

CULTURAL COMMITTEE REPORT 2020-21

Keeping the fervour alive through unusual times

The cultural committee of the college, braving the odds, decided to bring joy to the students even before the term began. The cultural committee faculty and student members put in their best efforts to ensure some relief while the world around seemed to fall apart. Maintaining the tradition, the following are glimpses of the events conducted by the Cultural Committee for the academic year 2020-21.

When music helped us wade through a storm:

Mumbai University's Singing Competition is a much-anticipated event. A motivational song competition in the month of August 2020 was much needed to boost the spirit of the students who weren't able to see an end to the pandemic. Six students - Nikita Kuwar, TYBMS, Twinkle Pereira, SYGS, Renil Bhanushali, SYBMS, Madhav Pandey, SYBSC(IT), Kaustubh Sadhaye, TYBMM and Chris Menezes, TYBCOM(A) were selected from the college after an audition. Aniket Mandhare, TYBSC(CS), Pradnya Satpute, TYBCOM(A), Sakshi Pawar, SYBMM, Sanskruti Mane, SYBMM and Lavesh Shinde, SYBCOM(B), also took active part to make it a success. Siddhesh Saptiskar, TYBMM, Jayesh More, ex-student, helped by way of direction, Kaustubh Sadhaye TYBMM, and Sudarshan Mane, ex-student helped in cinematography and editing. Prathamesh More, SYBSc (CS) and Sakshi Pawar, SYBMM, were assisting in coordination. The participants practised virtually and came together as a family by putting their best efforts to make this a success. The group efforts made going virtual look effortless.

Tangerine Tadka:

Throbbing hearts, eyes full of wonder, a bit apprehensive, a bit chirpy, spring in footsteps— perfectly describe how the First-Year college students usually feel. The real icebreaker for them is the Fresher's Party which went online this year.



The staff and students arranged for an online freshers' party to welcome new members into their family – the First-Year graduation students— on Oct 7-8, 2020. Youtube Live sessions on both days were aimed at the entire family coming together and partaking in the shared happiness.

It saw contributions from the First-Year students too! Before anyone wonders why it was so, it was a gesture to make them feel at home and let them unleash their talents right from the beginning.

Students learnt to let their hair down for the first time post the nerve-wracking days while awaiting their board exam results. This special day is also about tasting freedom and trying new stuff. Dr. B.S. Ajit Kumar, the Principal, welcomed the students with an informal chat. *Jadoo*, the mascot host, made sure the FY students were taken on a journey they would always treasure.

For some of the Second- and Third-Year students of the college, along with some ex-students, who were instrumental in making the online Fresher's Party a reality, the successful completion of it will also mean that they now get to catch up on some much-deserved sleep, after days and nights of hard work.

With the belief that the coming days will be full of fun, laughter and adventure, here's hoping that this pandemic ends soon so that the real world can also be made as awesome as the virtual one!

