



Vishnu Waman Thakur Charitable Trust's

## VIVA INSTITUTE OF APPLIED ART

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# 6.5 Internal Quality Assurance System

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### 6.5.2 Quality assurance initiatives of the institution include:



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### List of Collaborative quality initiative with other institutions along with brochures and geo-tagged photos with caption and date

Sr. No.	Content	Date
1	#Colour 4Life by Faber Castell Collaboration with VIVA Institute of Applied Art 21-22	21/02/2022
2	Investigation of Kokuyo Camlin colour Testing campaigns 22-23	23/04/2022
3	Portrait Artist Group Annual Portrait Competition Collaboration with VIVA Institute of Applied Art 22-23	25/06/2022 26/06/2022
4	Workshop of Camlin Product and techniques by Kokuyo Camlin Limited 22-23	02/01/2023
5	167 <sup>TH</sup> John Singer Sargent Birth Anniversary 22-23	12/01/2023

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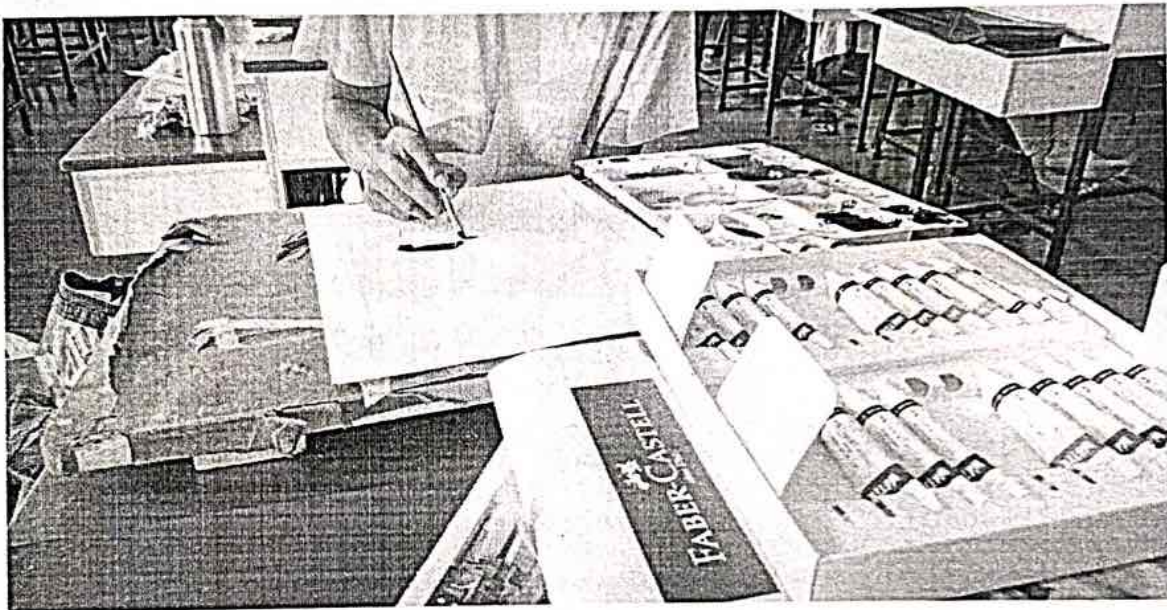
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### Collaboration

## #Colour 4Life by Faber castell & VIVA Institute of Applied Art

Date: 21/02/2022

Venue: VIVA Institute of Applied Art, Virar East Campus.



#### About the activity:

Faber Castell is campaigning on #colour4life on the theme Navarasa (9 emotions).

Navarasa means nine emotions; rasa means an emotional state of mind. Nine emotions are Shringara (love/beauty), Hasya (laughter), Karuna(sorrow), Raudra (anger), Veera (heroism/courage), Bhayanaka (terror/fear), Bibhatsa (disgust), Adbutha (surprise/wonder), Shantha (peace or tranquillity).

Students and artists often explore these emotions through various art forms, including painting. They may create artwork that depicts these emotions or sentiments and express them through color, composition, and symbolism.

The students had to create a beautiful painting using the colors of Faber Castell following the theme. Then they had to tag Faber Castell using the Faber Castell Instagram account and use #colour4life. Faber Castell would send gift hampers to the winning students

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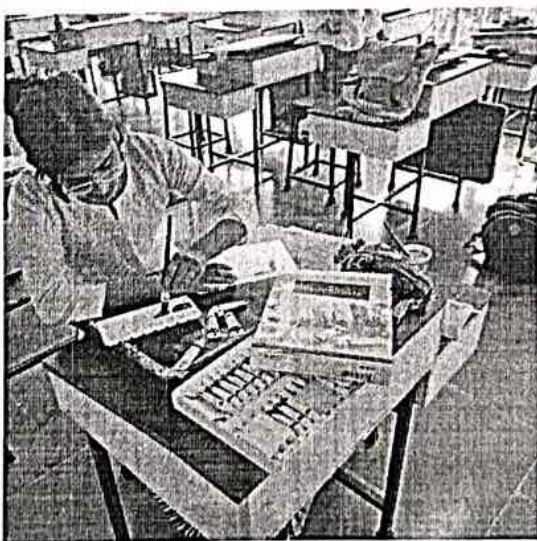
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### Output:

Certain students responded enthusiastically to this competition. They found Faber Castle's colours very useful to use and show the correct shades. Also, Navaras being the theme, the students got to study and express Navaras. Through their Artwork, the students conveyed a range of emotions. They shared the images on Instagram, tagging Faber Castle in them, and received positive feedback from followers.





