

## INDUSTRY ORIENTATION: DEEKSHARAMBH ORIENTATION PROGRAMME



*Mr. Shankar Sahay, Head CRC welcoming all the guest speakers of the session.*

Industry orientation- Deeksharambh Orientation Programme was held on 5th September 2024 in K1 Block room no. 402. The Orientation Programme commenced with a warm welcome note by Mr. Shankar Sahay, Head CRC. Mr. Sahay greeted all the guest speakers and attendees, setting a positive tone for the session. The orientation aimed to provide valuable industry insights and guidance to all the students of 1<sup>st</sup> Year UG, preparing them for future professional challenges.



*Prof. (Dr). Pradeep Joshi – Group Addl. Pro Vice-Chancellor Director General & Dean Applied Arts/Fine Arts/Performing Arts/Visual Arts introducing all the guest speakers and students to the department of Fine Arts*

Prof. (Dr). Pradeep Joshi – Group Addl. Pro Vice-Chancellor Director General & Dean Applied Arts/Fine Arts/Performing Arts/Visual Arts with his opening remarks welcomed all the guest speakers of the session and students of 1st year UG to the orientation programme. He first briefed all about the establishment of the department of Fine Arts by telling about the current strength studying in Fine Arts. He also explained about the different programmes taught and the duration of the programmes.

Prof. (Dr). Pradeep Joshi – Group Addl. Pro Vice-Chancellor Director General & Dean Applied Arts/Fine Arts/Performing Arts/Visual Arts told the students about the activities being conducted and how this interface with the industry people will benefit them in later stages of their academic session. He told the students that they have already achieved a goal as they have chosen their desired career option. The faculty members and the industry people are here to provide guidance in many ways. GAPVC hence concluded by telling the students about the conferences, seminars, art camps, exhibitions, etc. conducted in the department so that students can showcase their work and this orientation programme is the right time to gain knowledge about it.

#### **UDAY JAIN**



**Mr. Uday Jain, interacting with the students of ASFA**

The first speaker of the orientation programme was Mr. Uday Jain, Director, Dhoomimal Art Gallery. Mr. Jain started his speech with an introduction of himself and talking about the industry he belong to. There are various career options in the field of Fine Arts. The career option Mr. Uday talked about was about History of modern art of India. He talked about different schools of arts and the progressive artists groups in these schools. He said that today art is very democratic than it was earlier. Strong concept of art makes it better to opt as a career option. Mr. Jain said that there will be challenges as there are so many artists therefore spreading knowledge is very important to become writer or artists.

#### **PRATEEK SACHAN**



**Mr. Pateek Sachan, interacting with the students and telling about his venture New Art.**

The next speaker of the session was Mr. Prateek Sachan, co-founder, the New Art. He started his career early during his college days where he used to recycle goods but after college he started with his friend a company called New Art. He said that opportunities will always come from all directions it depends upon the person to take an initiative of those opportunities.

Mr. Prateek further explained the pros and cons of starting a new venture

Pros: There is creative freedom and real work learning is always there. A person can shift things around to suit as per the person wants. Can do things on your own terms.

Cons: Financial cons are there and pressure and responsibility are always there specially at the end of the financial year. At the end of the financial year the person sit down and figure out balance sheets.

### **ARJUN BUTANI**



*Mr. Arjun Butani, sharing his knowledge about curators and galleries with the students of ASFA.*

Mr. Arjun Butani , Director, Gallery Pristine is closely associated with curators and gallery. He started his speech by asking a question to all the students of UG 1<sup>st</sup> Year as how they can beside academic can personally differ as a creator and creatively think every time? He said that students can read books and good books to gain knowledge about art and galleries. The other way in which students can gain knowledge is by watching Art House Cinema. Contemporary Art is an art of fiction. He said to travel more, read books besides education that will take the artist very far in their career. Mr. Arjun told the students that after some time the style of art will be similar therefore one have to differ in their style of branding.

### **NAVNEET BHARDWAJ**



*Mr. Navneet Bhardwaj, interacting with the students and sharing his industry experience.*

Mr. Navneet Bhardwaj, Founder & CEO, Graffitiwala/ Callsell/ The Pomedly Show started his speech with sharing his experience and how he came into the field of art and craft. He said that fundamentals are very important. Visiting galleries are very important as an artist gains knowledge. Knowledge of everything such as quality of paper and how it will be used is also very important. By visiting galleries the students will know how the paintings are sold. He said that one should never act as an artist he/she should be an artist.

#### **RANJAN MILL**



*Mr. Ranjan Mill, interacting with the students and sharing his knowledge about the quality an artist should have.*

Mr. Ranjan Mill, Founder & Director, Sprockets Films & Production and an Alumni of Amity School of Fine Arts. He said that story telling in art is very important. He said about his experience during his education and how he learned about the art and what story is hidden behind that. He said that whatever work an artist create he/she should always know how to explain his work. If the artist do not know how to explain his/her work industry will not accept the artist. Mr. Ranjan told all the students to communicate with each other.

#### **LAKSHMI SARUHA KILARU**



*Ms. Lakshmi Saruha Kilaru, interacting with the students of ASFA.*

Ms. Lakshmi Saruha Kilaru, Professional Artist & Alumni of Amity School of Fine Arts told that students should always learn about the history of art and should communicate and always reach out. Students should go for internships during the academic sessions. If students can work with artists, they will experience an improvement in their skills and foundation will also get strong. The quality of entrepreneurship is also a key element as an artist. Sustainability is the biggest issue artists are facing. Therefore, if the students believe in their art will always face success in their career.



A Q&A session was also conducted at the end of the session, where the students of ASFA 1<sup>st</sup> Year UG students asked questions to the speakers of the session.



The session ended with a vote of thanks by Prof. (Dr). Pradeep Joshi – Group Addl. Pro Vice-Chancellor Director General & Dean Applied Arts/Fine Arts/Performing Arts/Visual Arts. The guest speakers were felicitated at the end of the session.

