



Vishnu Waman Thakur Charitable Trust's

VIVA INSTITUTE OF APPLIED ART

(Approved by A. I. C. T. E., Affiliated to University of Mumbai)

Block A, Veer Sawarkar Marg, Shirgaon, Virar-East, Dist: Palghar – 401 305
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7.1.3

Beyond the Campus Environmental Promotion Activities



PRINCIPAL

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Beyond the Campus Environmental Promotion Activities:-

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Design of Wall Painting

For Vasai-Virar Municipal Corporation

Venue: Virar East-West Bridge.

Date: 17/12/2022

About Activity: Vasai- Virar Municipal Corporation (VVMC) is set to give a makeover to all the bridges and flyovers in Vasai- Virar with theme-based paintings, murals, and 3-D images on their girders, slabs, parapet walls, and anti-crash barriers. Under VVMC's latest initiative, walls of Virar East- west were brought to life. Adorned with beautiful pictures, the murals not just help in making the landscape attractive and colourful but also depicts some of Virar most-loved iconic tourist spots. The walls depict the uniqueness of Virar by showcasing the murals that imbibe the dynamic effervescence of this glorious city.

Theme : The cultural heritage of Vasai-Virar as well as the living conditions of the people and the sightseeing spots were used as the theme for this wall painting. A very consistent color scheme was used for that. Vasai-Virar's extensive coastline and abundance of coconut palms, as well as the locals' traditional clothing, way of life, and the industrial and colonial revolutions that were occurring in the city, all accurately portrayed.





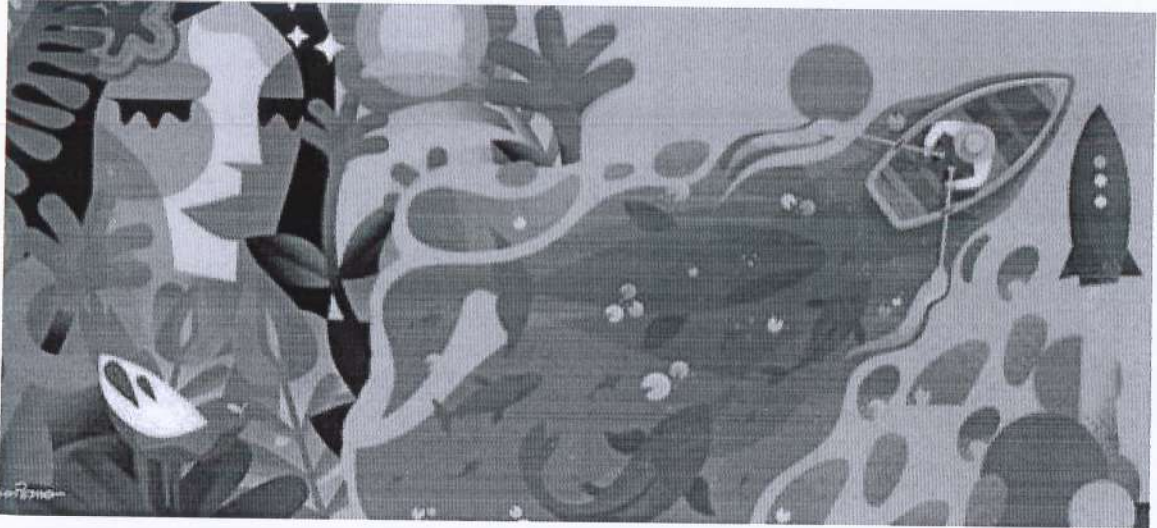
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Execution: work will be done on weekends, holidays, and at night to ensure that traffic movement is not hampered. A senior civic official of the bridges department said, "Themes for this art work on bridges will be based on the uniqueness of the bridge's location. For example, if it is close to a heritage structure, we can paint that on it. If it is close to a business district, or a local market, we can have designs depicting those." The contractor selected for the project will appoint an architect for the design and conceptualisation of the art work. The theme for each artwork will first be approved by the VVMC either via the bridges department, or through a committee set up for approval.