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### INVESTIGATION OF KOKUYO CAMLIN COLOUR TESTING CAMPAIGNS 22-23

**Date: 23/04/2022**

**Venue: VIVA Institute of Applied Art, Virar East**

#### **Description:**

**Kokuyo Camlin** is a well-known paint company that has shown remarkable support for various art-related events in Mumbai, Maharashtra, and throughout India. This year, Kokuyo Camlin also took part in college painting competitions or other workshops through its company, giving painters of various colours a platform for their function for artwork. Kokuyo Camlin is interviewing professors at various art colleges in Mumbai to learn their opinions on colours as well as professors elsewhere in India in order to better understand how to scale up the production of its innovative products with the goal of producing high-quality yet affordable paints. The alterations in colour that occur as a result of environmental factors have been significant.

Kokuyo Camlin to examine the experience of Young Artists in Mumbai with colors in the Camlin company and continuing working painters some changes in colors, some more or less brightness of colors as well as water content and all other factors. obtaining comprehensive information about each artist's or art teacher's experiences by paying each one a visit. During these visits, it is discussed how the newly developed colors compare to the ones that have already been developed. The newly generated colors are then analyzed, notes are taken, and they are sent to the Kokuyo Camlin. It is also taken into account that the artists' prior experiences or the range of media they desire in the desired colors are taken into consideration. Every year, Kokuyo Camlin experiments, and they're currently collaborating with a color company from abroad to visit their facility.

The Kokuyo Camlin Color Analyst Representatives are discussed with Prof. Akshay Ajay Pai is the senior faculty in Painting department of the Viva Institute of Applied Art, Prof. Akshay Ajay Pai is currently recognised as a rising painter in the field of painting. Kokuyo Camlin Color Analyst Representatives were dispatched, and Akshay Pai studied several of the colors with a brush, making note of each color's intensity, brightness, and eventual darkening or dulling.

Through his own colour demonstration, Akshay Ajay Pai suggested that the black colour in Camel is not drawn as it should be, i.e., its brightness is more intense in the future, whether it is watercolour, acrylic paint, or acrylic, the darkness of that colour is more intense, while other colours are more intense. It will be better if the unneeded colour shades are limited to the required or only a few, i.e. even a little set can be manufactured by Limited in Camel, so that the students have less colour variety.

Otherwise, others won't want to move to other brands, i.e. all can buy Camel by considering the colours first. Additionally, it will adopt the practise of using colours and also praised them for sending them because Camel colors are widely accessible in India for incredibly low prices. He therefore thanked Camel sincerely for making it so that artists and students might use it in their work.





