



TODAY'S CLASS PROJECT TOMORROW'S SUCCESS STORY

THE STORY OF TOUCH THE TALENT

TOUCH THE
T★ALENT

What started off as a normal media project submission for the online media stream students of III BA has turned out into a full blown success story for Balakumar, Nimisha, Sooraj & Aishwariya. The social media pages where they launched the campaign 'Touch The Talent', a contest for students to showcase their skills in music, arts & dance has now blossomed into a two day cultural event for college goers in South India with prizes running up to 2 lakh rupees. Some of the youngsters who participated in 'Touch The Talent' have got their first big break in the industry because of the contest.

MILESTONES OF THE PROJECT



More than 210 participants, 400+ posts & 900+ followers on Instagram

4000+ likes and 3,957+ followers on Facebook



Radio Mirchi & Radio City 91.1 reached out to post their promotional content & advertising

Musician from Star Vijay's Super Singer contributed to the page



Participants from the contests were called to record songs, appear on television such as Sony & Zee Tamil etc.

VOICING THEIR EXPERIENCE



" Touch The Talent has given me the opportunity to connect with people from different walks of life. Since the response has been great from sponsors & participants, we will soon be conducting the first edition of South India's Talent Fest in Coimbatore."

- Balakumaran R. C.
BA Mass Comm.



" We were a group of 4 with an immense interest in motivating youngsters. Initially we did wonder if we would reach our lofty goals, but with time, hard work & effort, we have built a stage which has helped many in catapulting their careers in music, art & dance."

- Nimisha S.
BA Mass Comm.



" Never would I have thought that all my instagram savvy would have lead to a project that used those same skills to create a stage that has reached many audiences. Learning to work with others & getting insight into using social media effectively was an added bonus. "

- Sooraj Menon
BA Mass Comm.



" Touch the Talent was a project that really changed my perspective on the many opportunities that are available for a student of mass communication. It was a thrill and a definite plus to have been a part of something that has truly made many dreams come true."

- Aishwarya
BA Mass Comm.

For more details visit: www.amrita.edu/school/communication

Address: Department of Communication, Amrita Vishwa Vidyapeetham, Amrita Nagar P.O.,
Ettimadai, Coimbatore - 641112 | Ph No.: + 91 94425 62291, 0422 2685 000
Extn: 5853, 5854, 5855 | Email: ascomadmit@amrita.edu, ascom@amrita.edu