

AMITY UNIVERSITY

— R A J A S T H A N —

AMITY SCHOOL OF FINE ARTS (ASFA)

Bachelor of fine arts

(Specialization: Sculpture/ Applied Arts/ Painting)

List of students undertaking field project or research projects or internships.

Program Code	Programme name	Name of the students
12057	Bachelor of Fine Arts	Yash Agarwal
12057	Bachelor of Fine Arts	Sukhmani Grewal
12057	Bachelor of Fine Arts	Anushka Mishra
12057	Bachelor of Fine Arts	Khushi Verma
12057	Bachelor of Fine Arts	Priyanka
12057	Bachelor of Fine Arts	Kushagra Sharma
12057	Bachelor of Fine Arts	Ipsa Makani
12057	Bachelor of Fine Arts	Yashwant Sharma
12057	Bachelor of Fine Arts	Shreya Kanwar
12057	Bachelor of Fine Arts	Falguni Sharma
12057	Bachelor of Fine Arts	Anushka Pandiya
12057	Bachelor of Fine Arts	Aashi Ghai
12057	Bachelor of Fine Arts	Apoorva Maurya
12057	Bachelor of Fine Arts	Mehul Kulshrestha
12057	Bachelor of Fine Arts	Jyotika Singhal
12057	Bachelor of Fine Arts	Ashish Kaur Bhatia
12057	Bachelor of Fine Arts	Saloni Sharma
12057	Bachelor of Fine Arts	Mohit Kaushik
12057	Bachelor of Fine Arts	Anurag Jareda
12057	Bachelor of Fine Arts	Deepanshi Sharma
12057	Bachelor of Fine Arts	Apoorva Maurya
12057	Bachelor of Fine Arts	Mehul Kulshrestha
12057	Bachelor of Fine Arts	Saloni Sharma
12057	Bachelor of Fine Arts	Mohit Kaushik
12057	Bachelor of Fine Arts	Deepanshi Sharma
12057	Bachelor of Fine Arts	Jyotika Singhal,
12057	Bachelor of Fine Arts	Ashish Kaur Bhatia,
12057	Bachelor of Fine Arts	Anurag Jareda

SUMMER ASSINGMENT

WORK BRIEF

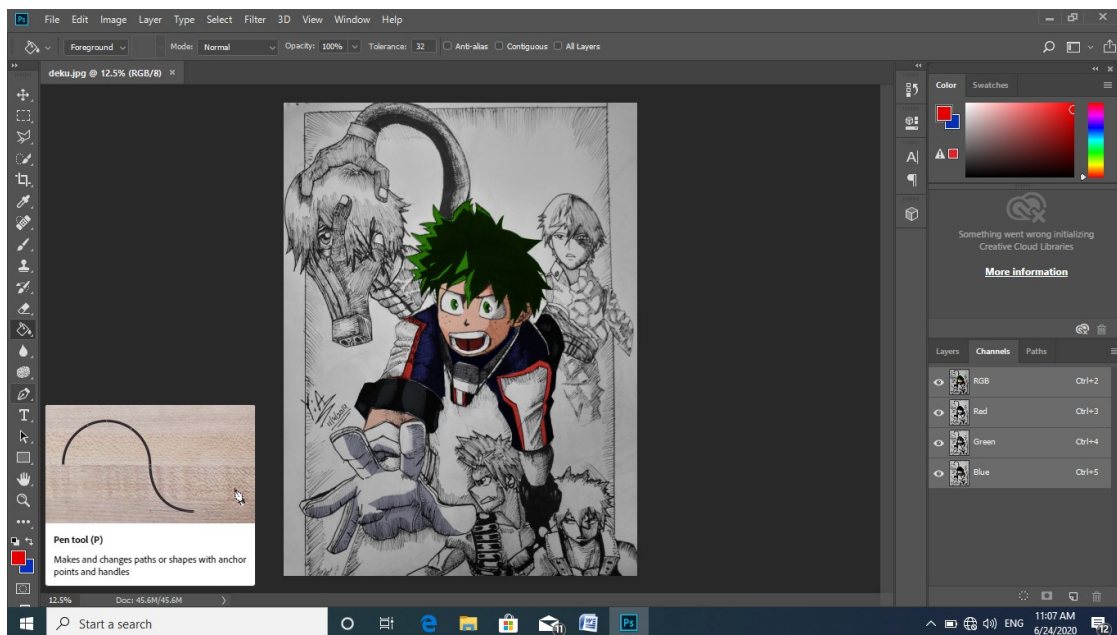
PHOTOSHOP

WHY I LIKE PHOTOSHOP?

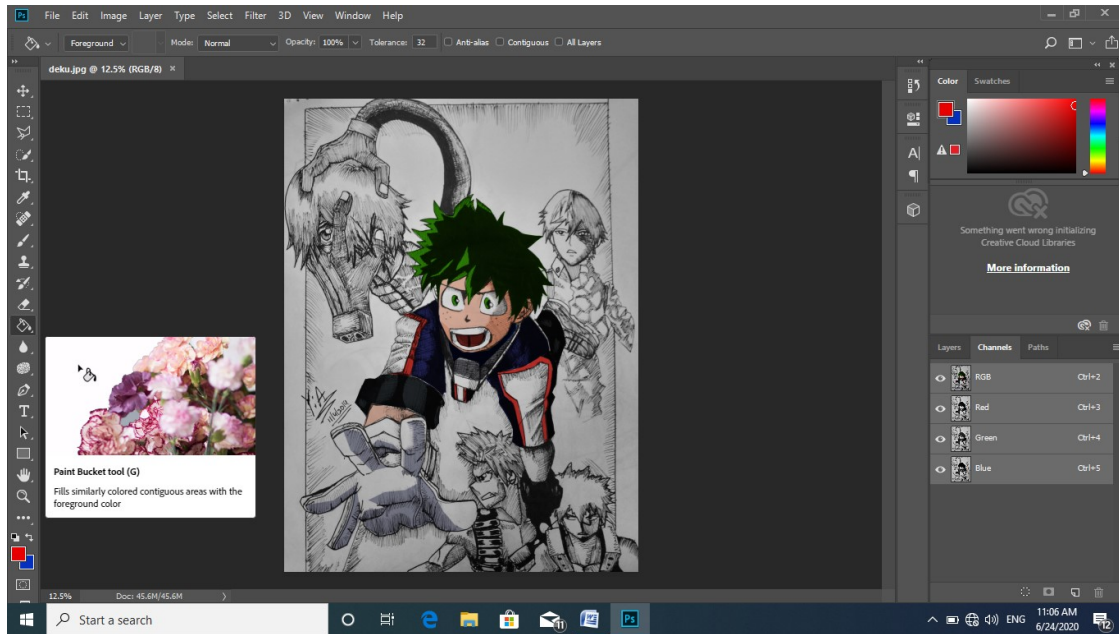
- It has a lot of uses not only photo editing but many more than that for example drawing, logo designing etc.
- It is capable of not only making a raw design but coloring too ,it comes with a wide range of options in colors, texture and effect to add in the image .
- There are a wide variety of tools which helps you to create of edit image in different ways or manners.
- You can later edit the contrast ,level and curves.