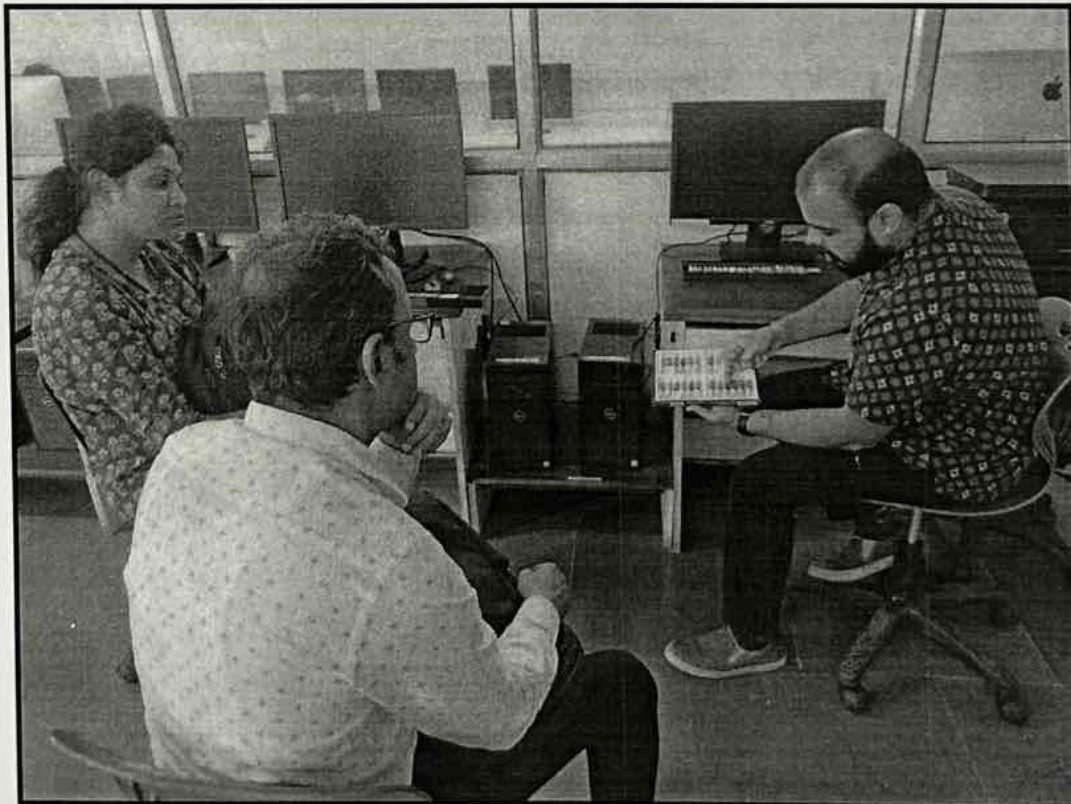
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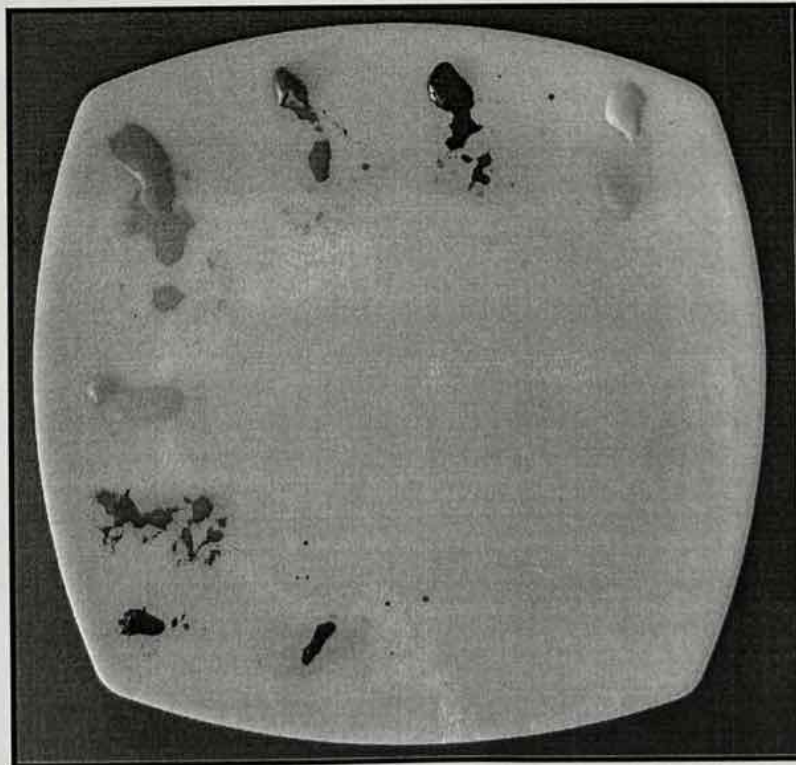
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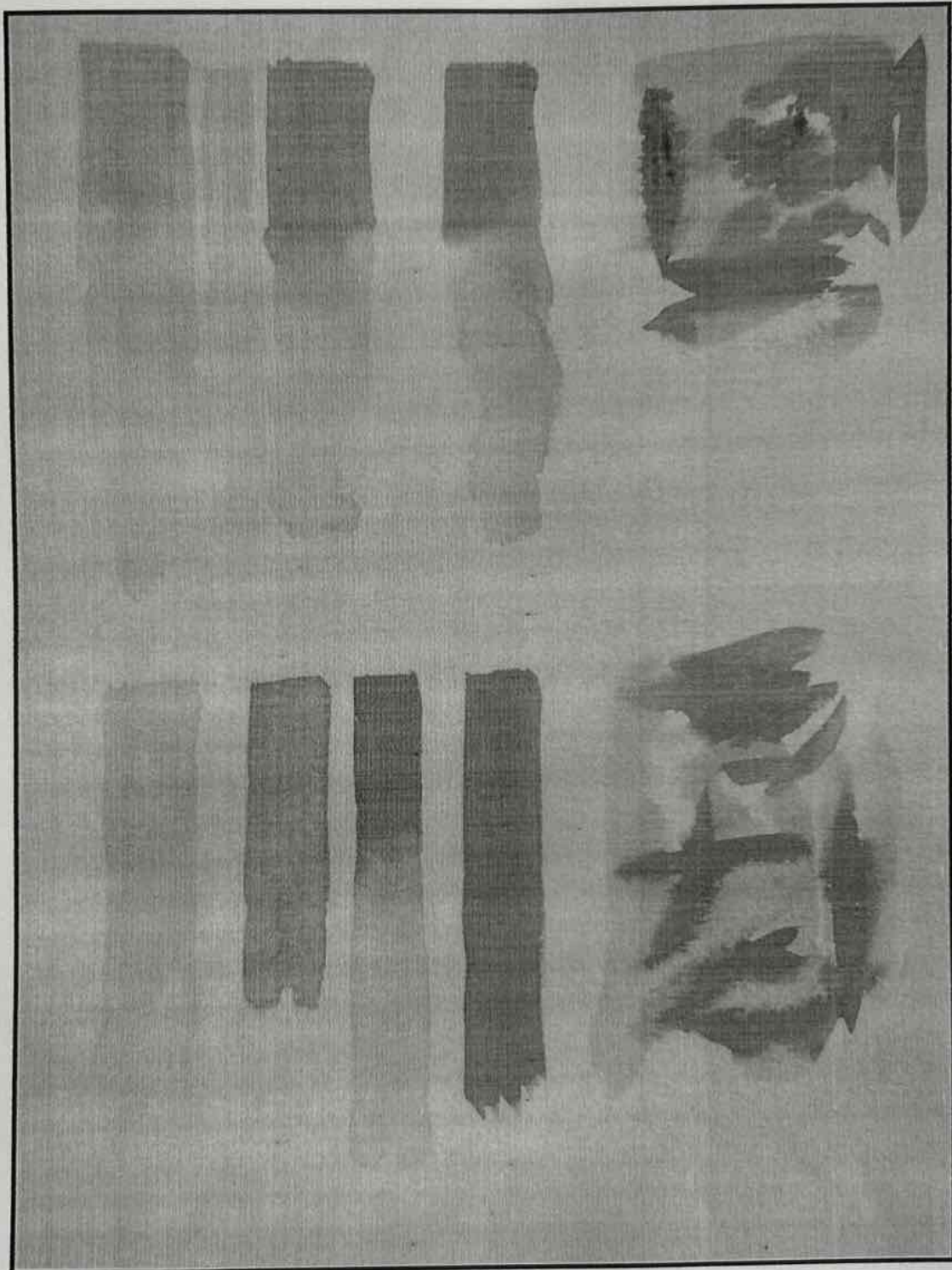
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### Portrait Artist Group Annual Portrait Competition Collaboration with VIVA Institute of Applied Art 2022-2023

**Date:** 25, 26 June 2022

**Venue:** VIVA Institute of Applied Art, Virar East

#### **Description:**

'Portrait artist group annual portrait competition 2022' was held at Viva Institute of Applied Art Virar. The two-day tournament was organized and hosted by our college. Accommodation and work of the contestants for both days were arranged within the premises of VIVA. Ten painter contestants were selected in this competition which was started by world famous painter **Shri. Vasudeo Kamath** and its final round was held in these two days. Respected painter **Shri. Suhas Bahulkar**, **Mr. Vijay Achrekar**, **Mr. Prakash Ghadge** was present.

