he emphasized that creativity embodies the essence of humanity, transcending artificial boundaries and garnering universal appreciation. He remarked that creativity fosters love and harmony within society. Furthermore, he encouraged the students to pursue their artistic passion fervently and to leverage their talents for the betterment of the society.

Public Relations Office  
Jamia Millia Islamia































# M.F. HUSAIN ART GALLERY

JAMIA MILLIA ISLAMIA  
AJK Mass Communication Research Center  
MA VISUAL EFFECTS & ANIMATION

## TOON TAMASHA

LET'S TOON IT UP!

DIVE INTO  
THE WORLD OF ANIMATION

WORKSHOPS | FLIPBOOKS  
STOP MOTION ANIMATION | FILM SCREENINGS  
FUN FILLED ART STALLS

13<sup>th</sup> & 14<sup>th</sup>  
NOVEMBER  
MF HUSAIN ART GALLERY  
10 AM TO 6 PM

RESEARCH CENTER

