

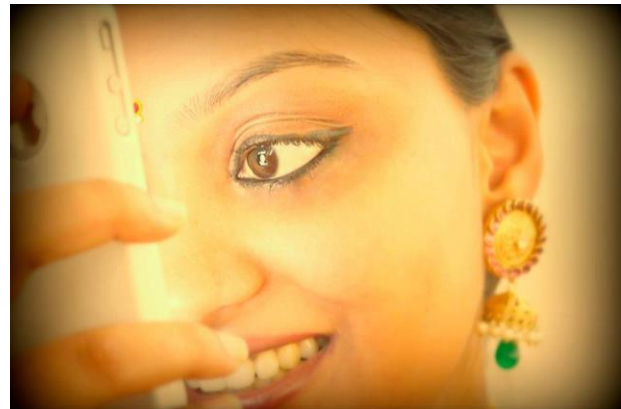
SEIZING THE MOMENT, the B-School way...

By **S.N. Venkatnag Sobers**

(<http://www.starofmysore.com/main.asp?type=specialnews>)



A photograph by Himanshu Singh Gurjar



A photograph by Akshay Prasad

Studying in a B-School is always hectic. Students are always into books, collecting information, preparing notes, getting ready for competitions and listening to hour-long lectures, even during weekends. They are always involved in academic activities and get only a couple of days to organise fests and other activities.

But, this is not the case with city's Shree Dharamsthala Manjunatheshwara Institute for Management Development (SDM-IMD). Students here get good opportunity to express themselves and showcase their talents. The institution has been organising various programmes to give the students a sense of relaxation from their hectic academic activities.

Students of SDM-IMD have come with their own production unit which is known as the 25th Day Productions. The unit was started by three students who were born on the 25th, but in different months. The Production unit was started with an aim to produce high quality audio and visuals content that are different, unique and out-of-the-box in its approach.

The unit takes up works such as short films, advertisements, photography, music video, marketing and brand building consultancy.

25th Day Productions also emerged winners of 'Boro Plus All India Short Film Contest' for their film 'Who Am I.' This apart, they the unit has also won many awards on several occasions.

25th Day Productions, held a photographic exhibition at its premises on Sunday to exhibit the photographic talent of the students. The exhibition was truly an eye-catcher and those who visited the exhibition were pleasantly surprised to know that all the photographs were clicked by students. One of the photographs which attracted a lot of attention was the one clicked by Himanshu Singh Gurjar, inspired by the photograph of an Afghan Girl by Steven Macgerry. This apart, other pictures which had Rheetam Mitra, one of students talking to a

set of boys clicked by Omkar, Samhitha Shetty posing as Michael Jackson clicked by Akshay Prasad.

Speaking to Star of Mysore, Himanshu said, "photography was to seize a particular moment of a person at that particular time. It is also way to express oneself."

Students visited various places across the city to click these photographs. They visited around 140 locations that included Sports Club, Golf Club, Lalitha Mahal Palace, Helipad, Mall of Mysore, Chamudi Hill, Chamundi Vana, The Green Hotel, Idly Junction, The Click Studio and other picturesque locations in city.

These photographers have carved a niche for themselves and have found a fan-following among the student fraternity. Whenever somebody sees these photographs, they will remember the college, the places they visited, their friends and others.



Members of 25th Day Production Unit of SDM-IMD

"The college has been supportive in all our endeavours which include both academic and non-academic," said Kruthika Bharadwaj, a final year student.

The members of the photographers group include Himanshu Singh Gurjar, Akshay Prasad, Omkar Rajyaguru, Debajyoti Chakaraborty, Tejus Sangameshwara, Ashwin S. Prasad, Jigar Shah, Barkha Agarawal, Shruti Kolagad, Aditya Jiddu, and A. A. Vishnu and the coordinating time consists of Ankur Sahni and Jigar Shah.

The group consists of students from final years with a few second years. Students aim to take the production unit further to reach greater heights.