The competition was inaugurated by **Shri. Hitendra Thakur**, a former MLA for the group, and his wife, **Mrs. Pravina Thakur** former first lady of the city, presided over the competition's opening.

In honor of the occasion, **Shri. Hitendra Thakur's** **Shri. Vasudeo Kamat** and **Mrs. Shri Vijay Achrekar** posed in front of him to create a portrait of both of them. After demonstration Portrait Artist Group Announced that,

Artist **Abhishek Acharya** was named the winner on the last day of the competition and received a grand prize winner trophy and a cash prize of 75,000 in addition.

The remaining seven competitors were deemed the finalists, and the final two contestants were awarded cash prizes of 25,000 each. At the event, every trustee and office bearer for the organization was present.

Aur chief Guest **Shri. Manoj Joshi**, a movie star, was in attendance Indian actor **Manoj Joshi** works in both film and television. **Joshi** started his acting career in Marathi theater and has since performed in Gujarati and Hindi theater as well. Since 1998, he has appeared in more than 60 films as an actor, many of them comedies. **Manoj Joshi** discussed his ideas on Stage Play Acting Drama and artistic expression. He also expressed his gratitude to the dignitaries, the Viva Institute of Applied Art, and all the painters for inviting him.

Viva Institute of Hotel Management prepared delectable meals for all participants and dignitaries, while Viva Trust handled all preparations for housing and lodging for all artists. **Shri. Vasudeo Kamath Sir** thanked everyone and ended the show following the competition. **Sir** specifically thanked viva's whole staff, trustees, and members and praised the group for its meticulous planning.





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**PORTRAIT ARTISTS' GROUP**  
Initiated by Vasudeo Kamath

