

**2020-2021**

**Staff-in-Charge: Dr. Mariam Noronha**

The Arts Association conducted the following activities during the year 2020-2021:

**Digital Poster Making**

**September and October 2020**

**April 2021**

Students of TY B. Com carried out digital poster making activity aimed at generating awareness among students about law and life in general and with reference to running a business in particular. The students of M. Com Part II prepared digital posters on the Importance of Research in Day to Day Life. In April 2021, the same activity was conducted with TY marketing students who prepared posters on on Social Awareness with regard to COVID-19 Protocols.

The activity was designed to help students to enhance their verbal and non-verbal communication skills, understand the power of pictures in communication and expose them to use free digital tools and platforms to prepare posters. The activity received a good response from the students.

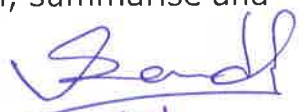
**Learning Entrepreneurship from Movies**

**3<sup>rd</sup> April 2021**

The Arts Association of the College together with the Startup and Innovation Cell of the College undertook an interesting activity of teaching through movies. Students were asked to select any one movie out of a list of movies such as *Lagaan*, *Chak de India*, *Mission Mangal*, *Guru*, *Harishchandrachi Factory*, *Dangal*, *Aladdin*, *The Jungle Book*, *The Martian* and *The Lion King*. After watching the movie the students were required to assimilate their learning, create a presentation and share the same with others at a webinar organized for this purpose.

This activity was designed to enhance student's appreciation of the arts, cinema and encouraged them to learn from observation, summarise and



  
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express what they learned. 17 students and one teacher shared their learning.



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## Activity on 'LEARNING ENTREPRENEURSHIP FROM MOVIES'



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(OR SMALL EMPLOYMENT) IT A DOLOR ET DOLOR SIT, MAJUS ADIPISCING ELIT ADIPISCING

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### LIST OF MOVIES

1. Lagaan
2. Harishchandrachi Factory
3. Chak De India
4. The Martian
5. Aladdin
6. The Jungle Book
7. The Lion King
8. Guru
9. Dangal
10. Mission Mangal

**ROLLING THE REEL OF MOVIES  
TO DRIVE THE ENTREPRENEURIAL  
MINDSET !**

**DATE : 3rd April 2021**

**Let's apply the art  
of film sense !**

\* Why not club entertainment with worthwhile learning by watching a movie/film & drawing entrepreneurial attitudes/tendencies ?

\* Share your learnings with the rest & learn from the