TOOLS I USED

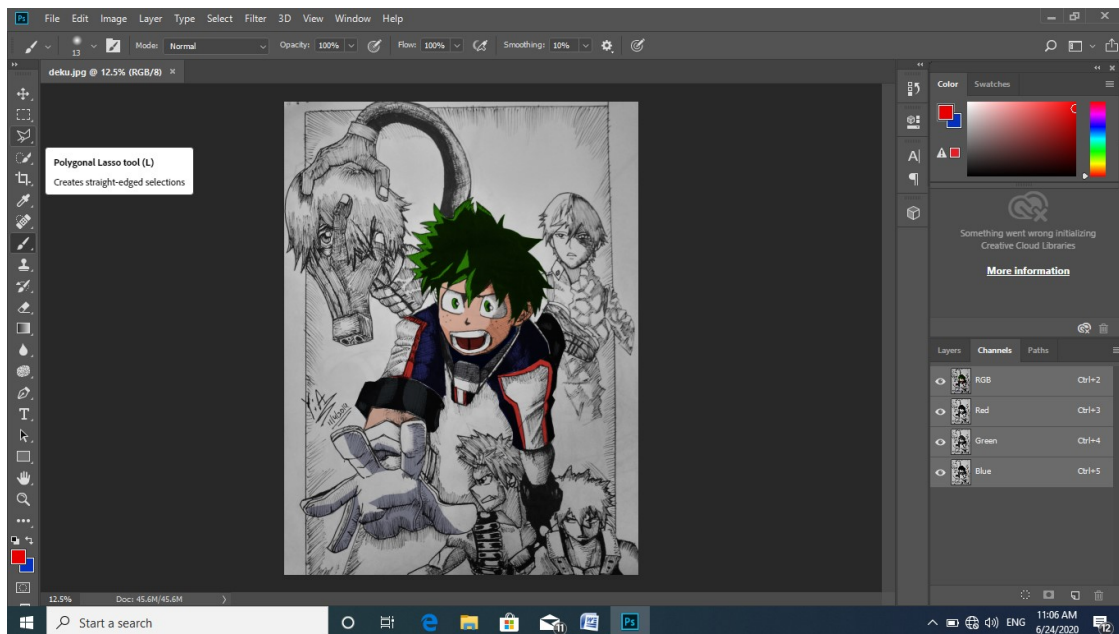
- **PEN TOOL:** I did not find it user-friendly as I faced many problem while using it.



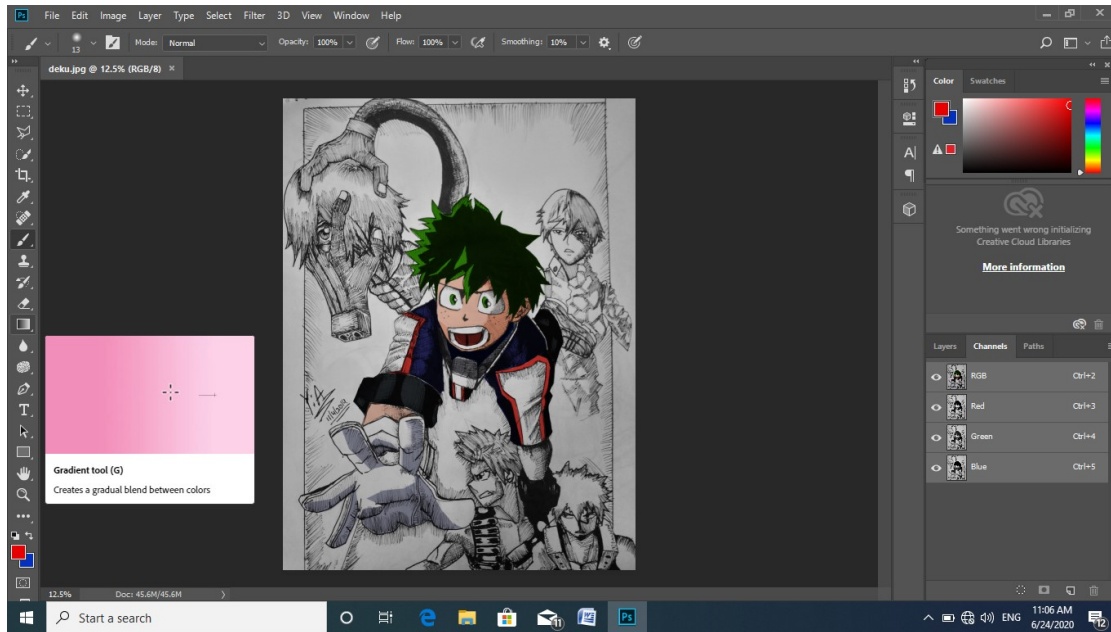
- **PAINT BUCKET TOOL:** basically used for filling color.



