LJ Institute of Media & Communications

Report on AI Applications workshop

Date: 18th August, 2025
Time: 11:30 to 15:00
Venue: Computer lab 2, 3rd floor, LJIMC
Resource Person: Kush Mehta
Participants: MMC 3 and BMC 1 and BMC 3 students. 2 registered participants

Introduction

LJIMC organized an insightful certificate based paid workshop on Artificial Intelligence (AI) to equip students with knowledge about the transformative power of AI in modern society. The workshop was conducted on students registration and was open for all. The workshop was organised by Dr. Divya Soni, Director of LJIMC, and conducted by Mr. Kush Mehta, Doctoral Scholar at MICA..
The session brought together students from diverse academic backgrounds to explore AI concepts, real-world applications, and hands-on tools. By combining theoretical insights with practical demonstrations, the workshop helped participants gain a clear understanding of how AI is shaping the present and influencing the future.
The workshop was held in lab and ran from 11:30 a.m. onwards until 3:00 p.m., giving students ample time to engage in interactive discussions, live demonstrations, and hands-on experimentation

Objective of the Workshop

- Familiarize students with the scope and importance of AI in various industries.
- Provide hands-on experience with modern AI tools that can be used to improve learning, creativity, and productivity.
- Encourage students to develop critical and innovative thinking about the use of AI in solving real-world challenges.
- Prepare students for AI-driven career opportunities by showcasing its applications in education, healthcare, business, and technology.

Process

1. Uses of AI in Different Fields

a) Social Media

AI has become the backbone of social media platforms. Students learned how AI systems analyze user data to offer personalized recommendations, automate content moderation to maintain safe environments, and use trend prediction models to forecast viral content.

b) Healthcare & Hospitals

In the healthcare sector, AI is proving to be a game-changer. Mr. Mehta explained how AI is used for early diagnosis of diseases, patient data analysis for treatment optimization, robotic surgeries for precision and accuracy, and predictive healthcare solutions to identify potential risks before they occur.

c) Future Prospects

Looking ahead, AI is set to revolutionize industries by making operations data-driven, efficient, and automated. From smart cities to autonomous vehicles, AI is playing a vital role in creating sustainable and future-ready solutions.

2. Learning AI Tools

A highlight of the workshop was the introduction to AI-powered tools that can be leveraged for learning, creativity, and productivity. Mr. Mehta demonstrated a range of innovative tools:

- NAPKIN.AI – A creative ideation platform that helps in generating, refining, and visualizing ideas quickly, making brainstorming sessions more effective.
- MAPIFY – A tool that uses AI to create intelligent maps and visual workflows, useful for project planning, travel planning, and data visualization.
- IDEOGRAM – A generative AI design platform that can produce high-quality graphics, visuals, and creative outputs for presentations, branding, or content creation.
- FIKI.AI – A knowledge management and smart learning tool that summarizes information, answers queries, and supports academic research efficiently.
- HEYGEN – An AI-powered video creation platform that allows users to generate realistic video avatars, making it useful for storytelling, marketing, and e-learning.
- PLAYGROUND – A sandbox platform for experimenting with AI models, where students can test different AI applications and explore their creative possibilities.
- Other emerging platforms – Mr. Mehta also showcased additional platforms designed for productivity, creativity, and automation, giving students a glimpse of the ever-evolving AI ecosystem.

Students had the opportunity to explore and try these applications hands-on, which resulted in creative outputs, innovative ideas, and fun learning experiences.

3. Engagement & Creativity

The workshop emphasized active student participation. Rather than being a one-way lecture, the session was highly interactive, where students discussed:

- How AI can improve education systems through personalized learning.
- The role of AI in business innovation and customer engagement.
- Applications of AI in healthcare and public services.
- The ethical implications of AI in terms of data privacy, bias, and automation of jobs.

4. Submissions – Students who participated in the workshop were ask to provide their submissions in the session.

5. Feedback – Students were asked to submit their feedback on the workshop through Google forms.

6. Certificate distribution – The students who provided submission and feedback were provided with the certificate.

Outcomes

- Knowledge enrichment: Students gained awareness about how AI is impacting different sectors globally.
- Hands-on experience: Practical demonstrations of AI tools allowed students to experiment and understand how AI can be applied in real-world contexts.
- Exposure to modern AI platforms motivated students to use AI in their academic projects, startups, and career development.

Conclusion

The AI Workshop at LJ University, organized under the leadership of Dr. Divya Soni and conducted by Mr. Kush Mehta, was a transformative learning experience. It successfully blended theory, practice, and creativity, making students aware of the endless opportunities AI offers in the modern world.

By highlighting the current uses, future prospects, and hands-on tools, the workshop not only introduced students to the power of AI but also motivated them to adopt AI-driven practices in their academics and careers. The session demonstrated how AI is not just a technological trend but a revolutionary force shaping the future of industries and society.

Annexures:

Social Media Link: https://www.instagram.com/reel/DNgIOYdPURR/?igsh=bXUzZTJqOWV4a2ls