



APEEJAY COLLEGE OF FINE ARTS, JALANDHAR

**7.3.1 - Portray the performance of the Institution in one area distinctive to its
priority and thrust**

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

ACFA 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.

Right from its inception in 1975, the College has stood apart in its distinctiveness of promoting and preserving the variegated art forms of India through a conducive ambience, creative environment and top-of-the-line infrastructure. 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. The students are provided opportunities to show-case their talent in highest Art Bodies of India. Efforts also have been made to preserve the dying crafts of the Country. ACFA has made endeavours to promote and preserve even those rare musical instruments and folk lore which is on the verge of extinction.

Additional Information

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.