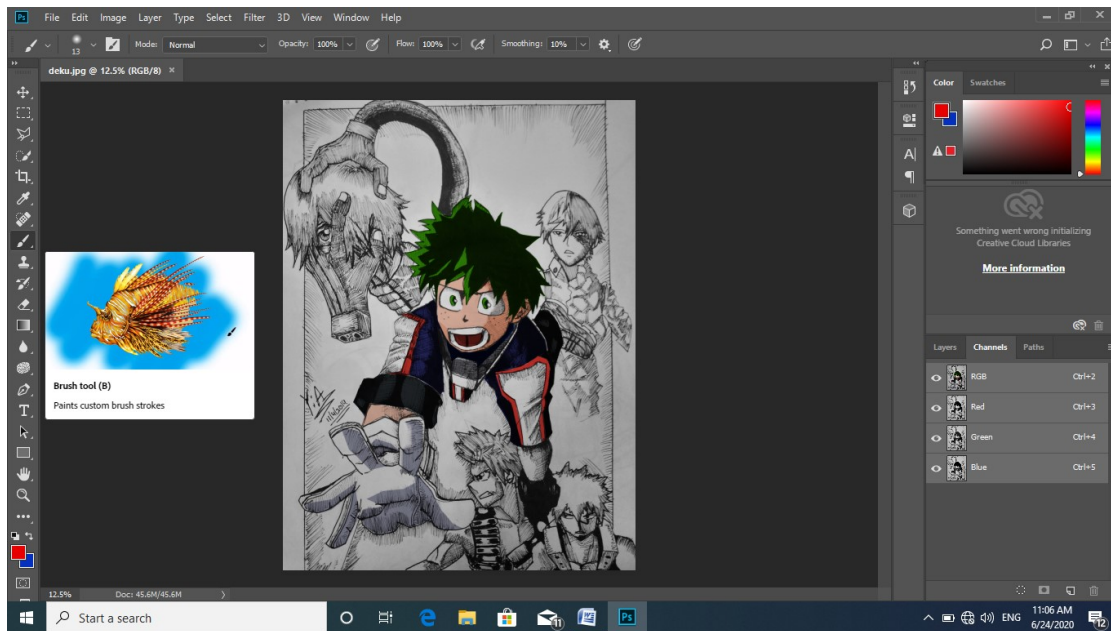
- **POLYGON AND MAGNETIC LASSO :** it's a very user –friendly and convenient tool to use especially for selection .



- **GRADIENT TOOL:** basically I use it when I want to want a combination of 2 colors or shade.



- **MIXER BRUSH TOOL:** can be used to blend 2 different colors.



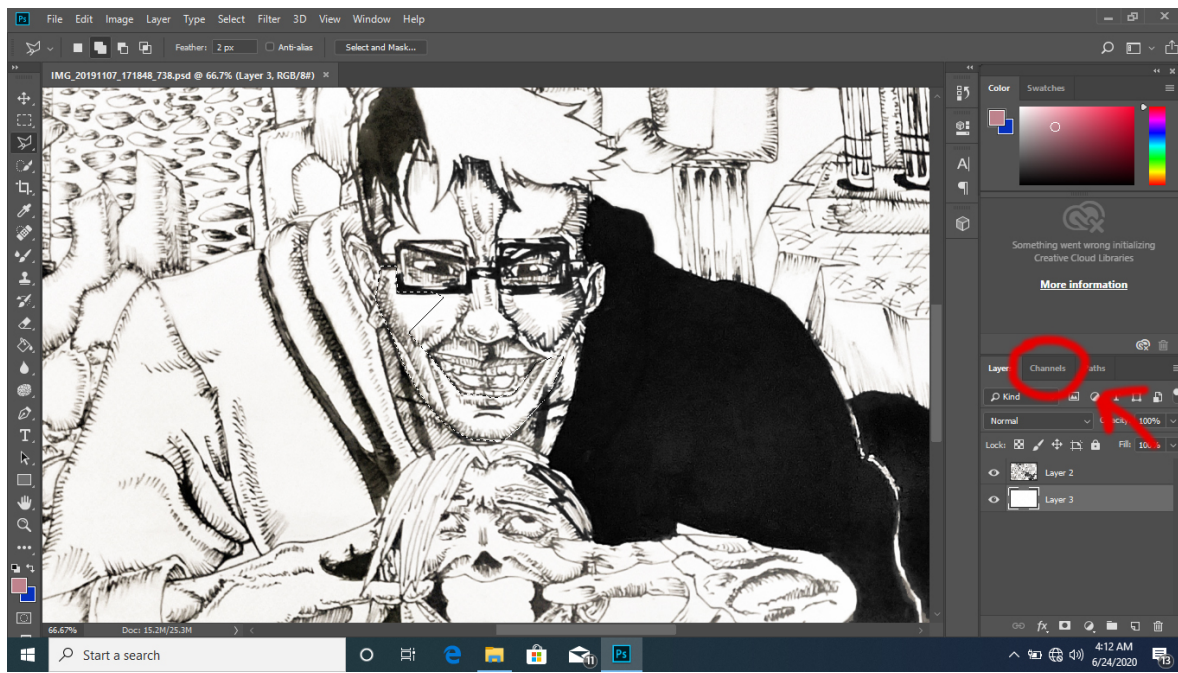
- **TYPE TOOL:** basically used to add text.