Yours truly

Prof. Neha K. Dhanu





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Report -Tree Plantation -2018-19

- **Organizer:** VIVA Institute of Applied Art, India
- **Date:** 6th July 2019

Introduction:

Plantation of trees

Planting trees and other vegetation is known as tree planting. The planting of trees is done to preserve the environment and make our lives more beautiful. A priceless gift from nature are trees. They are regarded as people's best buddies. They help us in a variety of ways. Without trees on the Earth, it is impossible for humans, other animals, or even insects to survive.

No living thing can exist without oxygen, which trees provide by absorbing carbon dioxide. Trees provide us with shade, fuel, food, fruits, furniture, and shade. Trees also provide rain and help to keep the temperature cool. Additionally, they bond the soil, which stops erosion.

Event Objective:

We are all aware of how long it takes for trees to grow. Depending on the species and the location, we may have to wait a few years to see a fully developed and self-sustaining tree if we plant a seed today. Students experience the same thing. Start now if you want your Students to care for the environment, plant more trees, and appreciate the value of trees in your life.

To have the fruits, or what we anticipate from our children in the future, we need to sow the seed of environmental responsibility in the soil of their thoughts. Future generations must carry on our mission to make the earth greener for it to be success

Conclusion:

VIVA INSTITUTE OF APPLIED ART All of the Students want to come here, but it is our responsibility to educate them about the need to halt environmental destruction. A national initiative called Tree Plantation aims to get Students involved in tree planting and environmental preservation. has converted an acre of bare land between the college buildings into an outdoor entrepreneurial space that includes an aquaponics greenhouse, a tree nursery, and a barn after adopting the Tree Campus concept. This programme gave students practical experience running a business in addition to environmental instruction. Students studied about trees, mulching, pruning, and how to care for trees in the orchard during the academic year.









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Report- Eco friendly Kala Utsav

Art In the park

Date: 24& 25 November 2018

16th December 2018

Venue: Port House, Shoorji Vallabhdas RD, Ballard Estate, Fort Mumbai 400 001

Priyadarshini park, Nepean Sea Rd, Malabar Hill, Mumbai, Maharashtra 400006

Organised by



Mumbai Port Trust



Municipal Corporation of Greater Mumbai

Supported by

INDIA TOURISM MUMBAI
Ministry of Tourism,
Govt. of India

Sponsored by



The Bombay City Policy
Research Foundation



TATA
TATA CHEMICALS LIMITED

FREE ENTRY

ART IN THE PARK
कला उत्सव
18th Edition

ECO FRIENDLY KALA UTSAV
Sunday
16th Dec 2018
11 am to 10 pm

EAT-SHOP-FUN

OPEN-DECK BUS RIDES
ART WORKSHOPS
ARTISAN MARKET
ART GALLERY

DANCE
MUSIC
FOOD
CHILDREN'S PAINTING COMPETITION

Venue: Port House, Shoorji Vallabhdas Rd, Ballard Estate, Fort Mumbai 400 001

Managed by
NORTH-EAST LIGHTS

☎ 892 871 8315 | www.facebook.com/artintheparkmumbai

About the activity: Indian Heritage Society Mumbai, Mumbai Port Trust & Municipal Corporation of Greater Mumbai organized an Eco friendly Kala Utsav Which is the Festival to promote and make people aware about cleanliness through various activities. Swatch mumbai posters are made by our college VIVA Institute of Applied art Students. And also Showcase their art work in the art gallery.

Venue: Port House, Shoorji Vallabhdas RD, Ballard Estate, Fort, Mumbai 400 001.





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Priyadarshini park, Nepean Sea Rd, Malabar Hill, Mumbai, Maharashtra 400006

Objective: The objective of this activity was to make the students understand the importance of cleanliness and to cooperate under the Swachh Bharat Abhiyan organized by the Government of India.

