

**BUNTS SANGHA'S**  
**S.M. SHETTY COLLEGE OF SCIENCE, COMMERCE AND MANAGEMENT**  
**STUDIES, POWAI.**  
**NAAC ACCREDITED 'A' GRADE**  
**ISO 21001:2018 CERTIFIED**  
**IMC RBNQ CERTIFICATE OF MERIT 2019**

**Student Enrichment Approval Form**

Date:20/11/2021

**Program:** WEBINAR ON VISUAL ARTS IN MANAGEMENT

**Need:** To acquaint students to the need and application of visual arts in management

**Objective:** To guide and instruct students about the Visual Arts and its Importance in Management

**Content:** To make students understand the significance of visual arts in management

**On:** 27/11/2021

**Timing:** 12:00pm-01:00 pm

**Venue:** Zoom

**Proposed By:** Asst. Prof. Komal Tiwari



**Verified By:** Asst. Prof. Sahana Raviprasad



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**Notice**



 Department of Commerce (BAF & BBI) 

In collaboration with

✨ Hoonar-The Creative Club ✨  
of

Bunts Sangha's S. M. Shetty College of Science, Commerce and Management Studies, Powai   
Presents

**CREATIVE EXPLOSION**

A platform to showcase skills to the students by the students  

A one day webinar on,

**IMPORTANCE OF VISUAL ART IN MANAGEMENT** 

Resource person: Mr. Saurav Chanda.

Visual Art Teacher (Alumni of BBI 2018-19 Batch)

Honoured with Dr.Sarvepalli Radhakrishnan National school teacher award 2021 -Best Art and craft  
teacher under subject Visual Arts.

Date: 27/11/2021 i.e Saturday

Time: 12:00pm to 1:00pm

Venue: Zoom Meetings


You are welcome to attend the online webinar, with your friends and family.

For Zoom Link , please click :

<https://zoom.us/j/91726274193?pwd=YUI0a3JxVFNLSVI5R24wZW1yQ3k4dz09>

Meeting ID: 917 2627 4193

Passcode: ahtP7Q

Please attend and help us making it a grand success. 



Also Follow our Department of BAF & BBI on instagram and stay tuned

[https://www.instagram.com/sms\\_baf\\_bbi/](https://www.instagram.com/sms_baf_bbi/)

HOONAR-The Creative Club

[https://www.instagram.com/hoonar\\_thecreativeclub/](https://www.instagram.com/hoonar_thecreativeclub/)



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**Brochure**

BUNTS SANGHA'S  
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POWAL, MUMBAI-400076  
PERMANENTLY AFFILIATED TO UNIVERSITY OF MUMBAI  
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Department of Commerce (BAF & BBI)  
in Association with  
Hoonar- The Creative Club  
Presents

**"Creative Explosion"**  
A Platform to showcase skills to the Students by the Students  
**"Importance of Visual Arts in Management"**

**RESOURCE PERSON:**  
**Mr. Sourav Chanda**  
Visual Art Teacher (Alumni of BBI 2018-2019 Batch)  
Honoured with Dr.Sarvepalli Radhakrishnan National school teacher award 2021-Best Art and craft teacher under subject Visual Arts.

**EVENT DATE : 27 NOVEMBER, 2021**  
**TIME: 12:00 PM TO 01:00 PM**  
**VENUE: ZOOM**

**\* All participants will be provided with e-certificates\***

**FOR ZOOM LINK: [CLICK HERE](#)**

**FOR ANY QUERIES CONTACT:-**

<b>TEACHER INCHARGE:</b> PROF.KOMAL TIWARI +91 992 19 82489	<b>HOONAR INCHARGE:</b> PROF.AVNEET KAUR +91 98927 72990	<b>BAF &amp; BBI CO-ORDINATOR:</b> PROF. SAHANA RAVIPRASAD +91 90043 15883
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**Minutes of the meeting**

**Date: 20/11/2021**

**Agenda:**

- **Finalisation of date and time for the event Visual Arts**
- **Work distribution for the event Visual Arts**

**Minutes of the meeting:**

**Duty Chart decided as bel**

- Work distribution decided as follow
- Brochure and Whats app write up will be handled by Prof. Komal
- Report, Pics and letter to resource person will be handled by Prof. Niveditha
- Feedback analysis by Prof. Swati
- Certificates and Zoom link by Prof. Avneet
- Overall documentation work by Prof. Ashwini

**On the day tasks**

- Anchoring- Prof. Preeti
- Introduction of Resource Person- Prof. Komal
- Vote of Thanks- Prof. Sahana

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**DEPARTMENT OF COMMERCE (BAF & BBI)**