PROBLEMS I FACED

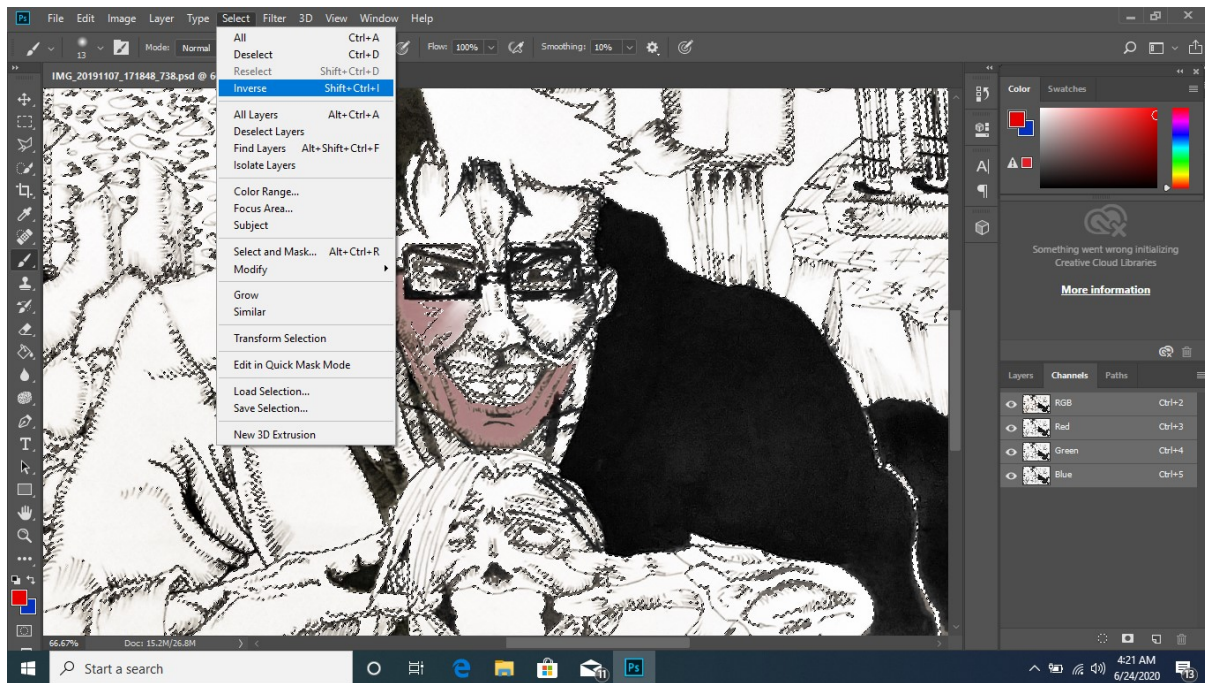
- I wasn't aware how to color my drawing without overlapping the color on my drawing
- Had to go through a lot of tutorial.
- I had a lot of hard time with selection tools to master it perfectly.
- Had a hard time to find out blending options.

PROCESS

- STEP 1 – Take a manual art work in which u want to add color.
- STEP 2 – Go to the channel option and press control with left click which will select your drawing.



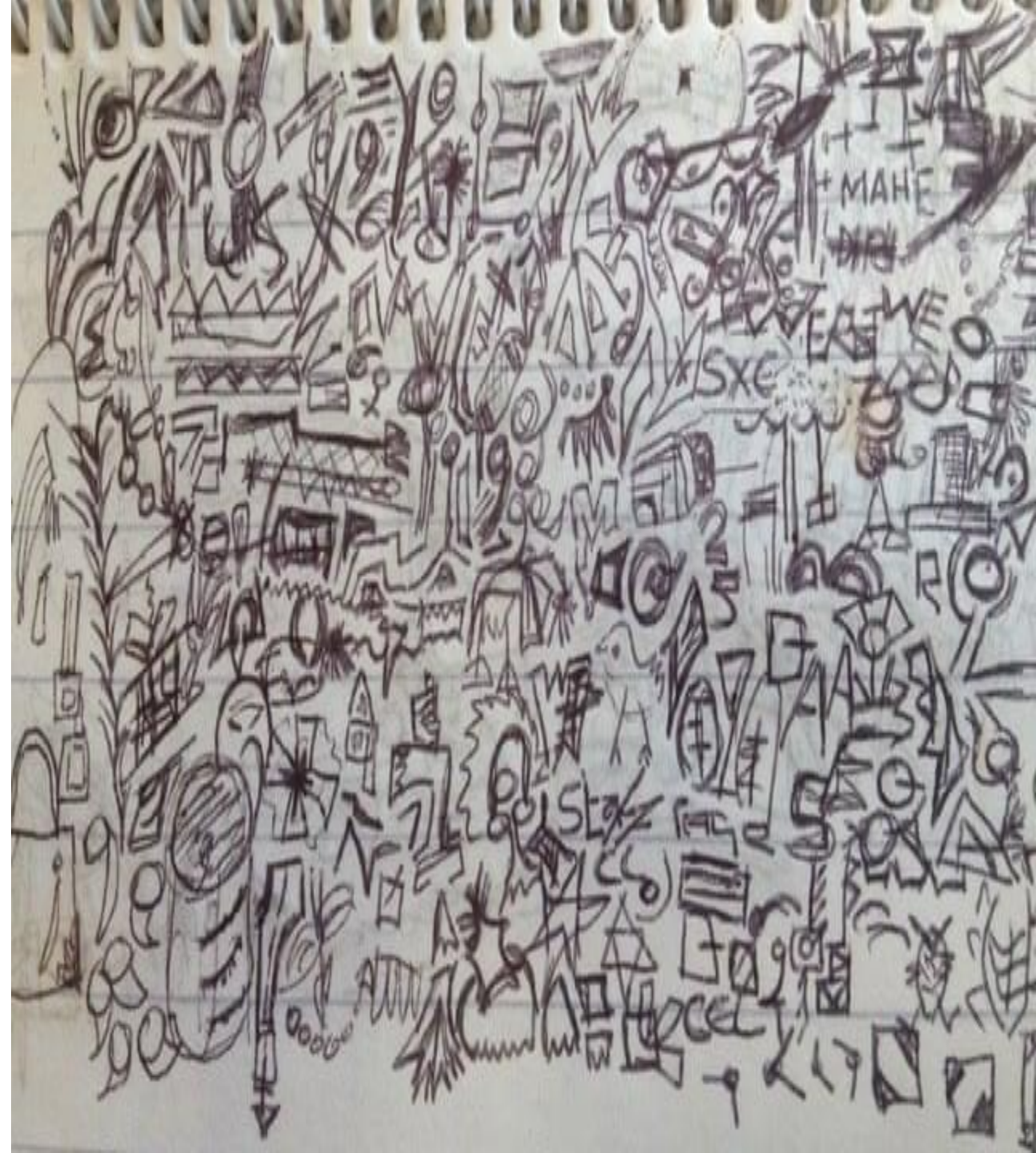
- STEP 3 – Inverse the selection and paste the selection in new layer.