Fresher's party video

Part 1 : <https://youtu.be/EhD-9MJLfH0>

Part 2 <https://youtu.be/zYGKJ-i0vjc>

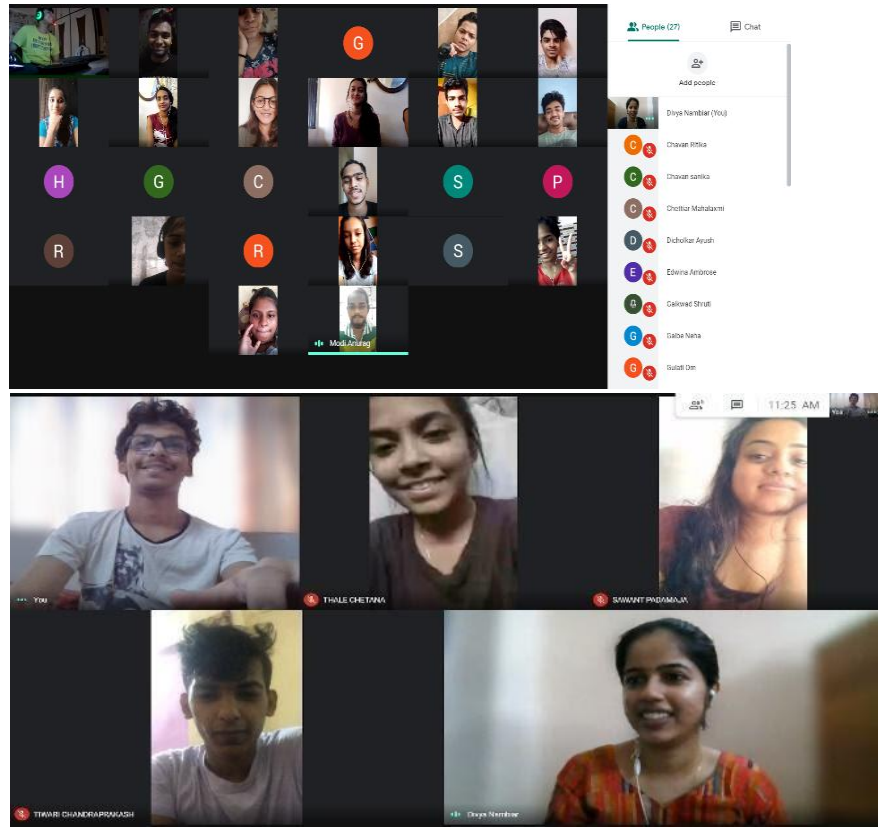
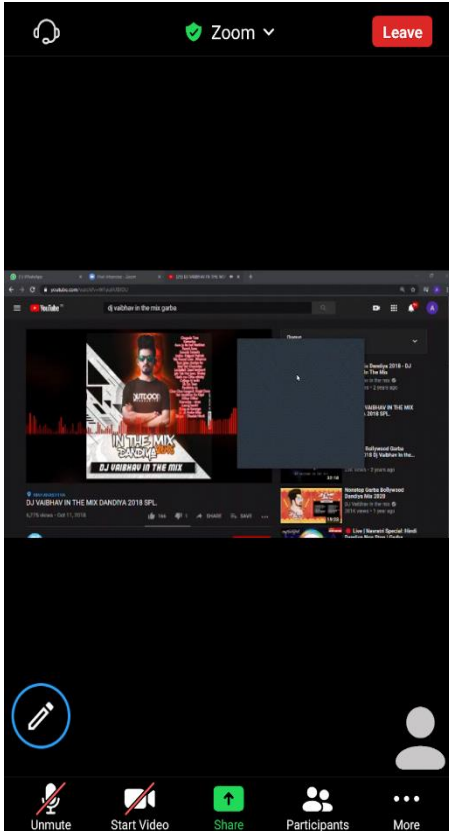
Navratri Dhamaka

As soon as Navratri festival starts, Garba and Dandiya *raas* fever takes over the country. It's little wonder then how a virus was not allowed to dampen the spirits of the students. Taking all precautions, the college ensured that the Navratri fervour was not lost.

Numerous meetings and brainstorming sessions later, for each day, a video was prepared by the students in consultation with the Cultural Committee of the College. The colour code was also followed. Students captured screenshots post their lectures (a better alternative to the group selfies during these times) and shared it on their Google Classroom to remember in post-Corona days. Hopefully, these pictures will be used during one of the "throwback Thursday" sessions.

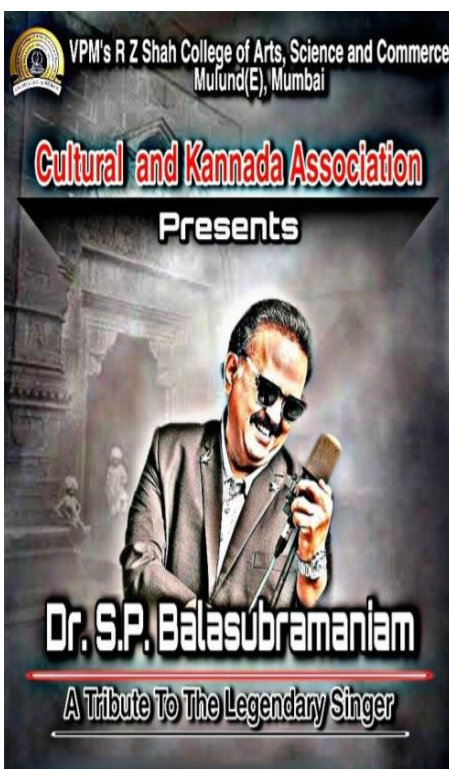
Be it the colours and their significance, food items or dance – students expressed their pent-up energy in the form of videos showcasing their skills which was shared in all classes by the respective class teachers or subject mentors.

