



Geethanjali College of Engineering and Technology

(UGC Autonomous)

Accredited by NAAC with A⁺ Grade; B.Tech. CSE, EEE, ECE Accredited by NBA;
Approved by AICTE, New Delhi; Affiliated to JNTUH, Hyderabad;
Cheeryal (V), Keesara (M), Medchal-Malkajgiri Dist., Telangana-501301

Session Details:

Title of the Session: Official launch of the Media House in Collaboration with Coding Club

Start Date & End Date (DD-MM-YY format): 24th October, 2025

Duration: 2 Hours (1:30 PM to 3:30 PM)

Activity Category: Self Driven – Institutional / Student Development Activity

Theme: Innovation, Digital Media, and Skill Development

Objective:

- To formally inaugurate the college Media House in collaboration with the Coding Club.
- To promote student involvement in digital media, content creation, and technical communication.
- To encourage interdisciplinary collaboration between technical and creative domains.
- To provide a platform for students to develop media, technology, and communication skills.
- To enhance institutional branding and digital outreach.

Benefit in terms of Learning / Skill / Knowledge obtained: Students gained exposure to digital media platforms, content creation tools, technical communication, and collaborative working practices.

Outcome of the Activity:

- Successful launch of the college Media House with active student participation.
- Enhanced awareness of digital media, technology-driven communication, and content management.
- Improved collaboration between Coding Club and student media teams.
- Increased student interest in media technology, digital storytelling, and innovation.
- Strengthened institutional visibility and student engagement.

Relevant SDGs

- **SDG 4 (Quality Education):** Supports experiential learning through media and technology integration.
- **SDG 8 (Decent Work and Economic Growth):** Develops employability skills related to media, IT, and digital communication.
- **SDG 9 (Industry, Innovation and Infrastructure):** Encourages innovation through modern digital platforms and infrastructure.
- **SDG 17 (Partnerships for the Goals):** Promotes collaboration between student clubs and institutional units.

Program Outcomes mapped

- **PO1** (Engineering Knowledge): Applied technical knowledge in media tools and digital platforms.
- **PO3** (Design / Development of Solutions): Contributed to designing media workflows and digital content systems.
- **PO5** (Modern Tool Usage): Used modern media, editing, and digital publishing tools.
- **PO6** (The Engineer and Society): Promoted responsible media usage and social communication.
- **PO8** (Individual and Team Work): Strengthened teamwork and collaboration across student groups.
- **PO9** (Communication): Enhanced technical and creative communication skills.
- **PO10** (Project Management and Finance): Involved planning, coordination, and execution of the launch event.

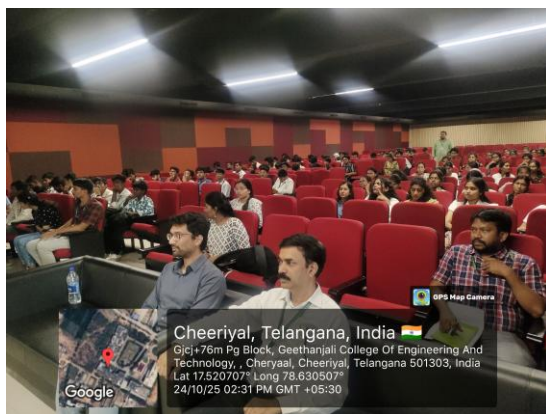
Key Highlights: The Media House was officially launched with enthusiastic participation from students and faculty, showcasing the integration of technology, creativity, and communication.

Participant Details: Approximately 150 Students

Total number of Student Participation (Internal / External if any): 120 (Internal)

Total number of Staff (Teaching / Non-Teaching) Participation: 30 (Teaching Faculty Coordinators from Coding Club)

Geotagged Photographs: Attached



Expenditure: NIL