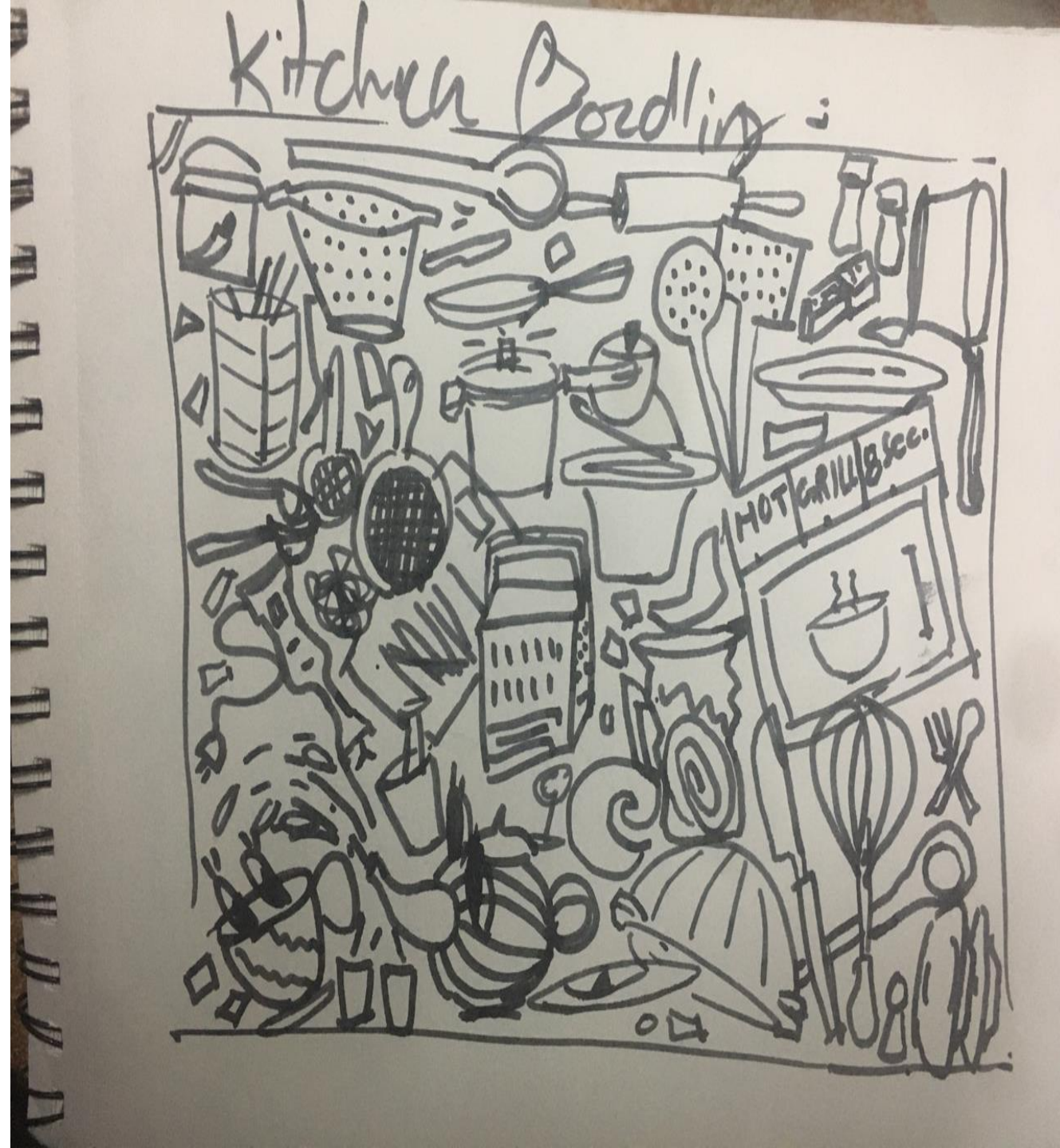
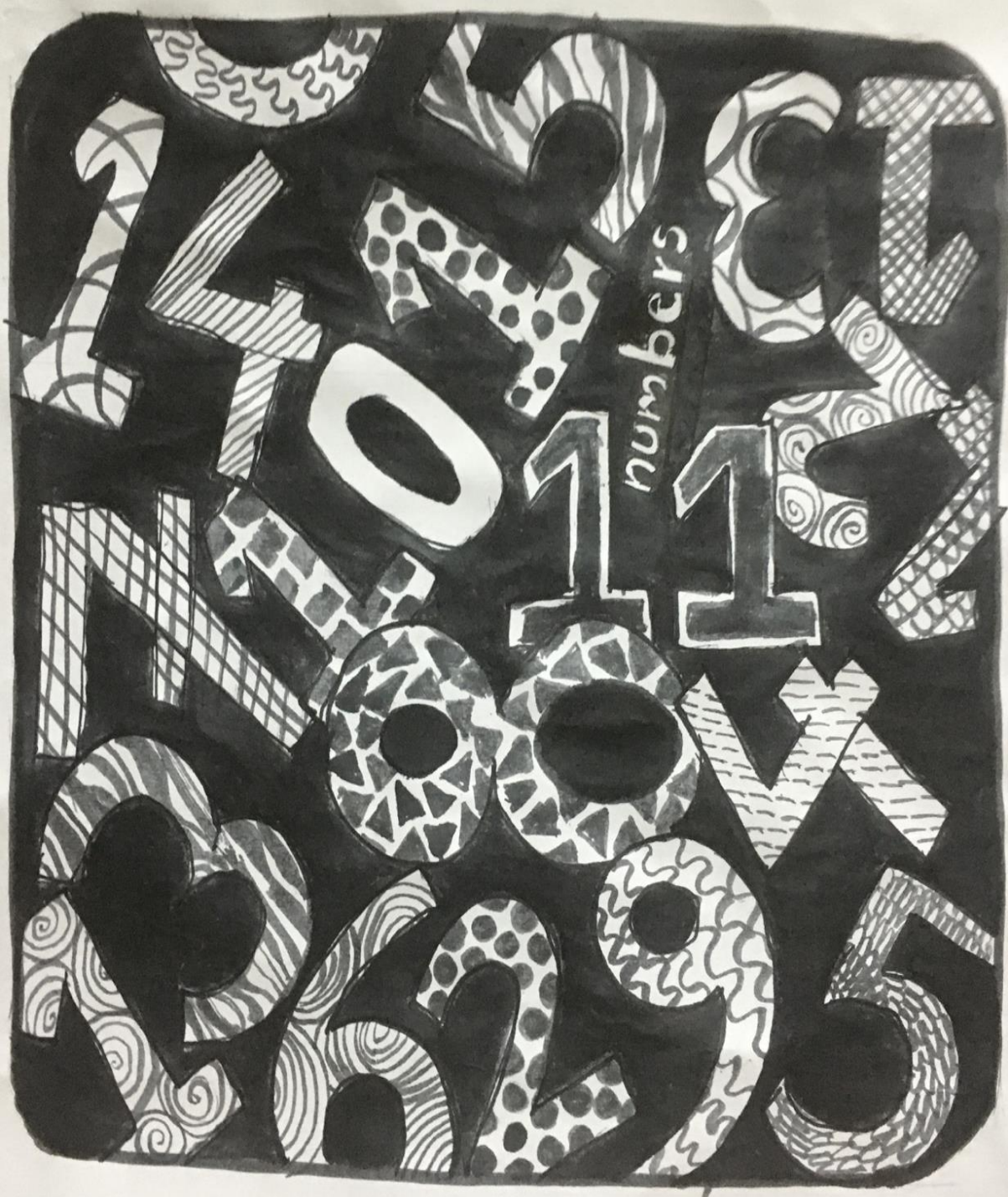