In Association with



**PAG ANNUAL COMPETITION 2021-2022**  
Venue: **VIVA Institute of Applied Art, Virar (East)**

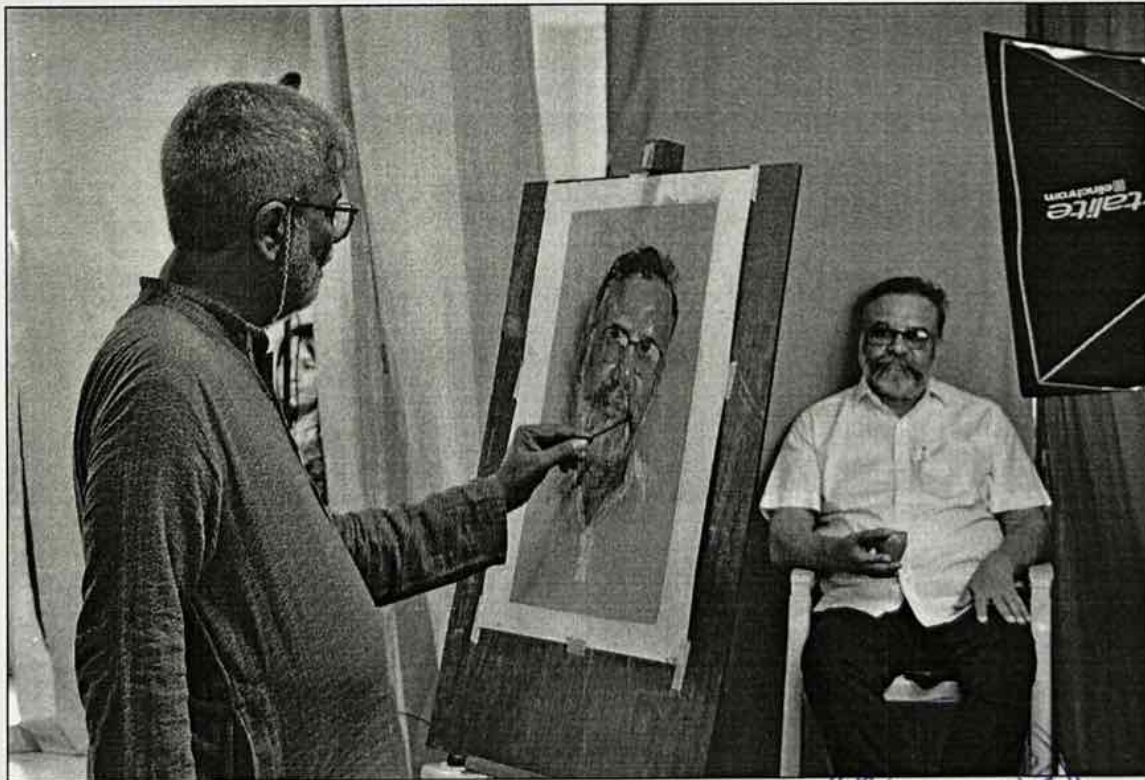
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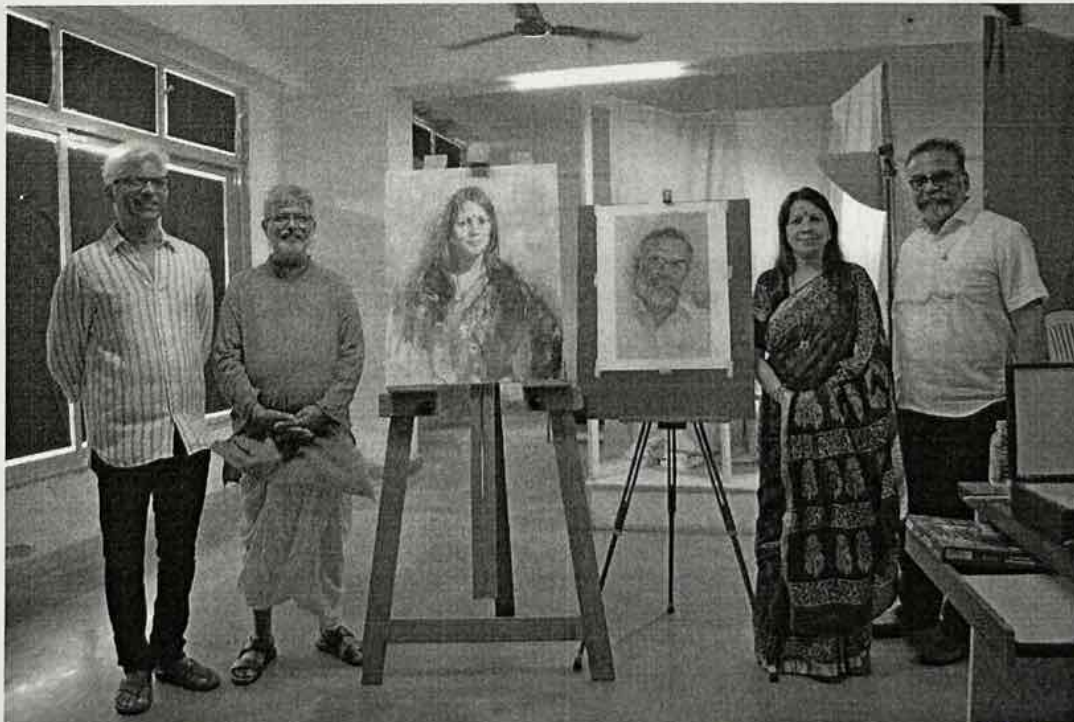
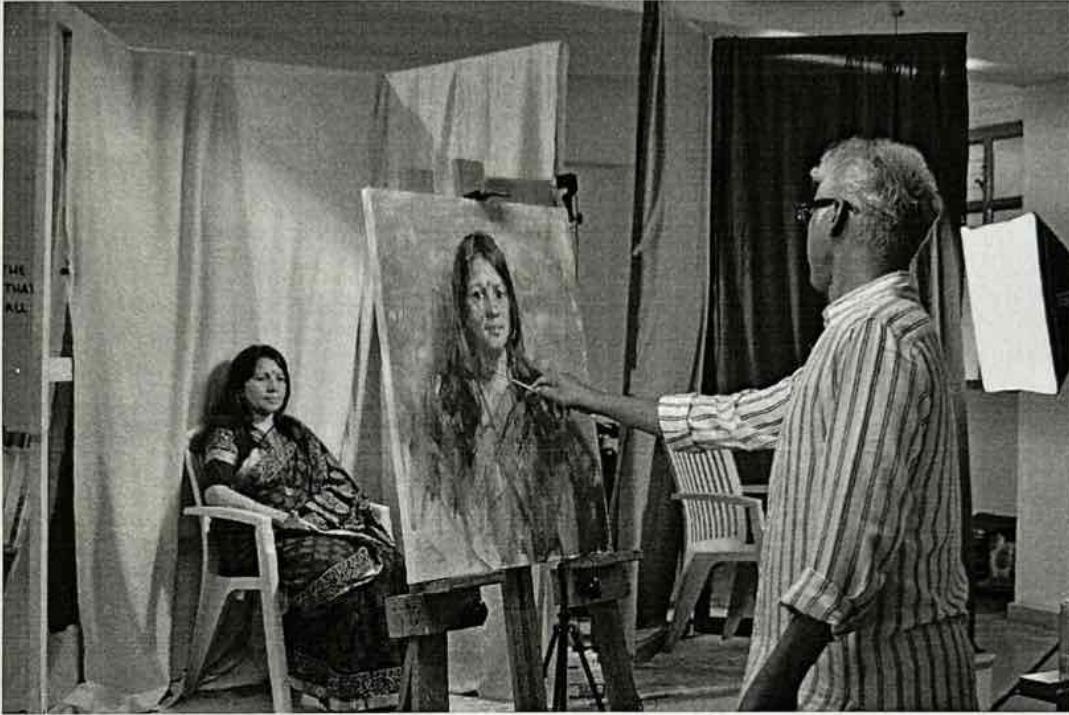