**&**

**HOONAR-THE CREATIVE CLUB**

**REPORT ON 'IMPORTANCE OF VISUAL ARTS IN MANAGEMENT'**

**Event :** Creative Explosion Webinar.

**Topic :** Importance of Visual Arts in Management.

**Date :** Saturday, 27<sup>th</sup> November 2021.

**Timing :** 12:00 pm to 01:00 pm.

**Venue :** Zoom Meetings.

**Scope :** To acknowledge the students about the importance of Visual Arts in Management.

**Resource Person :** Mr. Sourav Chanda (Alumni of BBI - 2018-19)


**Objectives :** To guide and instruct students about the Visual Arts and its Importance in Management.

**Highlights :** 'Importance of Visual Arts in Management' webinar was conducted by Department of Commerce (BAF & BBI) in collaboration with Hoonar-The Creative Club of Bunts Sangha's S.M.Shetty College, through Zoom meetings. The webinar started with the general welcome by Asst. Prof. Preeti Matharu, followed with introduction of the resource person by Asst. Prof. Komal Tiwari . Afterwards, the resource person started the session with the basic introduction to Visual Arts and its importance. Then he moved on to the Color Theory, Logos and many more interesting topics regarding Visual Arts. He also discussed about various companies logos and their colour .Session came to an end with the formal vote of thanks by Prof. Sahana Raviprasad – BAF & BBI coordinator. Total 42 participants were present in the session .E-certificates were distributed to all the participants who attended the session.

Prof.Avneet Kaur  
(Hoonar Incharge)

Prof.Sahana Raviprasad  
(BAF&BBI Co-ordinator)

REC



## Visual Arts

- ❑ The visual arts primarily involve using visual representations and symbols to communicate meaning- to express a story or personal vision, emotion or concept.
- ❑ Dinham (2014, p.309) describes "authentic visual art practices" as exploratory and discovery based, whereby original thinking and imagination are stimulated and expressed. Craftsmanship or technical skill is important in that it assists in the conveyance of the artists message but technical skill as an end in itself is not the aim of genuine Arts education.
- ❑ Artists often experiment and combine materials and techniques into new art forms. Therefore visual art forms cannot always be strictly categorised (Dinham 2014, p. 308). Here are some possible forms of visual art:
  - Painting Drawing Printmaking
  - Collage Sculpture Ceramics
  - Installation Art Computer Art
  - Performance Art Photography
  - Film Jewellery Textile Art

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**Thank You Letter**



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**S.M.SHETTY COLLEGE OF SCIENCE, COMMERCE &**  
**MANAGEMENT STUDIES**

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ACCREDITED BY NAAC - 'A' GRADE  
IMC RBNQ - Merit Certificate  
ISO 21001 : 2018 Certified

SMS/2482

November 27, 2021

To,  
**Mr. Sourav Chanda**  
**Visual Art Teacher**  
**(Alumni of BBI Department)**

Dear Sourav,

It gives us immense pleasure to have you as '**Resource Person**' for "**Importance of Visual Art in Management**" organised by BAF and BBI department in collaboration with Hoonar - the creative club of our college on 27<sup>th</sup> November, 2021.

We appreciate your efforts towards sharing your expertise and knowledge. You took time out of your busy schedule and made yourself available on a very short notice. We on behalf of our college are indeed thankful to you for sparing your precious time.

It was truly an enriching session. Thank you once again.

With Regards,



**Dr Sridhara Shetty**  
**Principal** PRINCIPAL  
Bunts Sangha's S.M. Shetty College  
of Science, Commerce & Management Studies  
Powai, Mumbai-400 076.  
Tel. 022-6132 7352  
Email: college@smshettyinstitute.org



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**Feedback Analysis**

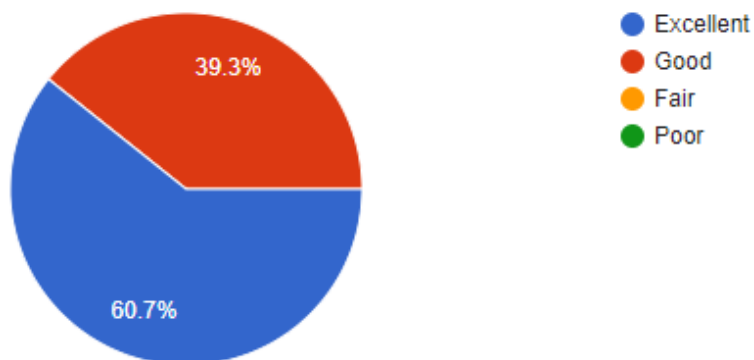
**Department of Commerce (BAF & BBI)**

**“Creative Explosion”**

**FEEDBACK ANALYSIS**

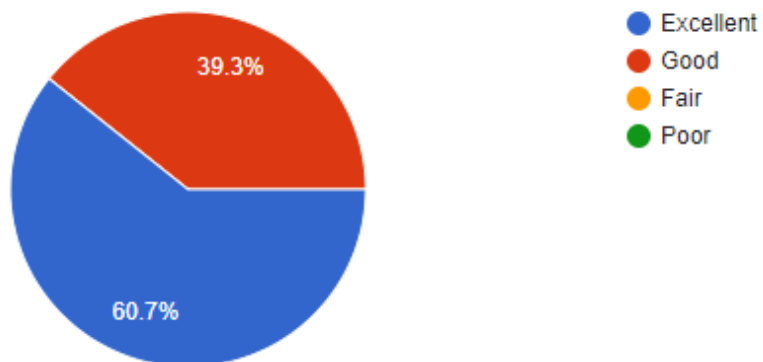
How do you rate the theme of the webinar?