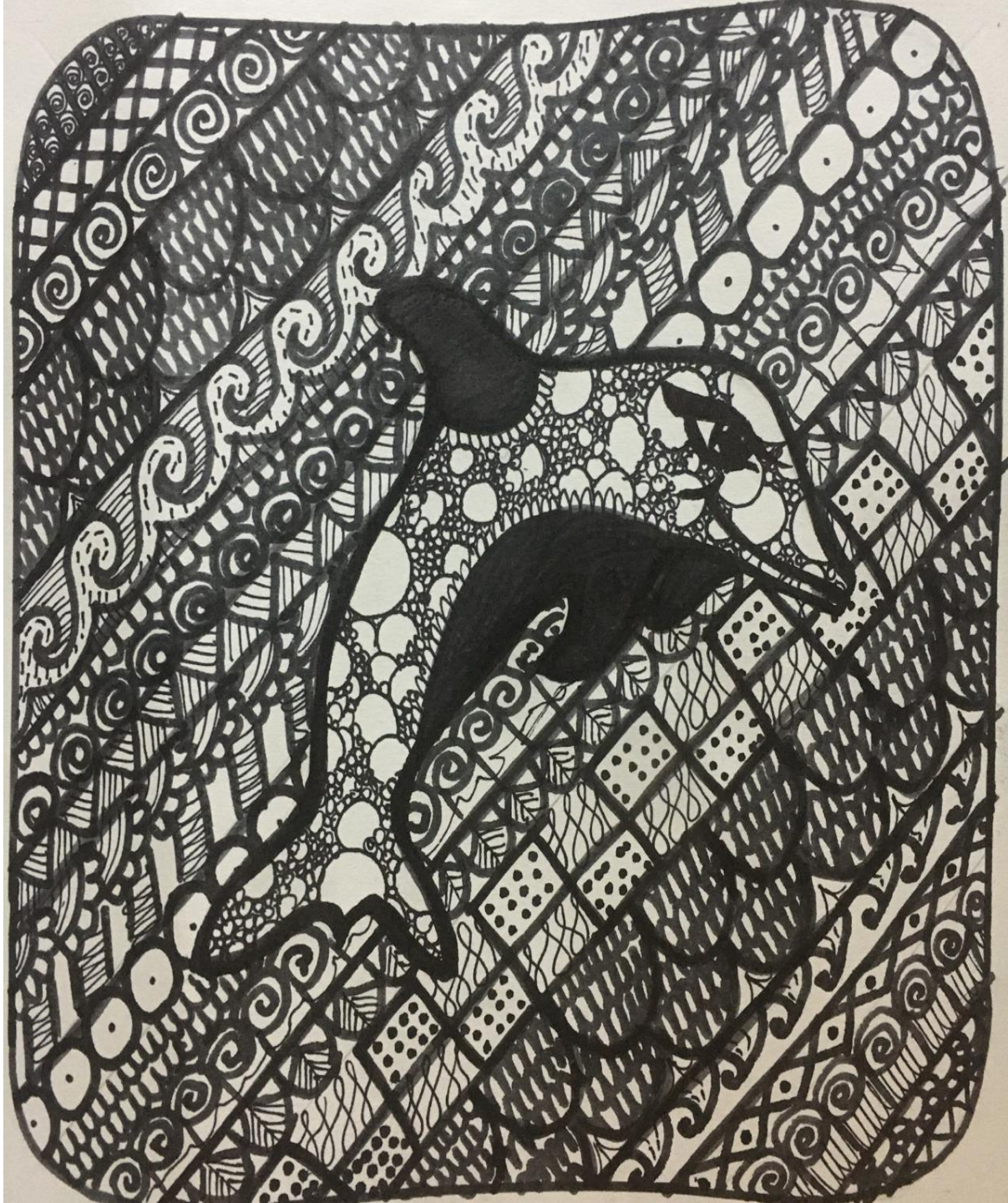
➤ STEP 4 – Now start coloring on your drawing.