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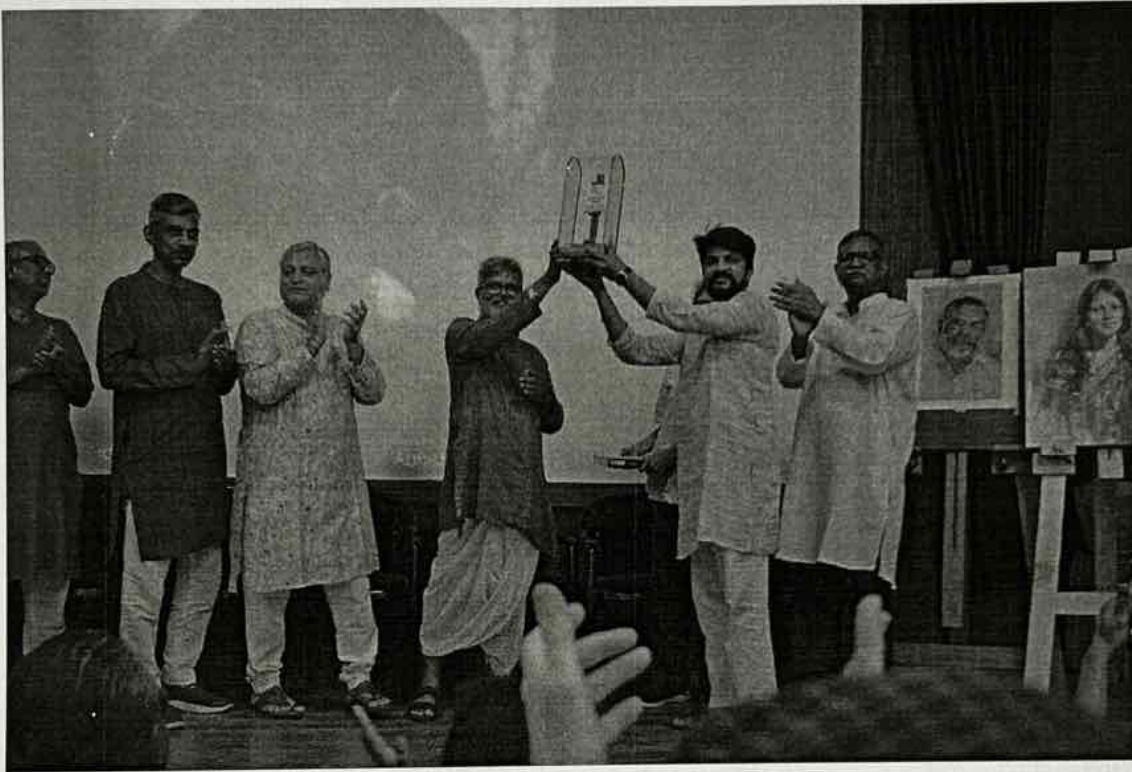
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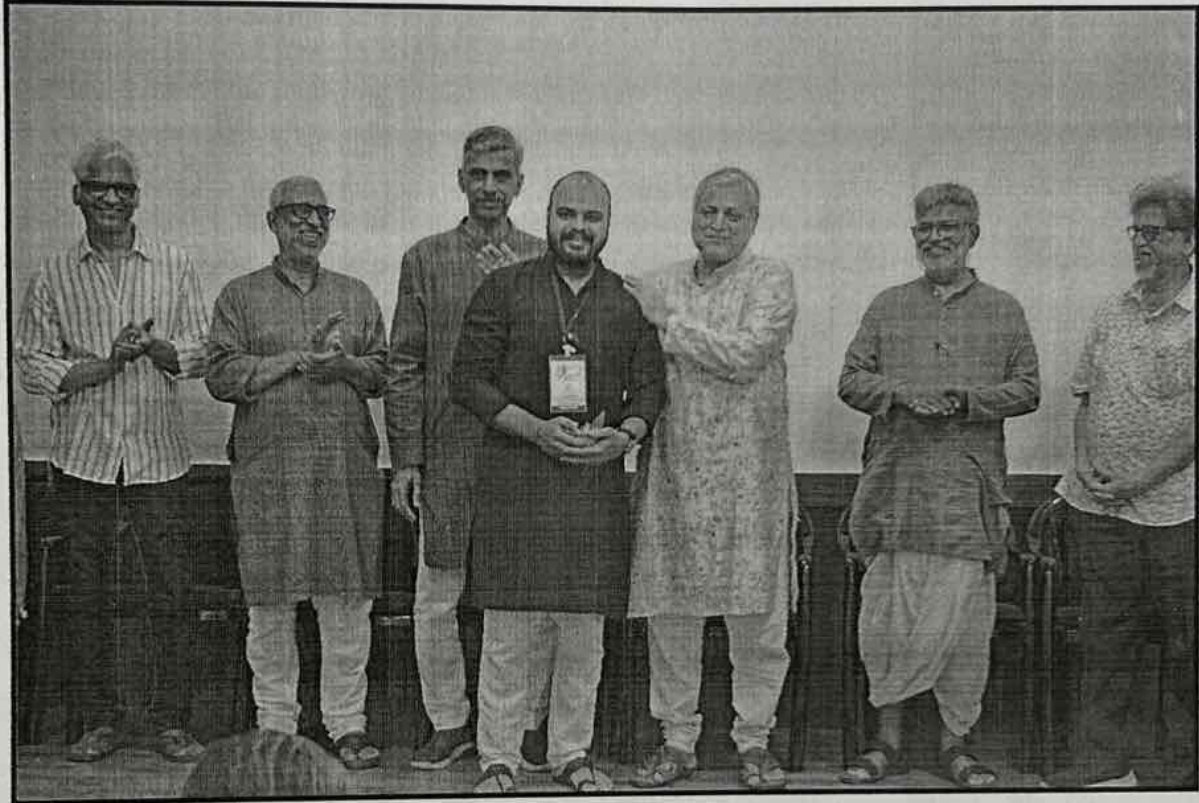
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### Workshop of Camlin product and techniques by Kokuyo Camlin Limited 2022-2023

