



## **Institutional Distinctiveness**

The **Centre of Excellence for Art & Culture** in partnership with the National Skill Development Council, Govt of India, was launched by Shri Subhash Ghai, Eminent Filmmaker & MESC Chairman and Padma Bhushan Dr. Padma Subrahmanyam on November 14<sup>th</sup>, 2019 in Shasun College. The NSDC was represented by Mr Mohit Soni, COO, MESC & Mr Saradhi Krishna, Vice President: Academics & QA, MESC.

### **Objective**

- ❖ To give exposure to various training programmes conducted by appropriate experts in the field.
- ❖ To make available basic to advanced certified courses for skill development.

### **Vision**

- ❖ To create a Centre of Excellence for awareness, study, teaching, performance, research & documentation of the arts, from India and Abroad

### **Mission**

- ❖ To create a centre for learning and teaching art forms.
- ❖ To prepare certified course templates & content for fine & performing arts for MESC (Media and Entertainment Skill Council) under NSDC (National Skill Development Council).
- ❖ To establish a centre of research into both present and fading areas of art and cultural history.
- ❖ To bring out quality publications & productions.
- ❖ To build a documentation & archiving centre for the arts

### **Cultural Scholarship**

Cultural Scholarships are offered to outstanding students in Performing Arts (Bharata Natyam, Vocal & Instrumental Music, Drama, and Oratory) and Fine Arts (Art & Craft) to motivate them.

### **ADVISORY TEAM:**

- ❖ Padma Bhushan Dr. Padma Subrahmanyam, Advisor
- ❖ Sri .Abhaya Srisrimal Jain, Secretary , Shasun Jain College
- ❖ Dr. S. Padmavathi, Principal, Shasun Jain College
- ❖ Dr. Rajshri Sripathy, (Head i/c.), Dept of Music, University of Madras
- ❖ Dr. Rajshree Vasudevan, Director, COE-A&C, Shasun Jain College

### **Activities:**

### **Regular Activities:**

- ❖ **Lecture Series in Culture Studies:** A wide range of topics organized with expert resource persons, benefitting innumerable students.
- ❖ **Tribute to Tradition Series:** Celebration of auspicious and festive days of special significance in our tradition.
- ❖ **Wellness Series:** To promote the mental health of the students, physical fitness, stress control and general wellbeing a series of webinars were organized in Yoga, Stress management and so on

### **Skill Based Activities:**

- ❖ **Workshops:** To kindle the creativity of students and public, for experiential learning from experts, to instill self-confidence, enhance the skill and thorough understanding of the art form, skill based workshops are organized. This training & expertise helps them become entrepreneurs & generate future income.
  - Home Made Face Mask Making
  - Make up techniques for dance- Aharya Abhinaya
  - Writagram
  - Mandala Art, Decoupage Art, Phad painting
  - Nritya Yoga
  - Traditional Indian Embroidery, Liquid Embroidery
  - Terracotta Jewellery
  - Arts Management & Digital Presence in the Arts
- ❖ **Courses :** To gain knowledge, practice & appreciation of traditional & modern art and to have a value addition to their personal identities, courses were organized in the topics of
  - Dance & Music
  - Yoga & Cognition
  - One-stroke Painting

### **Collaborative Activities:**

- ❖ **Grant Project:** COE-A&C is the first college to win the **Grant** for the production of new Dance-Drama by Tamil Nadu Eyal Isai Nataka Mandram.
- ❖ **The Young researchers Forum :** ‘The Young Researchers Forum’, (TYRF) a platform for research presentations in collaboration with Nrithyodaya–The Academy of Performing Arts (NAPA), Mumbai was inaugurated by Padma Bhushan Dr. Padma Subrahmanyam & Padma Shri Sekhar Sen ji, Former Chairman, Sangeet Natak Akademi & successfully completed an impressive 24 sessions. It introduces two scholars per month, each session featuring one junior researcher presenting the article and one expert adding input to it.

### **Collaborative Projects were organized with**

- ✓ International Symposium with BIFAC (Bharata-Ilango Foundation for Asian Culture )
- ✓ International Collaborative Webinar Series with 'Bindi' Centre for Arts & Culture, France under the High Patronage of Embassy of India, Paris, Ministry of External Affairs, Govt. of India, City of Nantes, France & endorsed by important national & international organizations.
- ✓ Association of Bharatanatyam Artistes of India- ABHAI, Chennai
- ✓ Global Art Project with Ms. Alexine Chanel, and Berlin in collaboration with Alliance Francaise, Chennai
- ✓ Anaadi Foundation, Palani, Sruti and Aalap Foundation, Motta Maadi Music Troupe
- ✓ Aspire-An Arts management company, Prayathnam, Forum of Dancers & Divyanjali Dance School.
- ✓ Wake Up Creations, Chennai

## Outreach Activities:

- ❖ **Inter School Cultural Fest- Shasun Shruthi:** Inter-school cultural fest–Shasun Shruthi provides a performance platform to school students to exhibit their talents in Shasun College events. Music & Dance Competitions received an overwhelming response from school students from India and abroad.
- ❖ **International Online Dance Competition: Collaborated** with Sangamam Global Academy and conducted an International Online Dance Competition with more than 1500 participants.
- ❖ **Mentoring Services:** Mentoring Services help COE-A&C Interns hone their artistic skills and mentor others. They trained the teachers & students of various schools for their cultural celebrations.
- ❖ **Music Therapy:** COE-A&C music students did therapeutic service for the cancer patients of Adyar Cancer Institute & Rajiv Gandhi General Hospital, Chennai through their **Music Therapy** with the help of AMF Foundation, Chennai.
- ❖ **Field Visit:** Field Trips to institutions & sites like BIFAC, Kalakshetra Foundation, Dakshinachitra & C.P. Art Centre offer rich cultural experience to students.

## Performances:

- ❖ **Public Performances:** COE-A&C students gave **Public Performances** in various places which provided a platform to enhance their talents.
- ❖ **Host Performances :** Dance students of Centre of Excellence- Art & Culture showcase their talents in various internal college events such as
  - Shreyas- Intercollegiate Cultural Festival
  - Athulya-School Outreach Programme
  - Shasun Shruthi- Inter -School Cultural Fest
  - Pongal Celebrations
  - Shakala Utsav – College Annual Cultural Fest

## Events:

- ❖ **Value Education Course:** A fun filled and informative cultural workshop for primary and middle school kids focused on reinforcing some of our culture's fundamental values via an interesting series of stories, songs, dance routines and crafts. A great initiative to keep all our little ones occupied in a fun and meaningful way!!

## Celebrations:

- ❖ **International Dance Day:** Dance is the hidden language of the soul'. Every year 29th April is observed as International Dance Day, for the global dance community to celebrate dance together. On this special occasion, the COE A&C conducted a quiz competition for all students.
- ❖ **International Yoga Day:** To promote the physical and mental well being of the students, COE-A&C organized webinars for International Yoga Day on 21<sup>st</sup> June. Students also actively participated in Govt yoga competitions 'My Govt. My Yoga' and uploaded their videos.
- ❖ **Festivals:** During Ganesh Chaturthi, Guru Poornima, Navaratri, Margazhi, the students of COE A&C showcased the importance of the festival by creating a video for each day which was presented to the people through various social media sites. Additionally various competitions are conducted in which many students participated and won prizes.

