

## **“World Postal Day” event conducted on 27 September-09 October 2020**

*Adhering to the motto of 'Students Delight', Department of First Year Engineering conducted the event 'World Postal Day' titled as "Yours Truly". The objective of the event was to pay tribute to the Indian Postal Services and commemorate this humble wellspring from which the global communications revolution started and continues to this day. The celebrations were commemorated in a phased manner by organizing the event in various sections like letter writing competition, postcard design competition from 23<sup>rd</sup> September to 27<sup>th</sup> September 2020 and finally concluded with the premiering of a video on VIT You Tube channel on 9 October 2020. The contest comprised of three sections - Section 1 titled "Likhe Jo Khat Tujhe"- a personified letter writing to bring out the inner feelings under the two themes: a)'Giggles and Impressions': Letter to their kith and kin on the recollections of Fun event from their childhood when emails were not that prevalent. b) Pandemic musings: Letter to self about how they have adapted to the New Normal. Section 2: #Brand Trotting with Postcards: A Postcard Design Competition with images and captions to promote your business, service or event using canvas and the finale was a video titled "Stamped and Delivered: A Journey" premiered on the World Postal Day, 9<sup>th</sup> of October 2020.*

Following is the summarized feedback after completion of the event:

### **Enhancement of writing and literary skills**

The letter writing competition helped the participants to enhance their writing ability and gave a platform to sharpen their self-reflection.

### **Enrichment of creative and digital skills**

The postcard making competition helped the participants showcase their digital skills and creativity of making a brand persona. Several types of postcards unravelled the hidden potential and sharpened their thinking skills.

### **Nurturing of Documentary Making skills**

The video which was premiered on 9<sup>th</sup> October 2020 demonstrated the very process of curating a documentary which involves researching, refining, assimilating and other digital skills of audio and video mixing. The students were able to sharpen the digital skills by doing so.

### **To bring awareness to the Post's role in the everyday lives of people.**

A general survey conducted before the event revealed that very few of us actually knew that the World Post day happens each year on October 9 -the anniversary of the Universal Postal Union (UPU), which started in 1874 in Switzerland. The UPU was the start of the global communications revolution, introducing the ability to write letter to others all over the world. World Post Day started in 1969. Since then, countries all over the world take part in celebrations to highlight the importance of the postal service. Hence to bring an awareness to the Post's role and to pay tribute to the Postal services, the event held special significance.

**To create a better attitude towards the Postal Services in the country.**

The various letters and the postcards were the different forms of self-expression towards the celebration of the special day, World Postal Day. It creates a realization of the importance of the day in the minds of people.

Compiled by Prof Micky Barua, convenor of the event