



## **Amity School of Fine Arts**

### **INDUSTRY ORIENTATION: DEEKSHARAMBH ORIENTATION PROGRAMME**

The *Deeksharambh* Student Orientation Programme for the final year UG and PG students of the Faculty of Fine Arts, Applied Arts, Performing Arts, and Visual Arts was successfully held on 7th July 2025 in Room K1-402.



*Prof. (Dr.) Pradeep Joshi, Group Addl. Pro Vice-Chancellor and Dean of Applied Arts/Fine Arts/Performing Arts/Visual Arts welcoming the guests and students*

The session commenced with a warm welcome and an insightful address by Prof. (Dr.) Pradeep Joshi, Group Addl. Pro Vice-Chancellor and Dean of Applied Arts/Fine Arts/Performing Arts/Visual Arts. He briefed the students about the visual roadmap for the academic session 2025–26, outlining key milestones and expectations.

Prof. (Dr.) Pradeep Joshi, Group Addl. Pro Vice-Chancellor and Dean of Applied Arts/Fine Arts/Performing Arts/Visual Arts, emphasized upon the importance of the upcoming internship and placement process, scheduled for August 2026, and encouraged students to begin preparing early. He also announced that a year-wise student display would be organized, offering students a platform to showcase their academic and creative growth.

A highlight of the session was the introduction of a collaborative project with HCL, where 18 senior batch students will get the opportunity to work on an industry-linked initiative, providing valuable hands-on experience and exposure to real-world project dynamics.



*Mr. Kaushik Lohani, Assistant Professor and Programme Leader addressing the students by providing a detailed briefing on the academic activities*

Mr. Kaushik Lohani, Assistant Professor and Programme Leader further addressed the students by providing a detailed briefing on the academic activities and coursework planned for the year. He explained the structure and expectations for the academic calendar and emphasized the importance of timely submissions and active participation.

A discussion was also held regarding the class timetable, he informed students about the year-wise allocation of theory-based classes, ensuring clarity on the academic flow and subject distribution across the semesters.



*Dr. Varun Sahai, Associate Professor, addressing the students with valuable insights*

Dr. Varun Sahai, Associate Professor, addressed the students with valuable insights on portfolio development and career readiness. He emphasized the importance of consistently building a strong portfolio throughout the year, as it plays a crucial role in both higher education and job placements.

He highlighted the career opportunities available in the industry, stating that students who possess the right skills and dedication can secure positions of their choice. He also informed the students that job notifications are shared periodically, and encouraged them to remain proactive and updated.

Dr. Varun Sahai also briefed students on the Institutional Academic Calendar for 2025–26, outlining key academic and extracurricular events scheduled for the session. He introduced the newly formed student clubs along with the existing clubs, and discussed the activities planned under each to foster creativity, collaboration, and leadership.

He further motivated the students to begin preparing for competitive examinations such as CEED, CUET, and others, to pursue postgraduate studies in reputed institutions.



Dr. Geetika Kaw Kher, Associate Professor, introduced all the guest for the session.



*Ms. Naina Kumari, interacting with the students*

The first guest speaker of the industry session was Ms. Naina Kumari. She briefed the students on how work functions in the industry, emphasizing the importance of meeting deadlines. She highlighted that during their academic journey, faculty support plays a crucial role in preparing students for real-world challenges. She also introduced the concept of using AI tools to convert content into speech, underscoring the significance of teamwork and decision-making. She stressed that industry readiness is not about mastering a single skill but about gaining multidisciplinary knowledge.



*Ms. Anushka Arora, engaging students in an interactive conversation.*

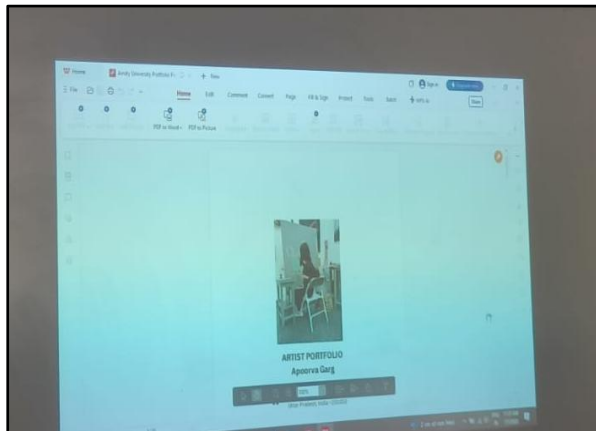
The next speaker of the session was Ms. Anushka Arora. She began by engaging the students in an interactive conversation, aiming to make the session more lively and participative. Ms. Anushka encouraged students to share their future aspirations and creative goals. She also introduced the topic of Artificial Intelligence (AI), discussing how AI can support and enhance their creative journey. Through a conversational approach, she highlighted the importance of adapting to technological advancements in the creative field.



***Mr. Pranav Pandey, sharing valuable insights with the students.***

Mr. Pranav Pandey, Director of Design and Professor at NIFT, shared valuable insights on the importance of continuous learning. He emphasized that acquiring something new each day is crucial for personal and professional growth. Mr. Pranav highlighted the value of meaningful interaction over formal interviews, noting that every interaction offers an opportunity to learn—even from the candidates themselves. He also stressed the importance of gaining a deep understanding of one’s respective field to stay relevant and informed.

Mr. Pranav Pandey also emphasized that a designer must first understand who they are designing for. He stated that the foundation of good design lies in clarity of purpose and user understanding. According to him, the priority should be to gain expertise and knowledge, as it is essential for growth in the creative industry. He concluded by saying that knowledge and skill bring value, and money naturally follows as a result.



***Ms. Apoorva Garg, through PPT showcasing her work.***

The last speaker of the session was Ms. Apoorva Garg. She has been actively working on issues related to the women’s landscape and identity. During her presentation, Ms. Apoorva used a PowerPoint to showcase her body of work, which included paintings and installations. She elaborated on the styles, themes, and mediums she employs in her artistic practice, offering students insight into her creative process and the social narratives that inspire her art.

The session ended with a Vote of Thanks by Dr. Geetika Kaw Kher, Associate Professor, ASFA.