

Bharath

INSTITUTE OF HIGHER EDUCATION AND RESEARCH

(Declared as Deemed-to-be University under section 3 of UGC Act, 1956)
(Vide Notification No. F.9-5/2000-D.3, Ministry of Human Resource Development, Govt. of India, dated 4th July 2002)

20.03.2020

From
Head of the Department,
Department of Visual communication,
Bharath Institute of Higher Education and
Research, Chennai.

To
The Dean of Arts & Science,
Bharath Institute of Higher Education and
Research, Chennai

Respected Sir,
Sub: Requesting for Industrial Visit – Reg.

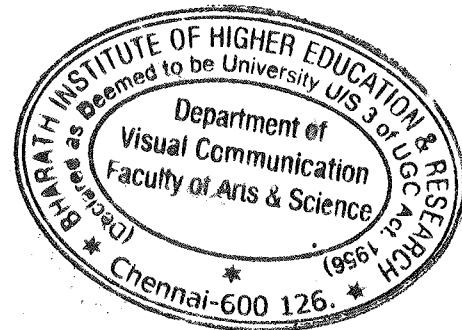
I am writing to you to request an Industrial Visit for the students of Visual communication. Herewith, I have enclosed the Student Name List.

We request you to approve the Industrial Visit to SITA Advertisers, Kodambakkam, Chennai and do the necessary Transportation facility for the students and staff.

Thank you sir,

Head of the Department

(Mrs. Marcelin Vasantha)





No 110/1A, Kodambakkam, Chennai, Tamil nadu 600024.

3rd April 2020

From,
Mr.Harish.V,
Creative Head,
Sita Advertisers,
110/1A,
Kodambakkam,
Chennai - 600024.

To,
Mrs.Marcelin Vasantha,
Professor & Head - Department of Visual communication,
Bharath Institute of Higher Education and Research,
Chennai - 600073.

Dear Madam,

This is with reference to your request letter regarding permission for Industrial Visit to our Studio. We are happy to inform you that your request has been accepted and hereby your students and faculty members are given permission to visit our studio on **15th April 2020 (Wednesday)** for the purpose of learning about the shooting process and usage of various equipment of our Studio. During the visit our technical staff will teach your students regarding the various operations undertaken during an Advertisement shoot in our studio.

We look forward to meeting you on **15th April 2020** along with your Faculty Members and Students of your department.

Best Regards,

Mr.Harish.V,
Creative Head,
Sita Advertisers,Chennai

Industrial Visit Report

An Industrial visit to SITA Advertisers was organized by the Department of Visual communication, Bharath Institute of Higher Education and Research, on April 15th 2020. Providing students an exposure about Practical working environment in a studio was the aim of the Industrial visit. Mrs.Marcelin Vasantha and Mr.Vikram Dhayalan had accompanied the students for the Industrial Visit.

All the students had assembled at around 9.30AM in the university campus and departure to the studio was at 10.00AM. The destination was reached at 11.00AM. The Creative head guided all the students for a tour of the studio, He explained the various shooting equipments used in the studio. He also gave some ideas on practical difficulties faced during a live shoot. the students gained a lot of practical exposure during this session.

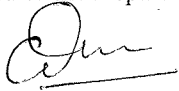
About the studio Founded in February 1, 1990, Sita Advertisers is dedicated to pour its consistent efforts leaving no stone unturned to ensure its creative mind and the heart filled services to full fill its Client's requirements throughout the years. We believe our pure untiring dedication, sincerity and honesty being our key ingredients that has helped us achieve us to step into 31st year.

The Advertising Agency based in a small town Virudhunagar, 57 kms from Madurai, Tamil Nadu and branched in Chennai. Sita Advertisers were well known for its Audio slide advertisements in theatres, Wall Paintings and organizing Exhibitions in different fields in the early 90's. We were immensely proud to create our first ever Ad for the then brand "Avanti's Pickle" for our client Smt. Kanchana Bose in the year 1993 in Sivakasi, Tamil Nadu. From then to now many Advertisements were telecasted in theatres and all other Satellite channels and we have also produced many television serials and multiple programs in popular TV channels like Vijay TV and Jaya TV in particular.

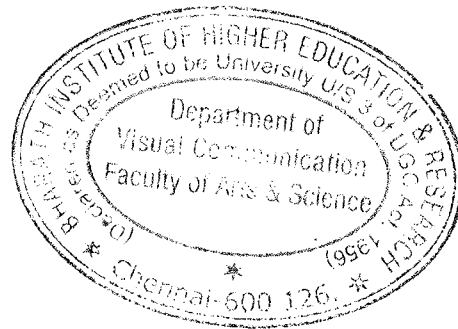
and Jaya TV in particular.