How can Navratri be complete without *garba*? A virtual *garba* session was also arranged for the staff and students on Zoom where the participants danced in their respective houses with their family members to music played by a student sitting at his own house. Ah, the wonders of technology! Who would have ever imagined a world like that?



Youtube link: <https://youtu.be/LvtV18NUFEc>

Tribute to Dr.S.P. Balasubramanyam



Renowned Indian singer Dr. S.P. Balasubramanyam, a Guinness world record holder for his more than 40,000 songs over 50 years, passed away on 25th September 2020 at the age of 74.

In the memory of the legendary “Playback Singer”, Cultural Committee and Kannada Association of V.P.M’S R.Z Shah College, “Sirigannadam Gelge” organised a Musical Tribute Programme.

The event was led and executed successfully under the guidance of Members of Cultural Committee and Kannada Association. The staff and students of the college participated in the event by singing Songs of SPB in different Languages like Hindi, Kannada, Telugu, and Marathi.

The event was successful enough with the contribution of 12 singers, 6 orators, with an editing team and a great support of Cultural Committee members.

Youtube link: <https://youtu.be/wzo00SD5Zeg>

Artificial Intelligence and Arts: Towards Computational Creativity

VPM's R Z Shah College of Arts, Science and Commerce, on January 29, organized a **National Webinar** on Artificial Intelligence and Arts for the students, faculties and others. The speaker, Ms Sareeta Mugde – an AI Researcher and Software Consultant and Assistant Professor at Prin. L.N. Welingkar Institute of Management, Development and Research – took everyone into the world of Deep Learning, Machine Intelligence and held a mirror to the world we call 'real'. The webinar saw registration by over 650 participants from across the country namely West Bengal, Goa, Kerala, Karnataka apart from Maharashtra. Youtube Live of the Webinar was also conducted simultaneously.

Technology – boon or curse? It's a topic we have all debated upon since a long time, but the speaker broke it down for the participants to weigh its pros and cons. What began with a warm welcome by Mrs. Shruti Shouche, IQAC Co-ordinator and Adv Vijay Kulkarni, General Secretary, Vidya Prasarak Mandal and an address by Dr. B.S. Ajitkumar with valuable information about Warli paintings and tribal art was taken ahead by the speaker for the day.

After a brief introduction of the speaker by Mr. Tejas Patil, FYBAMMC student, Ms. Sareeta Mugde spoke right from how artificial intelligence works, the benefits of learning it to information about interesting tools to a whole new dimension of creativity – she opened the door to a grand world for the participants.

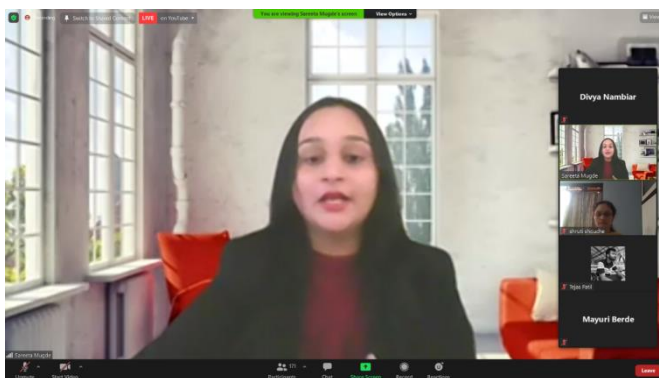
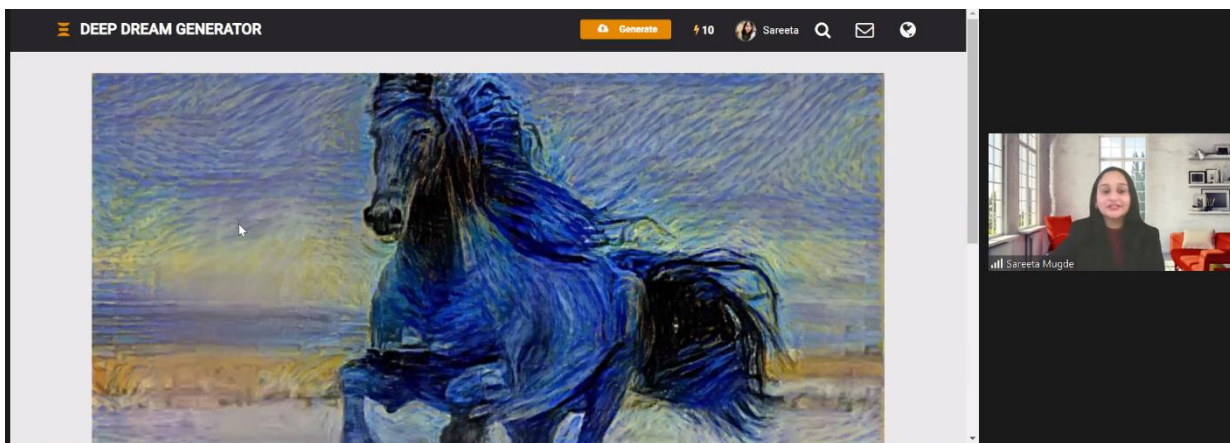
While explaining about 'deep fake' via examples of Elon Musk and Donald Trump and closer home Manish Tiwari, she made sure that the participants had their share of entertainment while they learnt – a skill that when mastered, can have an immense positive effect on learners.



