

CULTURAL & MEDIA FEST EXTRAVAGANZA AT JU - CMS!

Lasya 2013, the cultural extravaganza of Jain University - Center for Management Studies, had students showcasing their talent in array of cultural programmes. A national - level cultural festival organized as part of the 'CMS Festival', included various events related to art, music, literature and dance.

After winding through the narrow lanes of Indian markets in 'Chowk' last year, this year Lasya 2013 took audience on a journey right out to the pages of the Arabian Nights with '**Mumtaz: Mysteries of Arabia.**' The feel of middle - east replicated throughout the events to give the participants a peek into its culture.

'Group Dance - Filmy', a dance event dedicated to Bollywood, was the main attraction of the festival. This competition was judged by bollywood choreographer Caesar, who came all the way from Mumbai to give some tips to the budding dancers. 'Mysha - The fashion show' was another event which attracted a lot of attention from the crowd. Ten teams, comprising 10 to 15 models each, brought alive the charms of Arabian Nights in Mysha. Apart from these, 'Street Play', 'Personality', 'Creative Writing', 'Music' Competitions added colour to the cultural extravaganza. Finally, Christ University emerged as overall winners of the festival.

Along with Lasya, Jain University - Center for Management Studies also celebrated '**Mélange**', the media festival which was aimed at empowering youth about the present state of media through workshops and 25 events (both participatory and entry – based). The cover theme, '**Convergenza**' emphasized on the ever – converging forms of media in to one super medium. Participants from across Bangalore attended the workshops hosted by media personalities like Mrs. Padmavati Rao (Film Actress), Mr. Indu Antony (Photo Journalist). They also took part in the various events like Photography, Lab Journals, Social Media Campaigns and Media Quiz. St. Josephs Arts and Science College walked away with the overall championship.