Promotional Poster: For any activity the promotion is the most important aspect to be considered. It creates a curiosity and hype for any upcoming event. For the first external activity where students participated under the guidance of their professor we received a good response as students were excited for the theme that was proposed.





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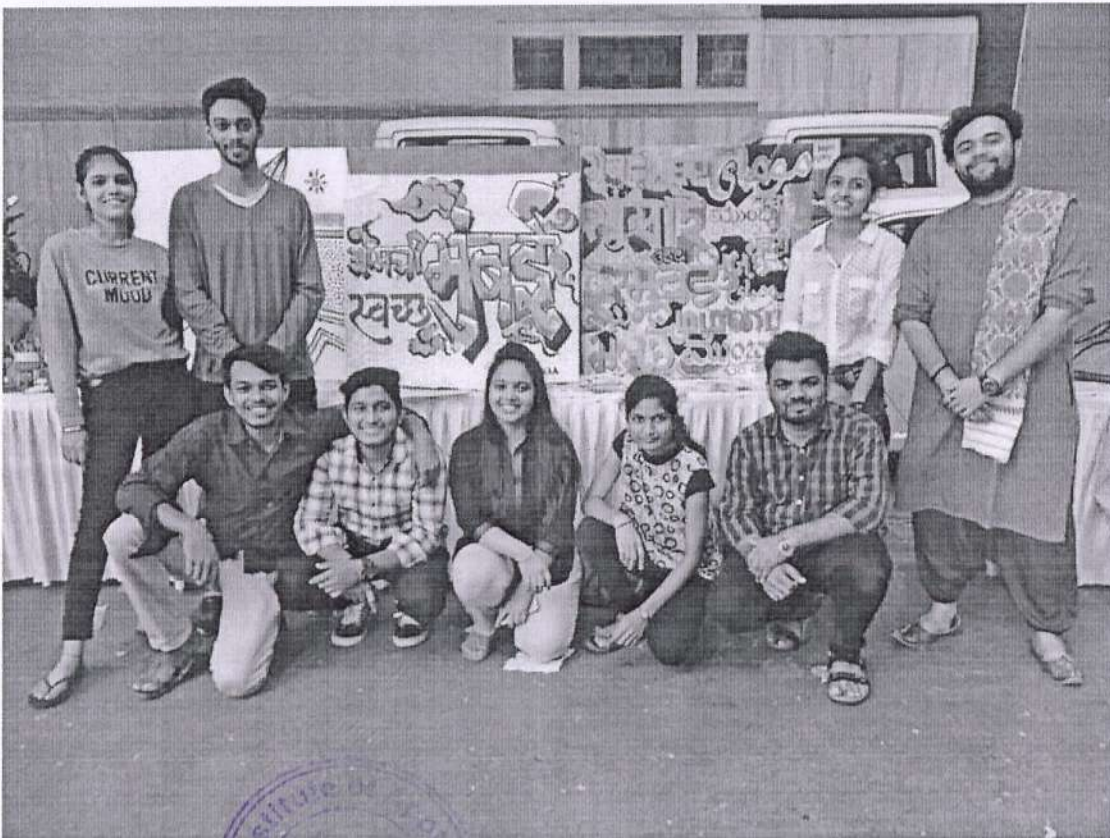
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Output: The result of this activity was astonishing: The students responded very enthusiastically in this activity, and became aware of how their locality as well as the country looked clean. With the help of their art, the students made beautiful hand Painted posters of awareness of Cleanness.





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Students' Initiative: Nourishing Hearts and Minds

Food Donation Drive

Event Details:

On July 26, 2021, the compassionate students of VIVA Institute of Applied Art embarked on a heartwarming initiative. Their journey began in 2019 when they clinched victory at the Sophia College Madhubani Fashion Show competition. Instead of keeping the prize money for themselves, they chose to utilize it for a noble cause. Their mission was to provide nourishment and education to over 120 orphaned children, a gesture that warmed hearts and ignited hope in challenging COVID times.