At 3.30PM, all the students and faculty members reached the campus and dispersed. The industrial visit was very useful as all the students got practical exposure about an Ad film making studio and how theatrical concepts are put into action; This visit enhanced the abilities of the students to work under a studio condition with the required equipment.

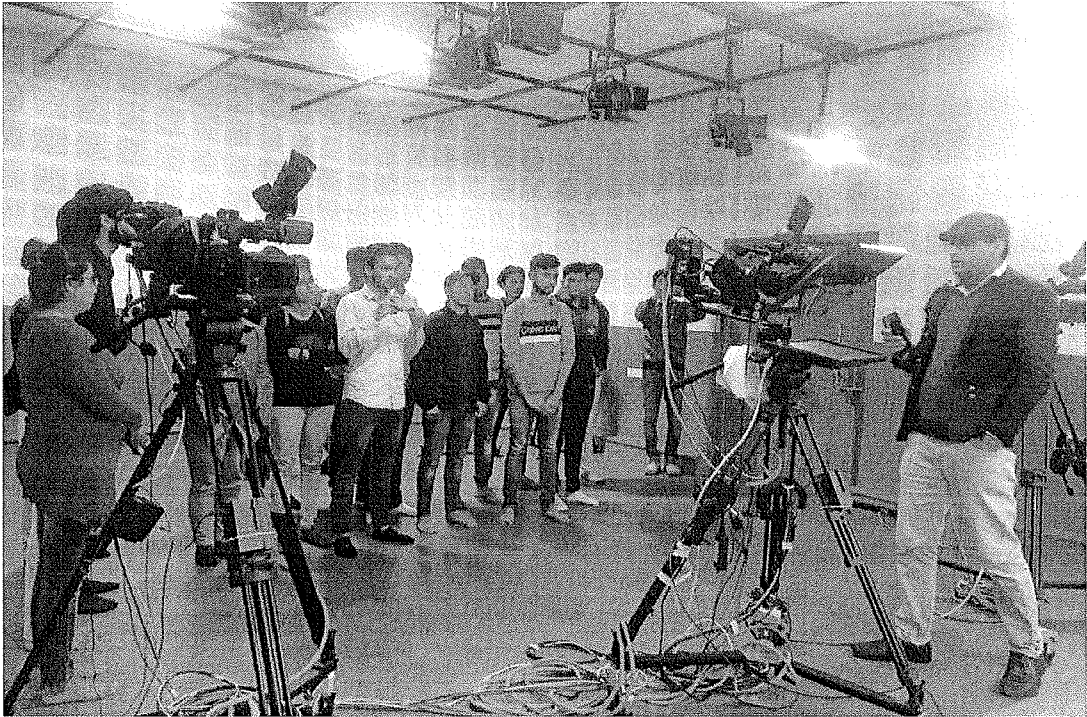
Head of the Department



(Mrs. Marcelin Vasantha)



Photos



Attendance Sheet

S.NO	ROLL NO	STUDENT NAME
1	U18VC001	Vijay.R
2	U18VC002	Sunil kumar.N
3	U18VC003	Sonia.K
4	U18VC004	Manoj kumar.I
5	U18VC005	Vasanth.S
6	U18VC006	Bharathraj N
7	U18VC007	Aravind s
8	U18VC008	Jayamatheshwar R
9	U18VC009	Suren A
10	U18VC010	Devakumar S
11	U18VC011	Parthiban J
12	U18VC012	Murali B
13	U18VC013	Ajaykumar S
14	U18VC014	Wilsonraj D
15	U18VC015	Abijith M
16	U18VC016	Ramesh N

17	U18VC017	Abinash B
18	U18VC018	Jagadeesan Atul Rajan
19	U18VC019	Uma Parkavi
20	U18VC020	Gokul D
21	U18VC021	Arunkumar C
22	U18VC023	Tiwari Yash Ravindra
23	U18VC024	Thirumalai E
24	U18VC025	Nishanth MS
25	U18VC026	Thamarai selvan M
26	U18VC027	Ajith J
27	U18VC028	Saivenkatesh B
29	U18VC031	Seema C
30	U18VC032	Abishek p
31	U18VC033	Shayamganesh R
32	U19VC002	Lallish S Nair
33	U19VC004	Bala Balaji M
34	U19VC005	Shandhiya P

35	U19VC006	Saravanan P
36	U19VC007	Bose ThangaPandiyam
37	U19VC008	Rohit akundi
38	U19VC009	Manikandan
39	U19VC010	Dinesh Kumar K.
40	U19VC011	Sathiyaseelan
41	U19VC012	Subashraj.S
42	U19VC014	Joshua.S
43	U19VC015	Mugilan .M
44	U19VC016	Yuvaraj S.
45	U19VC017	Purushothaman
46	U19VC018	Sudhakar. R
47	U19VC019	Prasanth S.

Head of the Department



(Mrs. Marcelin Vasantha)