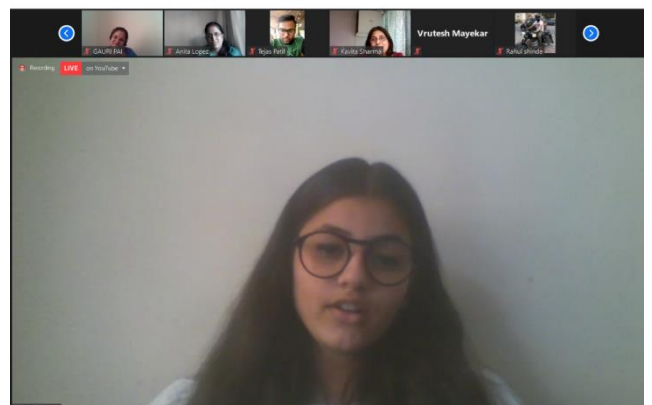
She practically edited a few paintings during her session and shared few websites that can be a boon to artists and creators. Van Gogh's Starry Night combined with the image of a horse to create a work of art, all through AI and nothing else. Some websites mentioned were OpenAI, Nvidia and Deep Dream Generator.

Participants attended from different parts of the country including Goa and Karnataka. The Q&A session aimed at answering maximum questions in limited time. The simultaneous Youtube Live session catered to a larger audience, thus multiplying the webinar's reach and effectivity.

The session concluded with a vote of thanks by Ms. Rupal Solanki, FYBAMMC student.



Ms. Sareeta Mugde, Speaker



youtube link: <https://www.youtube.com/watch?v=NcmOaMsJoiI>

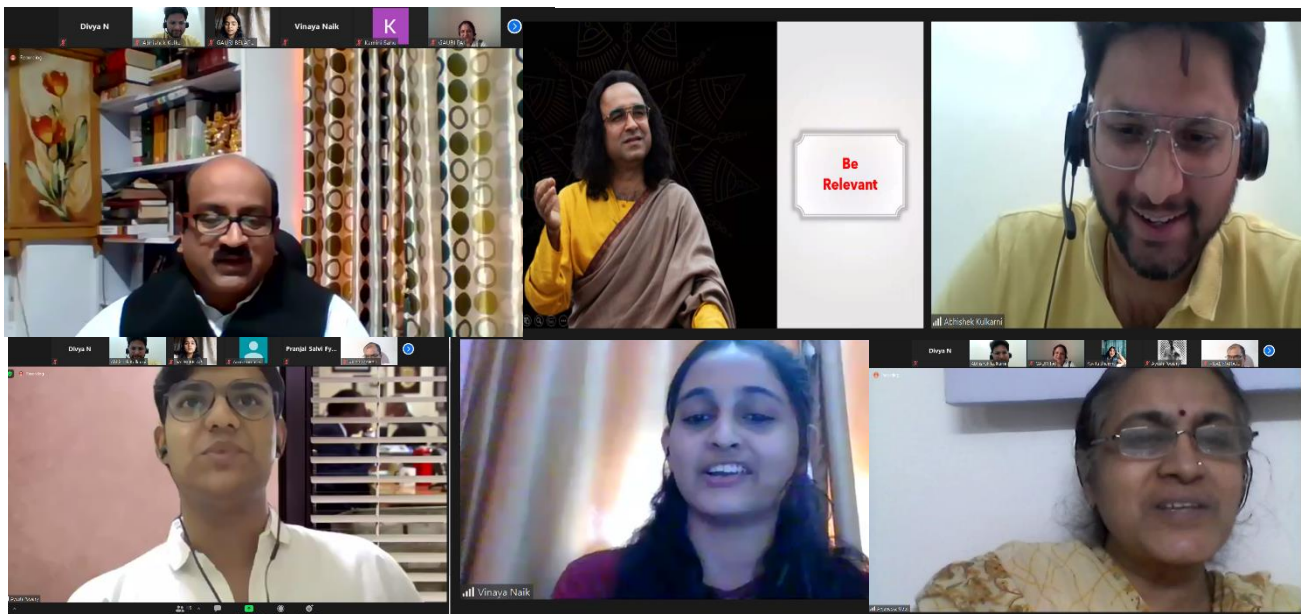
Taking the Leap: Advertising in Post Covid World

