

7.3.1- INSTITUTIONAL DISTINCTIVENESS

Title of the Practice

Content Beyond Curriculum: Promotion, Preservation and Propagation of Indian Art & Culture

Goal of the Practice

To promote, preserve and propagate Indian Art and Culture and to keep the young generations rooted to their glorious heritage. To endow them with a holistic personality and enhance their employability in creative and artistic fields.

The Context

Apeejay College of Fine Arts was primarily set up with an objective and noble mission to promote Indian Art and Culture in its true forms and colours. It was the first Institution in the whole of Northern India where Fine Arts courses were taught as main subjects, where students could carry out higher studies and research work in the less explored fields of Arts. Art-Education which had been accorded a back seat in most Education Institutions of Punjab was brought from the fringes to the fold by ACFA.

The Practice

Right from its inception in 1975, the College has stood apart in its distinctiveness of promoting the variegated art forms of India through a conducive ambience, creative environment and top-of-the-line infrastructure. The College-faculty comprises seasoned artists with significant research work to disseminate quality education in the art fields. Rare workshops, National and International level Art-Fares and cultural

events are regularly organized within and outside the campus to provide ample opportunities to the students to know their culture through performances of renowned artists and maestros of different art fields. Going beyond the curriculum and college portals, the students are provided opportunities to show-case their talent in highest Art Bodies of India. Efforts have been made to preserve the dying crafts of the Country by promoting the skilled artisans and craftsmen and through the proactive student participation and involvement in learning such dying crafts. ACFA has made endeavours to promote and preserve even those rare musical instruments and folk lore which is on the verge of extinction. Competitions, Awards and Honours serve as befitting incentives for the students excelling in such endeavours. Even Foreign Collaborations and Exchange Programmes in the cultural fields have helped meet this objective to a large extent. Our students have been acting as Cultural Ambassadors of India in the foreign lands with their performance in the classical art forms.

Evidence of Success

ACFA has been a reigning Champion in cultural competitions and Youth Festivals for the last 20 years even at the National level which in itself is a glorious evidence of success of its vision and mission. The well placed Alumni in various creative fields and the stars created by Apeejay of the caliber of Kapil Sharma, Sugandha Mishra, Advik Mahajan, are all playing a pivotal role in promoting ACFA's objective of promoting Indian Art and Culture. Many instruments have been revived by ACFA students which were getting obliterated.

Problems Encountered and Resources Required

Sometimes it becomes a challenge to promote the talent of the deserving students in the highly competitive world but our students have been making

successful in-roads with the perfect grooming they have received at ACFA.