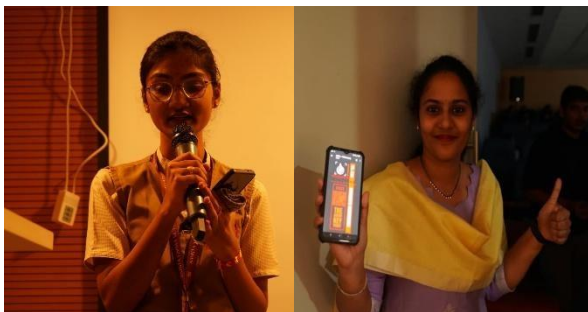


DRŚYA'S #CINEMATIKA - A HOUSEFULL CELEBRATION OF FRAMES AND CREATIVITY

On Saturday, December 6, 2025, the multimedia club **DRŚYA** organised an event **#CINEMATIKA**, a full-day event held in the Amrita Vishwa Vidyapeetham, Amaravati campus. The event attracted about 250 students; 10-12 teachers, and the event mainly served as a platform for the club to display their creativity, new initiatives and talents.



As guests entered, trailers of upcoming movies were screened, offering early entertainment while tickets were scanned. The well-designed tickets and poster created additional hype and encouraged everyone to be a part of the event. Soon, the event officially started with **Vinayaka prayer**, **Amma prayer**, and the **National Anthem**, by **SAPTHASWARA** club bringing a positive and respectful start to the day.

The club members' entry stood out as one of the most enthusiastic parts of the event as they entered the hall with energetic songs and lighting effects, creating a cinematic vibe, and the entry shocked and excited the audience for the further things that were going to be happen.



Former core members then shared insights about the club's journey and thanked the mentors for helping them to start the club. This was followed by the official launch of **FrameX** production by the mentors of **DRŚYA** club, signalling the start of new phase for the club.

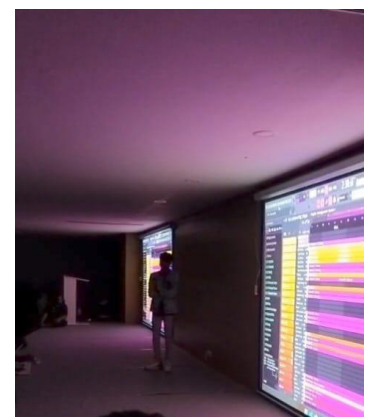
Then the announcement of launching two YouTube channels, along with the information that the event was being streamed live, shocked the audience, as they were not aware of the live streaming.



To keep the fun going, some cool and fun questions were asked to the audience by the anchors, which also helped in maintaining buffer time for arrangements of the other announcements. Then they revealed posters and teasers of upcoming short films which were produced by the club members themselves, which were really impressive and extraordinary. Along with

that, they happily shared about the two new production houses, namely **VYANTHRA** and **TRINETRA**, which were started.

A former core member displayed his work in VFX and graphics, along with a song he composed himself. His presentation was impressive and especially inspiring for those interested in these fields, encouraging them to keep going and never give up. The event also highlighted the collaborations with the clubs **NRITHYASPARSH**, **ADVIKA** and the **Student Committee** and showed their gratitude for making the event more successful.





Then they announced about the two cover songs that are going to be done by **NRITHYASPARSH** in collaboration with **DRŚYA**. And the club members played three songs that they composed themselves.

In the afternoon session, movie was screened, giving the audience a full cinematic experience and bringing the program to an exciting and satisfying finish.



Overall **#CINEMATIKA** was a successful and entertaining event that showcased creativity, teamwork and strong organisation. It left audience satisfied and set a great benchmark for future multimedia events on campus.