YASH AGARWAL
FINE ARTS
1ST YEAR

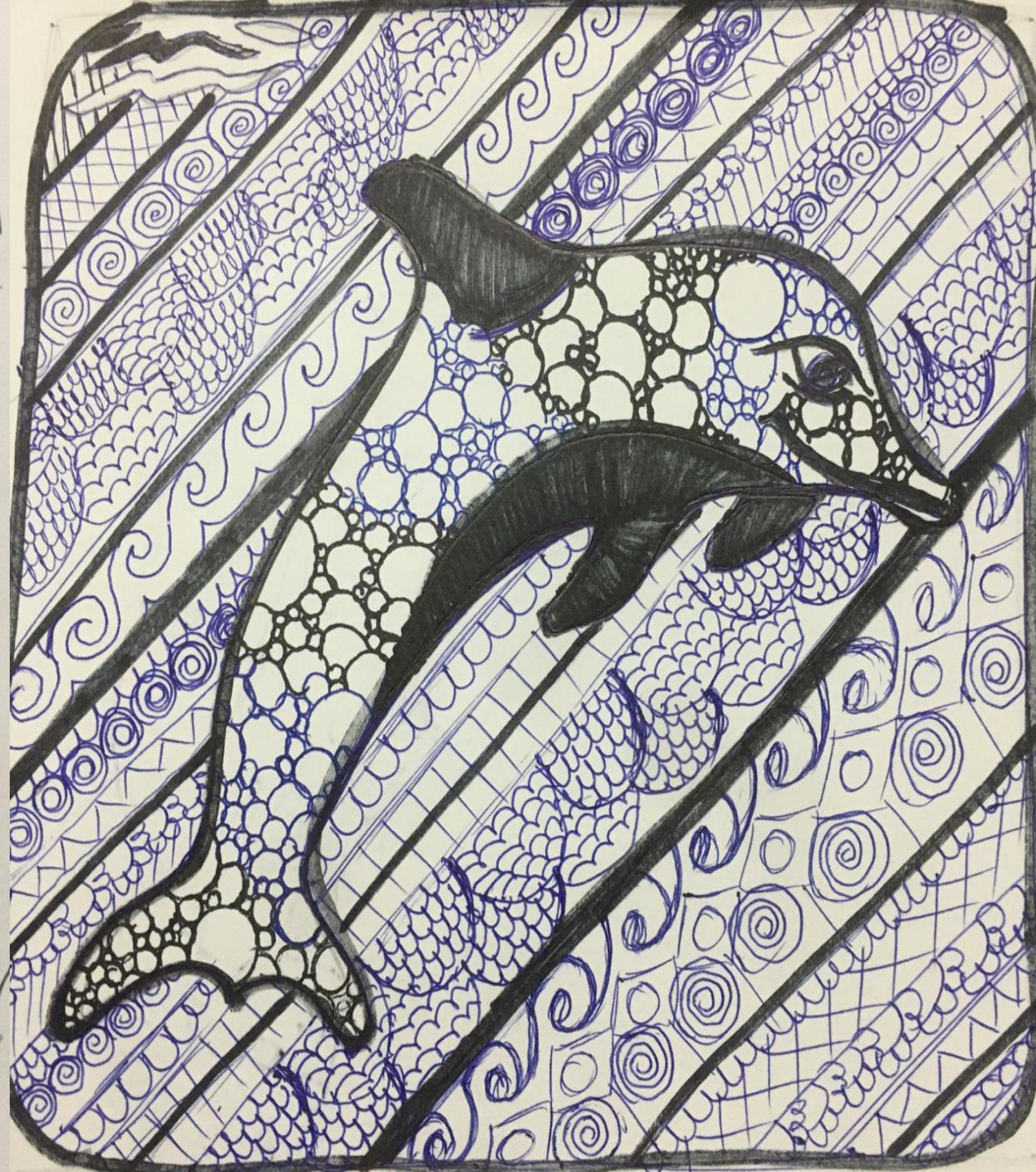












SUMMER ASSIGNMENT REPORT

SUBMITTED BY: ANUSHKA MISHRA

SUBMITTED TO: Ms.MANISHA PAJAPAT MA'AM

SUBJECT: APPLIED ARTS 3rd SEMESTER

ENROLMENT NO: A20605719005

“Don’t be afraid to start over. It’s a new chance to rebuild what you want.”

So here i started with my report, based on my summer assignment which was assigned to us after completion of our 1st year i.e. foundation year. The assignment was started from 18th may,2020 till 15th june,2020. During this year was difficult for everyone in the world because of world epidemic[corona virus],I couldn't able to work under any artist .

Even during this rough time ,I could manage to complete my assignment. I would like to take the opportunity to thank and express my deep sense of gratitude to my faculty mentor Ms. MANISHA PRAJAPAT MA'AM. I am greatly indebted to her for providing her valuable guidance at all the stage of process, her advice, constructive suggestions, positive and supportive attitude and continuous encouragement without which it would be difficult to complete it. During this time it was very productive for me and I could able to work upon my skills and learnt new techniques.

I created 5 artwork of different medium and techniques.

For the 1st sheet I did a COLLAGE ART in a form of landscape. Collage is a technique of art creation, an assemblage of different forms, thus creating a new whole. With help of magazine cuttings and gloss papers in a shape of rectangle. I completed my landscape as my 1st sheet of artwork. During this whole period while doing the artwork i try to learn that we can create an art without using any paints or brushes, but instead by some paper cuttings.

For the 2nd and the 3rd sheets the technique i tried was INK ART. I made a potrait of a girl with horse and the potrait of a tribal person on layers of newspapers which was pasted on a A3 size ivory sheets with the help of a glue. After it got dried, at first i used a pencil and made the potrait after that i used coffee with water to give an effect to it. The reason behind of using coffee as i wishes to experiment with different medium for my artwork to be a bit different rather than just copying to it. As coffee gives a great effect to my artwork.