**Date:** 02/01/2023

**Venue:** VIVA Institute of Applied Art, Virar East

#### Description:

Through creative activities that are beneficial to the teaching of art, Viva Institute of Applied Art has been consistently planned in the annual planning for the students. Through these guided teaching techniques, the students learn about each product while also discussing what the artists think about the Camel colours or what the firm as a whole should alter. In order to educate the children about each product and the impending new items, he praised Kokuyo Camlin for taking time out of his hectic schedule to be present.

Throughout the academic years 2022 and 2023, Kokuyo Camlin, a company that offers outstanding information about its products in several art colleges, visited the Viva Institute of Light to do the same. He openly discussed how the colours are created in factories and its information, concerns about watercolour paper and camel watercolours, and a few things about a foreign paint firm called Camel Art while providing full information about the manner of usage and the outcomes of his work on it. The foundation considers how we might produce camels of such caliber in India as well, and they are striving towards that goal. However, they also feel it is their highest responsibility to provide fundamental facts.

The students were questioned regarding their obligations as artists and whether they were aware of any works in the realm of art throughout the presentation. In the future, he added, he will also offer guided workshops on how to work at various levels, so the students themselves must be involved in this. He also showed through his ppt and distortion style that students are assured that they can display this range of colours in their artwork.

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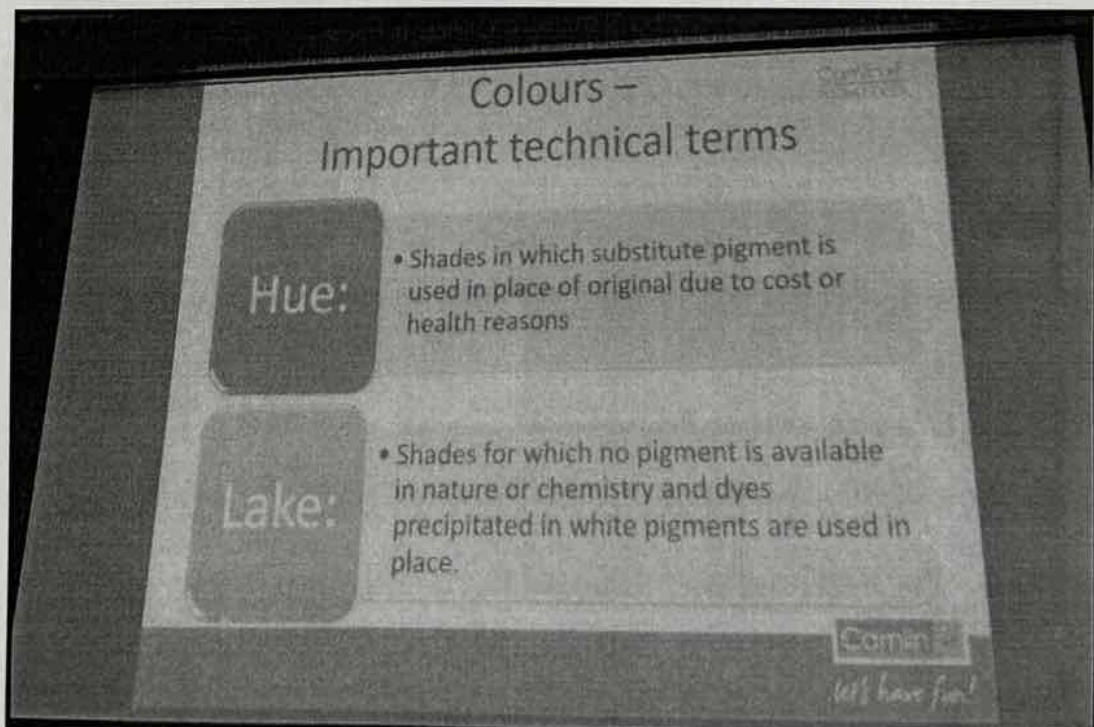
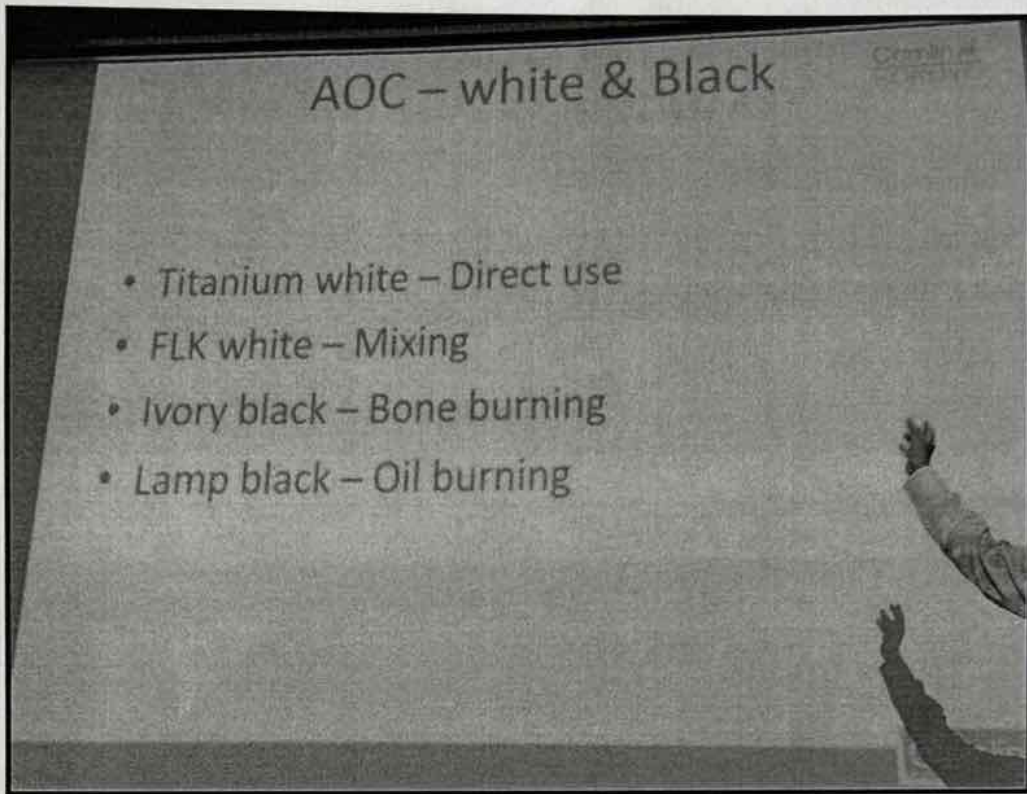
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### 167<sup>th</sup> John Singer Sargent Birth Anniversary -2023

Date: 12 Jan 2023

Venue: Sir J J School Of Art, Mumbai.

#### Description:

John Singer Sargent's 167th birth anniversary is celebrated every year and this year it was organized in the premises of JJ School of Art. The program started with garlanding the statue of Sir Jijibhai. The event was organized in association with 'Art Society of India' and 'VIVA institute of applied art' Virar East. On the occasion of the Birth Anniversary of the American painter John Singer Sargent, all the painters and students came together and gave a painterly tribute to him. On the occasion, the Dean Of JJ School of Art, Shri. Mr. Vishwanath Sable, Art Society's Mr. Vijay Achrekar, Mrs. Alka Vora and Principal of viva institute of applied art, Dr. Sangeeta Patil were present.