From lessons on being relevant to pop culture elements popping up, the **National Webinar** on Taking the Leap: Advertising in post-Covid world will stay in the minds of the participants for a long time. Organised by the IQAC and Cultural Committee of VPM's R Z Shah College of Arts, Science and Commerce in collaboration with the Extension Committee, the speaker for the day was Mr. Abhishek Kulkarni, Account Director, Ogilvy and Mather.



The fact that Mr. Abhishek Kulkarni was the speaker filled the session with a sense of nostalgia thanks to him being an alumni member too. A passionate Advertising professional with a demonstrated history of working in Marketing and Advertising industry for over 7 years across

sectors like FMCG, OTT Platforms, Automobiles, Confectionaries, Real estate, Retail, Luxury Hotels, Aviation, Finance, Public sector, Publications.



The session gave interesting ideas on how Advertising companies can manage to work during the time of a crisis of this scale. The case studies made it easier and comprehensive for the participants. Asian Paints, Apple, Uber were some brands whose advertising proved to be case studies at the Webinar. 'Dil kholke toh dekho, Duniya khul jayegi', indeed. Axis Bank also made a great addition to these names. It also created an advertisement with the hashtag 'reverse the khata'.

Mr. Abhishek Kulkarni mentioned to the participants what the consumers expect from the brands and how brands are trying to accomplish it. The brands want the consumer to trust their products and the manufacturing companies. The webinar presented a clear vision for all those who were present in webinar regarding how manufacturing and

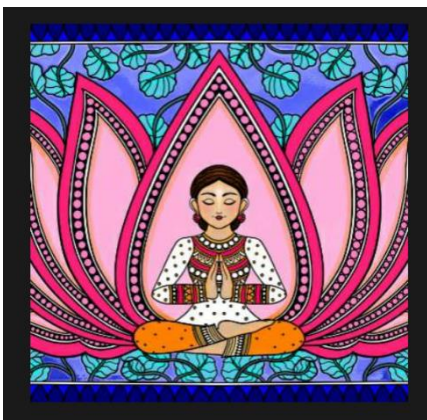
advertising companies work. It also briefly covered the functions of the advertising industry.

The session ended with a Q&A session and vote of thanks.

Youtube link: https://www.youtube.com/watch?v=1JJOAYwov_E

An evening to soak in the pleasures of Indian Art

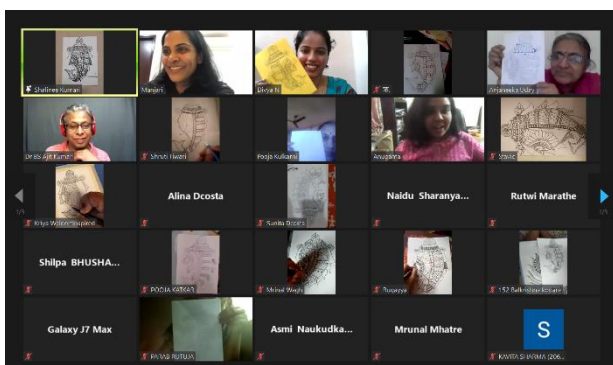
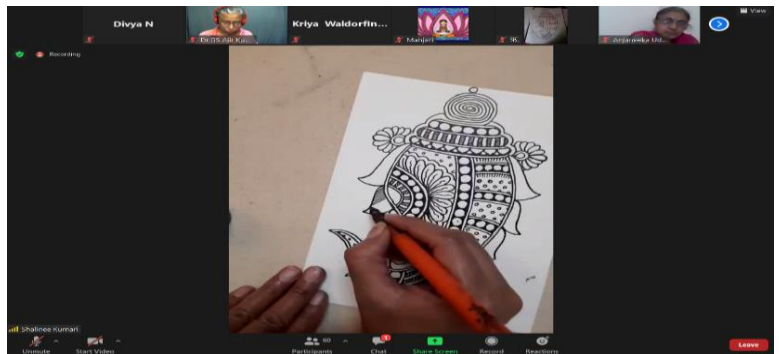
Madhubani Art Workshop by VPM's R Z Shah College of Arts, Science and Commerce in association with Studio Amoli