28 responses



How did you find the content of the session?

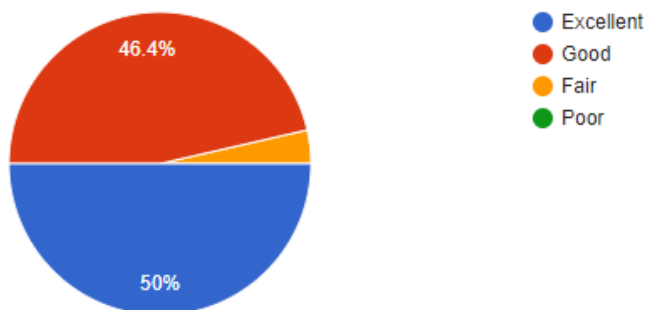
28 responses



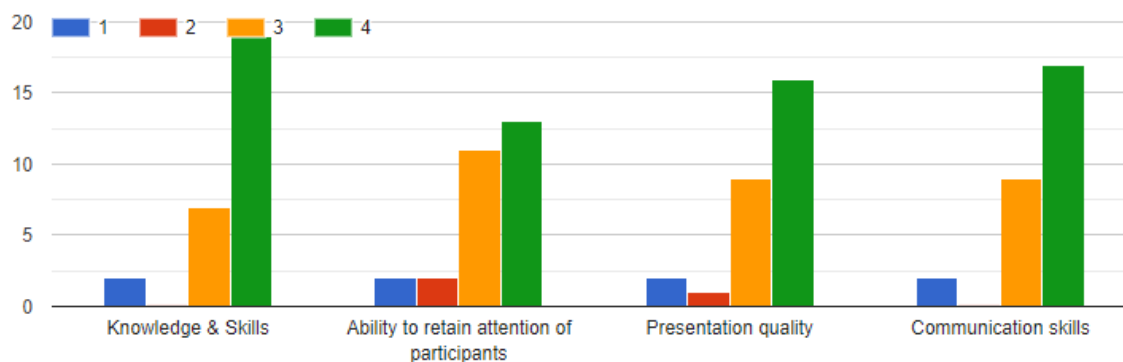
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Please rate your overall knowledge level about the topic covered after attending the session

28 responses



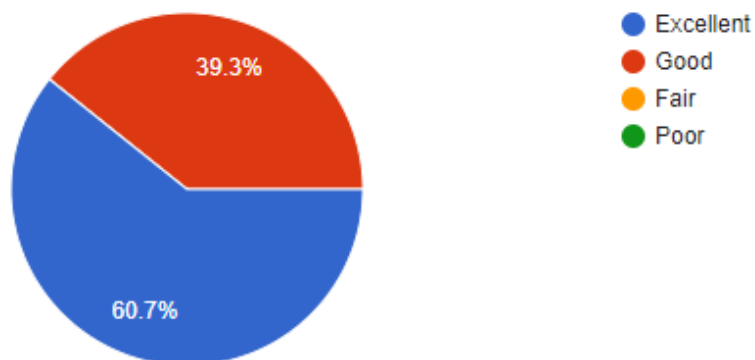
Rate the Resource person (1-lowest, 5-highest)



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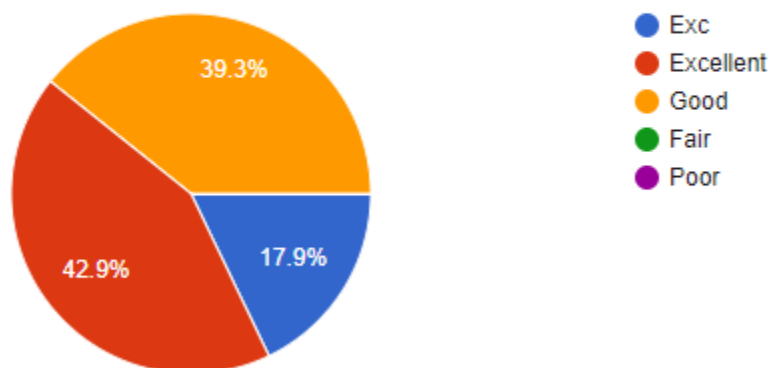
How do you rate the time management of the webinar?

28 responses



How will you rate overall webinar?

28 responses



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**Department of Commerce (BAF & BBI)**

**ACTION TAKEN REPORT**

Action taken by Department of Commerce (BAF & BBI) for the feedback provided on "Creative Explosion" - Importance of Virtual Arts in Management.

<b>Date</b>	<b>Feedback Received</b>	<b>Action Taken</b>
27 <sup>th</sup> November,2021	<ul style="list-style-type: none"><li>● Participants found the session very relevant and helpful.</li><li>● Participants appreciated the efforts taken by the college to conduct this event.</li></ul>	Department of Commerce will conduct such events in future.

Prof.Avneet Kaur  
(Hoonar Incharge)

Prof.Sahana Raviprasad  
(BAF&BBI Co-ordinator)