Objectives:

The primary objective of this initiative was to make a meaningful and positive impact on the lives of underprivileged children. The students aimed to use their resources to provide not only essential nourishment but also education tailored to the children's interests. By doing so, they sought to contribute to the well-being of these vulnerable youngsters during the COVID-19 pandemic.

Execution:

The students collaborated with the "wecanwewillfdn" organization and received support from Krishna's Tiffin Service for the preparation of food. Together, they organized a heartening event to provide nutritious meals and educational guidance to the orphanage kids. The event was conducted in a safe and COVID-compliant manner.

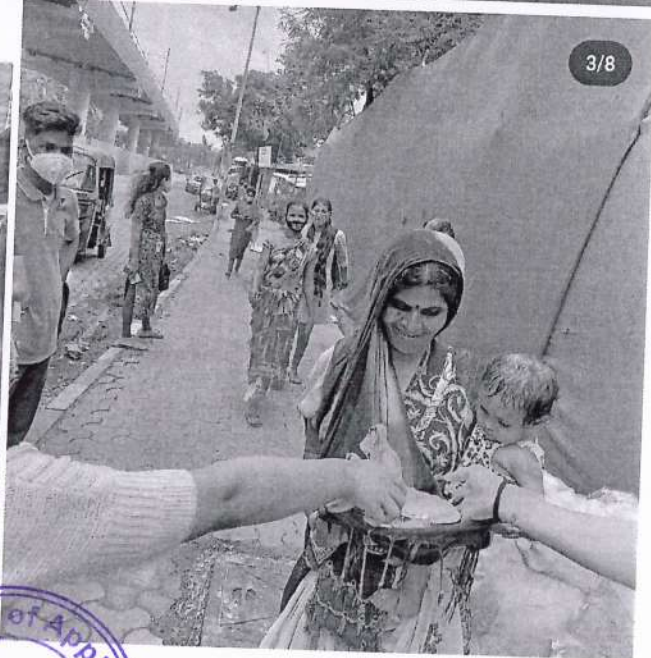
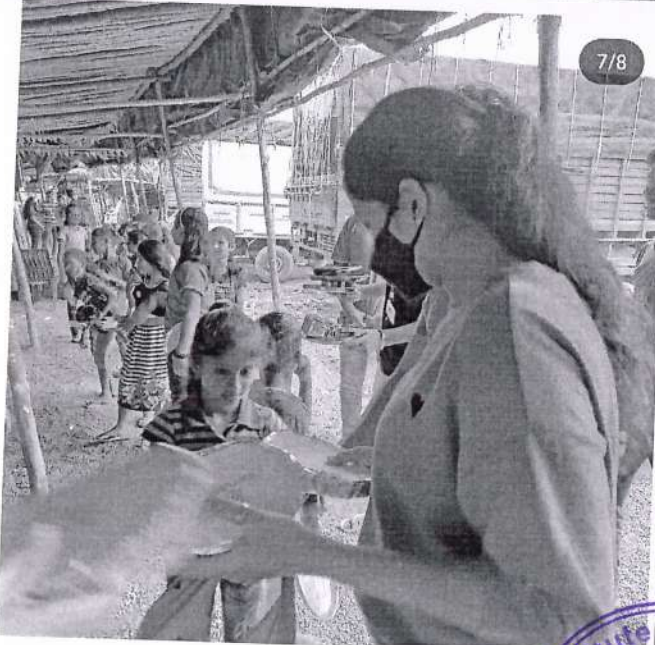
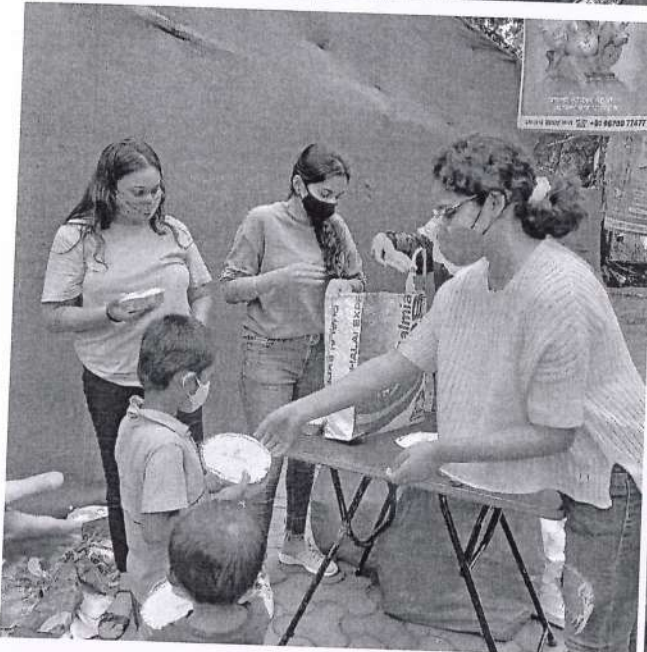
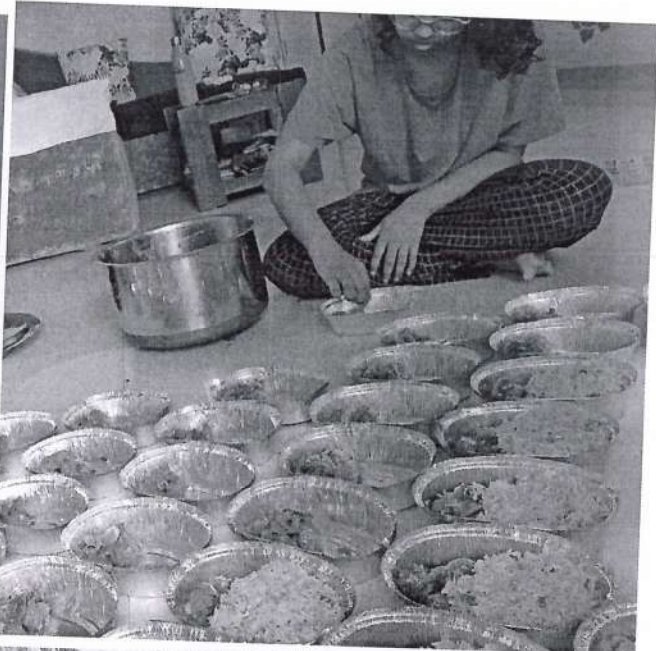
Feedback:

The initiative was met with resounding appreciation and gratitude from the children who benefited from it. Their smiling faces and improved well-being were evident testaments to the success of the program. The students' efforts to provide nourishment and education during challenging times were highly commendable.

Victory at the Sophia College Madhubani Fashion Show competition



Food Donation Drive



Institutional Efforts towards Inclusivity and Sensitization:

This initiative exemplifies the institutional culture at VIVA Institute of Applied Art, which places a strong emphasis on compassion, social responsibility, and inclusivity. By supporting and guiding the students in their endeavor, the institution showcases its commitment to nurturing empathetic and socially responsible individuals.

The initiative also aligns with the institution's broader efforts to create a harmonious environment that respects cultural, regional, linguistic, communal, and socioeconomic diversity. It emphasizes the core values of humanity and highlights the responsibilities of citizens toward the less fortunate, thus sensitizing both students and employees to their constitutional obligations.

This heartwarming event serves as a testament to the institution's dedication to producing not only skilled professionals but also compassionate and socially aware individuals who actively contribute to the well-being of society. It is a living example of the institution's mission and vision in action, fostering a culture of empathy, inclusivity, and social responsibility.

Name of the students who initiated the Food Donation Drive:

- Sagar kamble
- Reshmi Upadhyay
- Jesal Ankelsaria
- Janki shah

Report By:

Assi Prof. Akshata S. Mestry.