When people around the world have become wary of the computer screens, VPM's RZ Shah College of Arts, Science and Commerce decided to collaborate with Studio Amoli, pioneers in introducing the beautiful and diverse Indian Folk and Traditional Art to a varied audience through curated workshops. Through a workshop that went on for a little over an hour's time from 4 pm onwards by the Cultural Committee in association with the BAMMC department, it catered to an audience in the age group ranging from 6 to

over 50.

Madhubani, an art form from Bihar, involves detailed designs and use of colours from naturally occurring pigments. Popular as a wall art, it is only recently that the art form took shape on paper and canvas. The session was moderated by Ms Manjari Naidu, one of the entrepreneurs behind Studio Amoli. She also delved into the history of Madhubani art with a short video. It was followed by a live creation of an art work by Ms Shalinee Mishra, an internationally acclaimed artist in tow with Ms Anupama Ralegaonkar, the co-founder of Studio Amoli.



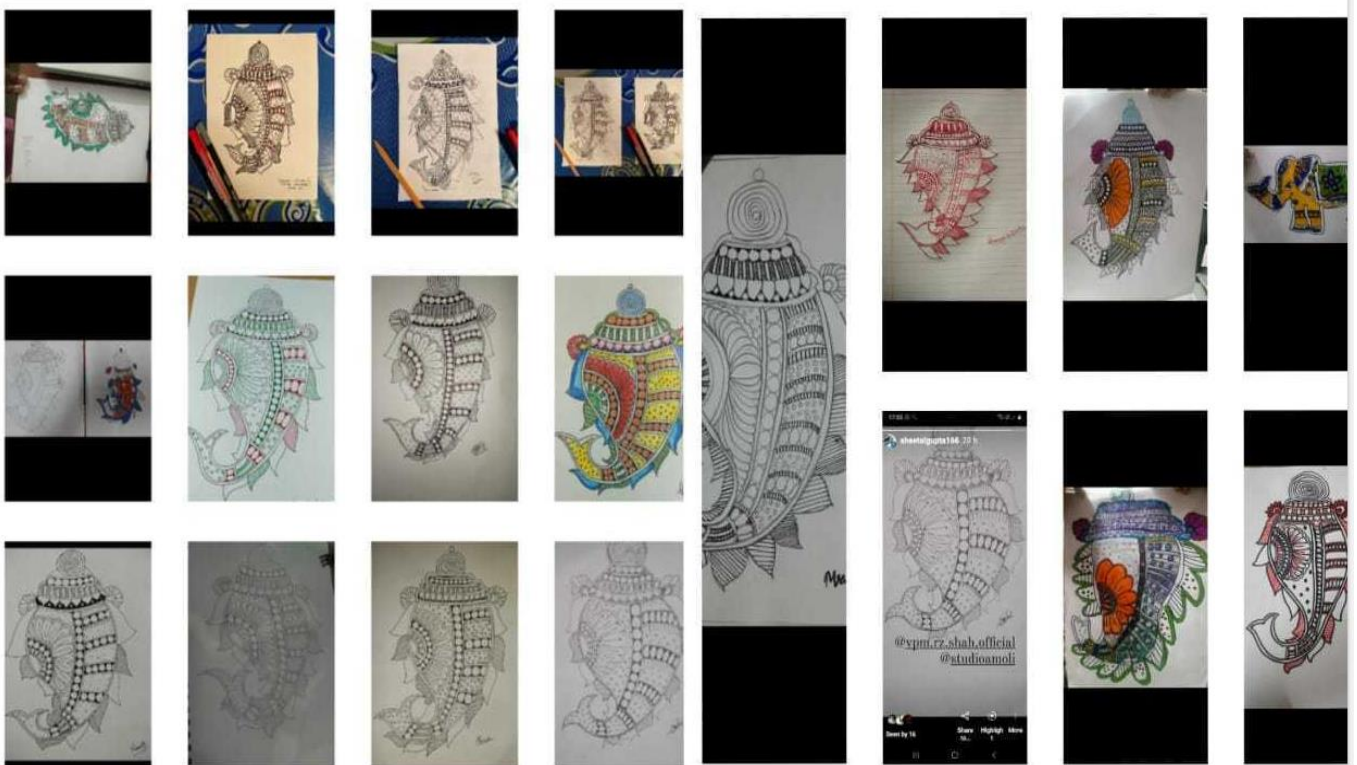
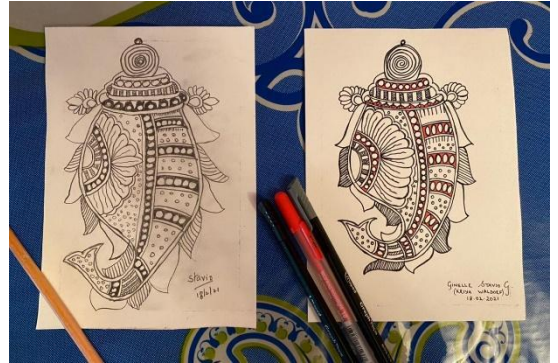
Attended by over 60 participants from across the globe and hosted by Ms Sejal Khandagale, second year student of Multimedia and Mass Communication, the session's success reflected in the completed art works and the messages that poured in post the session. It reflects the

