

# Apeejay College of Fine Arts, Jalandhar

## BEST PRACTICES

### BEST PRACTICE I

#### **Title of the Practice: Earning while Learning**

#### **Goal of the Practice**

- To inculcate values of hard work, self-confidence, discipline, responsibility and time management in the youth
- To groom the students as multifaceted personalities with academic excellence, creativity and skills in order to make them self-reliant
- To develop and upgrade employable abilities among the youngsters and help them to explore suitable professions
- To provide unique opportunities to highly talented students to start earning in their respective fields and support their families at early age
- To expose the students to the real life working environment and help them gain hands-on experience
- To develop understanding of various issues related to business and work environment

#### **The Context**

Apeejay College of Fine Arts is a multi-faculty Institution running a blend of traditional and modern techno-savvy courses under one roof. Courses are conducted in such a manner that every course is in complete synergy with other courses, each course complementing the other with a seamless inter-disciplinary flow of knowledge helping to produce a cult of self-reliance amongst the students. Most of the courses are practical in nature and talented students are groomed to the extent that they become confident to provide their services in the market with a professional edge. Young people entering the job market are expected to have gone through various job roles rather being a fresher. Thus, students are advised to undertake part time jobs to enhance their skills and move up to better jobs and support family-earnings. Along with that, they attain high level of confidence which leverages their employability and their future career prospects.

#### **The Practice**

The College provides the students with necessary guidance to enable them to get gainful employment or initiate their entrepreneurial ventures. It encourages them for diversification of activities beyond the syllabus. The students of various streams not only financially support their studies but also gain practical experience which would stand by them in their later career. It channelizes their energy in a positive way. The students of the institute are given entrepreneurial projects thus preparing them to shoulder professional assignments with relative ease. Some of them get independent projects and part time job opportunities. The college provides its budding entrepreneurs with necessary guidance and resources to initiate and run their entrepreneurial

ventures. Students are motivated to bring up new business ideas and channelized as well for fruitful outcomes. Students of B.M.M. and B.F.A. undertake projects on Graphic Designing, 2D & 3D Animation, Cartooning and Digital Imaging, students of B.C.A. get projects on Software Development and Project Management. Students of Music and Dance perform in Stage Shows, TV and Radio Programmes. Many of our Performing Arts students have attained such dexterity in their fields that they are empowered to act as trainers in other schools/colleges. Students of B. Com.& B.B.A. go for audits under C.A.s and get remuneration. Students of B.D. organize exhibitions, display and sell their products. It enhances their resumes and they gain work experience.

Training and Placement Cell plays an active role in procuring part time internship and placement opportunities to the deserving students. It has established close contact with the industry and introduces students to the practical hands on experience and encourages them to take up the small projects with its application in real world. They are engaged to develop their logos, book illustrations, websites etc. The college has a well-equipped sound studio within the campus and students take up certain assignments and get remuneration from the college. They also work as accompanists on special occasions inside and outside the college and earn money. Students also specialize in designing furniture, lamps, murals, tapestries and catering to the customers through their websites. Crafted work of the students is widely exhibited and generates demand for its unique style. Students are encouraged to do photography on special occasions and are hired by companies and private bodies to shoot for weddings and birthdays etc. They also designed and sold hand painted masks, hand knitted masks and handmade soaps during the pandemic.

### **Evidence of Success**

Many of our students excelling in performing arts have been provided with opportunities to enroll in part time jobs in schools, colleges, TV, radio stations and other private organizations. In our college, 130 students were engaged in Earning while learning in 2020-21 where they performed job roles as per their skill sets such as Media Designer, Video Editor, Photographer, Editor, Performing Artist, Actor and Model, Bakery Delicacies, Scripting, Beauty & Makeup Artist etc. The employers of these jobs were contacted with the help of Training and Placement cell of the college. Besides, Internet and social media was instrumental in providing job offers to the students. Also, many students are working as freelancers and work through their own contacts. The aspirant trainees earn an amount between Rs. 35,000 p.a. to Rs. 1,50,000 p.a. Internshala has been very instrumental in providing the online platform to students to work during the pandemic. Around 100 students availed internships through this platform and many of them were paid as well for their services.

### **Problems Encountered and Resources Required**

Sometimes, it is difficult to get employers. College has to work hard to convince the job providers. It is also responsible to provide safety and a conducive environment at the work-place. Since this practice has been going on for the last many years, people have full faith in the credentials and the

quality bench mark of the college. Extra coaching along with regular classes is also a challenge but our dedicated faculty matches the expected standards.

Lack of part-time jobs is a major hurdle. Students are interested to take up part-time job opportunities. They cannot take up full-time jobs as they already have assignments, projects and exams. They are only able to think of part-time jobs for pocket money, which they fail to get. Balancing studies along with work is not always an easy task and college motivates the students to accept this as a challenge.