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Report- Beach Clean-up drive & Rock painting activity

Date: 2 October, 2018

7:00 am - 10:00 am

Venue: MAHIM BEACH, Next to bahr CHS, Veer Savarkar Marg, Mahim West, Mumbai.

स्वच्छता ही सेवा
स्वच्छता पञ्चाङ्ग
2 अक्टूबर 2018

देश को स्वच्छ बनायेंगे,
एक नया सवेरा लायेंगे।

On the occasion of
Mahatma Gandhi's 150th birth anniversary,
IndianOil requests the pleasure of your company
to participate in the

**CLEAN-UP DRIVE
&
ROCK PAINTING ACTIVITY**
at
MAHIM BEACH

2 October, 2018
Starts at 7:00 am - 10:00 am

Entry Point:
Next to Al Bahr CHS, Veer Savarkar Marg,
Mahim West, Mumbai

About the activity: On the occasion of Mahatma Gandhi's 150th birth anniversary, Indian oil Limited had organized an activity Clean-up drive & rock painting Activity at Mahim beach which the clean up of beach and rock painting activity done by our college VIVA Institute of Applied art Students.

Venue: MAHIM BEACH, Next to bahr CHS, Veer Savarkar Marg, Mahim West, Mumbai.





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Objective: The objective of this activity was to make the students understand the importance of cleanliness and to cooperate under the Swachh Bharat Abhiyan organized by the Government of India.

Promotional Poster: For any activity the promotion is the most important aspect to be considered. It creates a curiosity and hype for any upcoming event. For the first external activity where students participated under the guidance of their professor we received a good response as students were excited for the theme that was proposed.



Few photographs taken at Art Activity, Prof. Siddhesh Shirsekar and Students of VIVAIAA.



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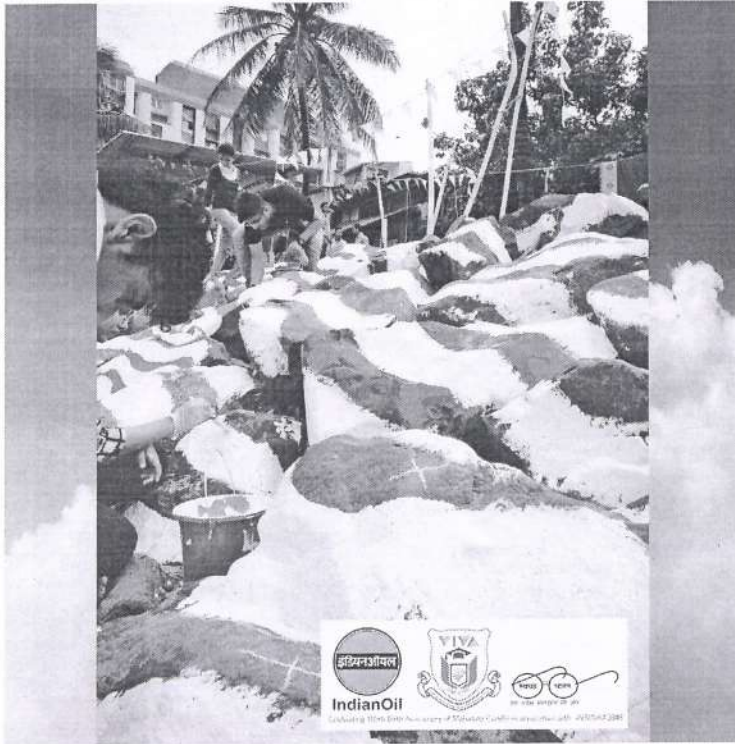
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Output: The result of this activity was astonishing: The students responded very enthusiastically in this activity, and became aware of how their locality as well as the country looked clean. With the help of their art, the students made beautiful paintings on the stones there and embellished the scene even more. Also enjoyed the traditional Koli dance inspired by the atmosphere there.

Activity under the guidance of Prof. Siddhesh Shirsekar



Art Workshop conducted by:

Prof. Siddhesh Shirsekar.