interest and love people have for art works that when practiced, can de-stress, improve concentration thus facilitate improved creativity and interest.

Says Rutwi Marathe, a participant, "I am 10 years old and I cannot sit at one place for long time. But for this session I sat at one place for more than one hour with full concentration Thank you."

"Thank you very much for this lovely workshop. Both of us created the art work together and look forward to some more," chimed Mr Stavio Gonsalvez and Mrs Ginelle Stavio Gonsalves, a couple who joined for the session.

Mr. Mrunal Mhatre, second year student of Multimedia and Mass Communication, summed it up for all with in his words of gratitude, "Art is magic and sometimes, a little magic is all we need to tune back into the melody of our lives! They say we should be thankful for everything that happens in our life, it's all an experience." Definitely, a beautiful experience.



Mandala Art Workshop:

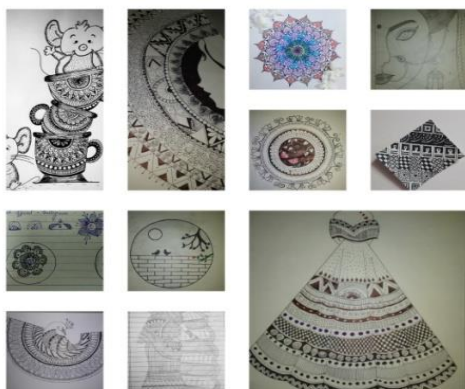
VPM'S R Z Shah College of Arts, Science and commerce, on 6th February, organized a **FREE MANDALA ART WORKSHOP** for the students, faculties, Parents and Alumni.



Mandala is a spiritual and ritual symbol in Hinduism and Buddhism, representing the universe. The circular designs symbolize the idea that life is never ending and everything is connected.



The Artist of this session was **Ms SNEHAL DNYENESHWAR PINGATE**. She is an expert in Mehendi, Embroidery, Nail Art, Doodling, Lettering, Make up, Hair Style, Portrait Rangoli. She was the winner of a number of Intercollegiate events. Not this much she was selected for fine Arts events of Youth Festival, Cultural competitions conducted by University of Mumbai. The best part of this Artist is that she is our Second Year BA student.



Close		Participants (31)	
M	Priyanka Mishra FYIT 08		
	Ritika Joshi		
SS	SANCHITA SHINDE		
S	Sheetal Gupta		
R	Shehnaz Ali18		
SR	Siddhi Roll no 38		
SS	Smita sudhir shinde		
SR	SNEHAL RAMKRISHNA SHARMA		
S	Sona		
	Twinkle Pareira		
Invite			

The event was led and executed successfully under the guidance of Members of cultural committee. The staff and students of the college participated in the events. **More than 30 Participants** were there.