## **BEST PRACTICE II**

### **Title: Strong Industry-Academia Interface**

#### **Objectives of the Practice**

- To bridge the gap between Industry-Academia and produce techno-savvy students
- To provide ICT enabled education and impart desired skills to make students more employable and ready to serve in the industry
- To groom the students in soft-skills, presentation-skills, technical-skills and innovative capabilities apart from curriculum teaching
- To provide a connect with industry to enable students to understand the problems and prospects of the industry and give innovative and commercially viable solutions
- To create a skilled workforce in addition to disseminate knowledge and research base
- To provide opportunities to students to gain first-hand knowledge of technologies and work on challenging issues

#### **The Context**

Trends in the Industry are changing rapidly every day. New requirements and shifting paradigms have made the industry highly dynamic, the world over. There is no dearth of graduates and degree holders pouring in year after year. Similarly, there is no paucity of demand from the industry crying for skilled mind-sets. In the given context, it becomes imperative to bridge the Industry-Academia gap which is conspicuous because industry cannot run with mere degree holders, scholars and book worms which most education institutions are producing. The Industry looks forward to skilled workers who are competent enough to meet industry requirements. The College is fully alive to its responsibility of diminishing the Industry-Academia gap by providing befitting industry interface and exposure to its students through special programs and courses. Industry inputs and trends need to be integrated in the class room teaching to provide for a proper context for meeting industry requirements.

#### **The Practice**

ACFA makes strenuous efforts to leverage Industry-Academia interface. Training and placement cell has established close connect with desired industries and business houses where students of

professional and regular courses find opportunities for industrial training. It appraises the students about the current industry scenario and focuses on the need of getting upskilled for the high-end jobs and internships.

Students are equipped with desired soft and technical skills to make them presentable before the industry. Resume writing sessions and personality development workshops are organized for the students to make them ready to work in the industry. Students get the first hand experience of working in the industry by undertaking internships, industrial visits and industrial projects which help in their successful placement. Our alumni settled in various sectors of the Industry also help in bridging the gap through discussions, webinars and providing suitable placement avenues.

College has signed MoUs with local industry and corporate houses where students work under the mentorship of industry experts. Such collaborations have helped to provide state-of-the-art technologies and facilities to the students to make them skilled and employable.

College has fast-adopted courses and curriculum that meets industry needs. College has collaborated with industry leaders in developing course curriculum and new courses have been initiated on the recommendations of the industry experts in key fields such as Data Science and Healthcare.

Preparation and professional development of faculty members has been the top priority of the college. Faculty development programs are being organized for training faculty members, to use technological innovations, meet their research needs and course requirements. It has helped the faculty to understand the demands of industry and embed it in their teaching practices, in general and in their areas of specializations, in particular.

Entrepreneurship Development Cell also conducts workshops, Guest lectures and seminars by industry experts. Such interactions motivate and encourage students to increase their in-depth knowledge of the various subjects. Students get hands-on experience during these workshops. Apart from academic coaching and industrial training students are groomed and guided to kick-start their ventures. There are ample opportunities for exchange of ideas and training through workshops and webinars by various departments of the college. Such programs and activities enhance career growth and placement opportunities. It helps in building healthy relationships with these industry stalwarts. College invites industry persons as guest faculty. Currently, we have well trained doctors and renowned media experts amongst guest faculty.

### **Evidence of the Success**

Many of our students from professional courses like multimedia, fine arts, design and theatre are well placed in Companies of repute like ITC, HCL Technologies, KPMG, Earnest & Young, Ministry of Finance and drawing annual packages to the extent of Rs. 8,20,000.

Students are getting commercial orders from local industry. College has well equipped studios, ICT enabled classrooms and labs to endow the students with a cutting edge and enable them to earn while studying. They are also mentored and facilitated to establish their start-ups.

College has tied up with Internshala and around 100 students have availed the internship through Internshala at companies like Muskurahat Foundation, Crazy for success foundation, Shine Projects, Bhumi, Divine Foresight Tech. Pvt. Ltd. and getting stipend to the extent of Rs. 10,000 per month.

College has signed tie-ups with Industries like Doordarshan, Recording Studios, Design Houses, Hospitals and Laboratories, Furnishing houses, Animation studios, Makeup Studios, Film production, Software Companies, Chartered Accountants, Banks, Broking Firms etc.

An initiative was taken to understand the impact of Covid 19 on the local industry and 13 sports goods manufacturers were interviewed to assess the economic loss caused by the pandemic and the preparedness of the industry to meet the future challenges.

### **Problems Encountered and Resources Required**

Training and placement cell of the college faces many challenges in establishing networks with the industry. The number of companies visiting the campus for placements is not adequate and students have to resort to alternate methods of recruitment. Many students prefer to join their family business and do not appear in the placement drives. Ensuring high student engagement ratio is a big challenge.

It is not feasible to get industry links for all the courses. Few courses get rare opportunities for industrial training as Industry pertaining to these courses is situated far away from the city and it is difficult to find placement for such courses. Resource mobilization is again a great challenge for ensuring a befitting industry academia interface.

A strong institutional framework is required for Industry academia connect and it needs government support. Adequate funds and infrastructure can be provided by the additional support of the government.