The students of VIVA's painting department as well as applied arts participated and gave a tribute. On the occasion, Achrekar sir, Manoj Sakle performed a portrait painting in the premises of JJ school of art. The Art students and other notable painters in attendance, as well as the students themselves using their own materials, depicted the locations and participants of various competitions held on JJ's grounds as well as outdoor subjects through their paintings.

Young artists who participated in this activity, particularly Akshay Ajay Pai Abhishek Acharya, Vaibhav Naik, and All of the teachers at the Viva Institute of Applied Art College, were there as they examined the curriculum and the students' work. Happiness was also displayed, and by mid-afternoon, when the light changed due to changes in nature, all of the painters gathered on the porch to set up their models and begin the final painting of the day. Everybody's contributions enlivened the programme on a Thursday. In addition to providing advice to the pupils, Sir also contributed a sketch to the programme.

As the programme came to a close, everyone's tasks were completed thanks to the attendance of eminent artist Mr. Vasudev Kamat Sir, He guided the other pupils there about his experience as he looked at the work of all his painter pals, sir. Also took and sir also sketched superbly with his style of drawing and graced the programme and how John Singer Sargent worked his workers about such a legendary painter, and we hope that you will also participate in the next programme by drawing inspiration from such painters so that you can learn the style of portraiture. Additionally, it was advised that outdoor portrait painting be taught in schools and that it is a curriculum also.





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**167<sup>th</sup>  
BIRTH  
ANNIVERSARY**

**12<sup>th</sup>  
JANUARY  
2023**



VIVA INSTITUTE OF APPLIED ART,  
VIRAR (E)



The Art Society of India and VIVA Institute of Applied Art, Virar (E) are celebrating the 167th Birth Anniversary of a legendary painter John Singer Sargent in the premises of Sir J. J. School of Art, Mumbai with great joy.

Come let us join together to pay painterly tribute..

Venue: Sir J.J. School of Art, Mumbai | Time: 10:00am to 6:00pm

Contact: Alka Vora - 9820673580





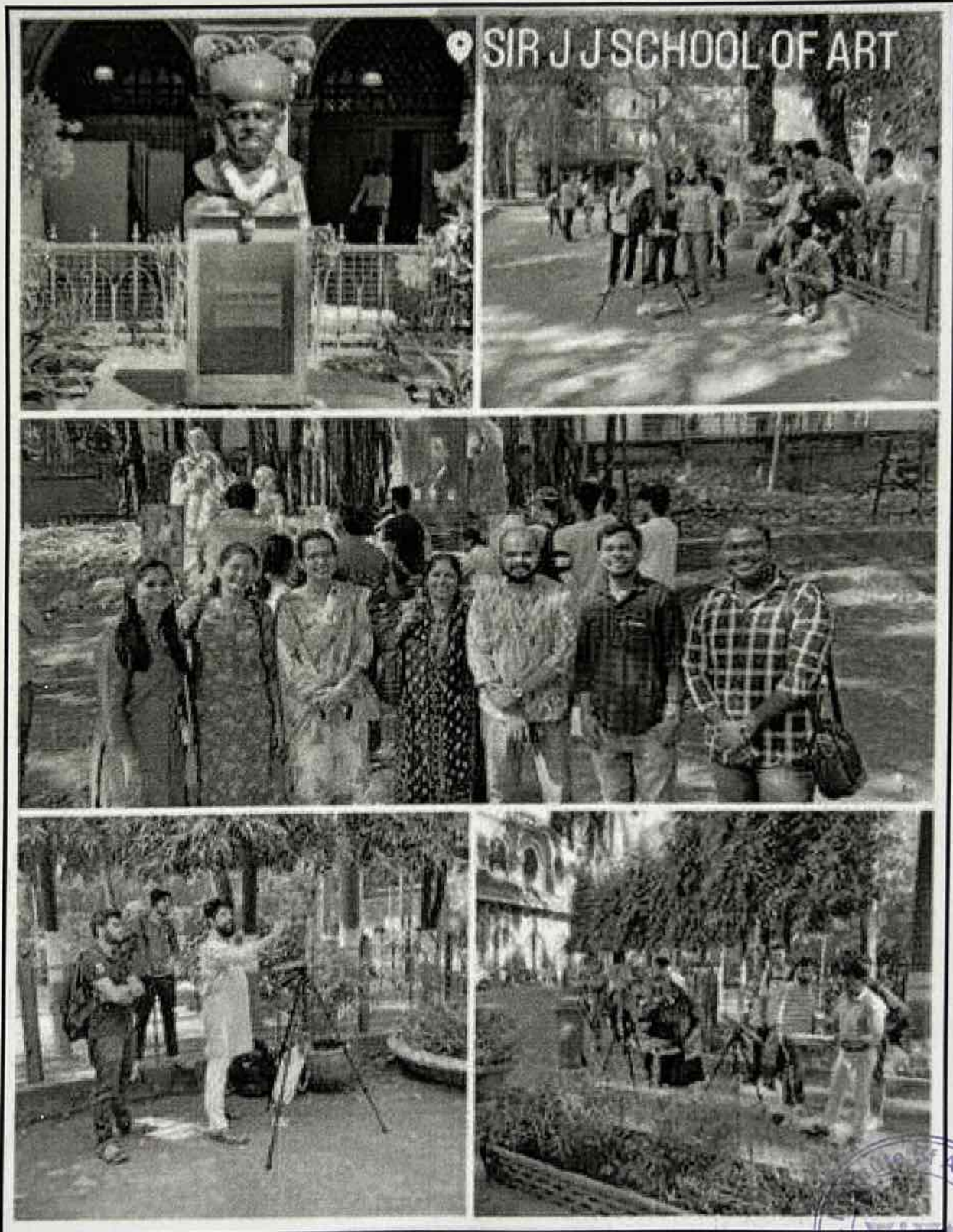
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