

Unique Blend of Creativity and Media Skills Showcased at College of Community Science 'Vivridhi 2026' Exhibition Highlights Innovation and Communication Excellence of Students

Pantnagar, May 14, 2026: Govind Ballabh Pant University of Agriculture and Technology witnessed a vibrant display of creativity and media excellence as the Department of Extension Education and Communication Management, College of Community Science, inaugurated its two-day exhibition 'Vivridhi 2026' on Thursday.

The exhibition was inaugurated by the Vice-Chancellor and Chief Guest Dr. Shivendra Kumar Kashyap through the ceremonial lighting of the lamp. The event was attended by Dean of College of Community Science Dr. Alka Goyal, Director Communication Dr. J.P. Jaiswal, Director Extension Education Dr. Jitendra Kwatra, Dean Student Welfare Dr. Vipin Chandra Dhyani, Dean of Veterinary and Animal Sciences Dr. D. Kumar, Dean Fisheries Dr. Avadhesh Kumar, along with faculty members, students and visitors.

Addressing the gathering, Dr. Shivendra Kumar Kashyap appreciated the efforts of the students and stated that such exhibitions play a significant role in enhancing students' technical knowledge, creativity, communication abilities and professional skills. He remarked that extension education can never be termed monotonous, as the students had added vibrant dimensions to it through their innovative creations and media presentations.

The exhibition was organized under the Student READY programme by course coordinators Dr. Anupama Pandey and Dr. Pooja Tamta as part of the course "Hands-on Training on Print and Electronic Media Production." Students utilized modern graphic designing software such as Canva, Adobe Photoshop and Adobe Illustrator to create a variety of print and electronic media products.

The theme of this year's exhibition was "Sankalp Se Siddhi: Viksit Bharat 2047." Students creatively showcased issues and solutions related to the four major pillars of a developed India through posters, charts, booklets, flyers, brochures, leaflets, flash cards and other publicity materials. Attractive media products including coffee table books, wall newspapers, product catalogues and alumni directories were also displayed.

The exhibition was divided into six sections highlighting diverse forms of creativity and media skills. In the electronic media section, students presented short videos and dramatized performances on themes such as "Overconsumption," "Socho Aur Share Karo," and "Ek Mazak, Kai Ghaav," which emerged as major attractions. Four radio programmes focusing on women's health awareness were also showcased.

The photography section displayed creative photographs based on themes like peace, nature and love, while the advertisement section featured innovative designs on social and commercial themes. The writing section exhibited articles written by students for magazines and newspapers.

The sales product section became the highlight of the exhibition, featuring digital media products such as car charms, digital frame art, photo magazines and other customized creative items prepared by students. These products effectively reflected the students' creativity, technical expertise and entrepreneurial skills.