For the 4th and the 5th sheets, as i was suggested by my mentor to try and create a artwork by following the technique of POINTILLISM. As before starting my work i tried to learn more about this technique as it was new to me to start with it. As i discovered about if from different websites and by watching some videos. Even i have gone through some few famous artworks of the great artist of pointillism GEORGE SEURAT. His most famous artwork name 'A SUNDAY AFTERNOON ON THE ISLANDS OF LA GRANDE'. This artwork is a leading example of pointillist technique, executed on a large canvas. Instead of blending two colours together instead he took two different colours and put

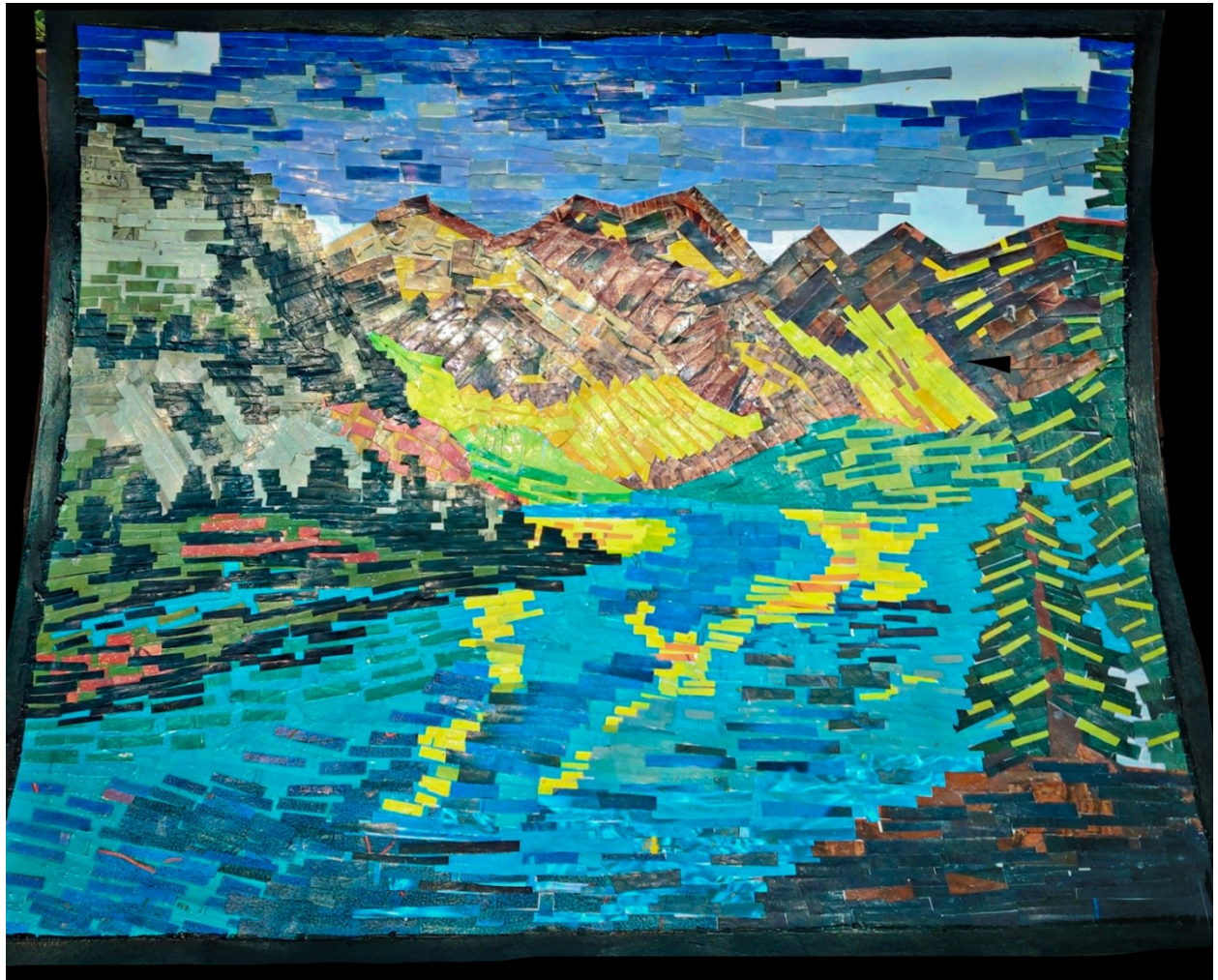
them side to side of each other. As it make a delineation of a different colours after seeing it from a distant point of view.

In the 4th sheet i used paints and brushes on A3 size buff sheet. I gave a name to my artwork “A FISH UNDER WATER”. I made small-small dots/points by using brush[000], and different colours.

In the 5th sheet i used the same technique, but different medium. I used black micron pens in a form of small dots/points. Although, it was much difficult and time taking to complete it in comparison of using brushes and paints.

No matter how difficult or totally new for me to try different techniques and mediums,the most important thing is developing your skills and learning new things everyday in this field. I really enjoyed while doing my artwork and very happy that even during this hard time i could able to learn something new under the guidance of my mentor and i am thankful that she helped me during this whole time and making my time worthy/valuable, able to developed my skills.

1st SHEET



2ND SHEET



3RD SHEET



4th SHEET



5th SHEET



THANK YOU



Summer Assignment

WORK REPORT

department: Fine arts report person: Khushi
Verma

Submitted to : Ma'am Manisha Prajapati



ONE LINE ART



One line art / continuous line art is a process of creating something by a single continuous line . Basically all one has to do is not lift the pen at all until the satisfaction has been attained . I observed mainly two types of continuous line art . One where the line is clean, smooth and doesn't overlap too often . Second where the lines are scribbly and a bit confused and messy but still manage to give an artistic and interesting outcome and also conveys the purpose.

Depending upon the flow of the lines and the medium used , one line art can be very much varied in terms creating different effects.

It is one of the most satisfying and relaxing processes I've ever tried although I still find random paint brush strokes the best.

In the beginning it was a little hesitant for me because it required drawing straight off using a pen and making no mistakes as for some reason I had this impression that I can't go back once I mess up which was to an extent true .

So I started off with pencil and the first thing I had to overcome to actually understand this art form was to be fearless.

I've had this fear problem since a very long time especially when I take breaks from sketching my hand refuses to be confident.

This was another reason why I decided to take up one line art as my summer assignment.

I thought it would help my hand get free and flowy .

It surely did a little but I feel to master the flow in one line art I need to create a little one line sketch daily .

Also another thing I realised was that of consistently drawing one thing until I get good at it .

My mistake was that I wanted to try as many different thing to draw as possible .

I'll keep that in mind now and draw a single topic for a few days in continuity.

That will surely help me improve.

One line art is something that every beginner should put into habit . I think it's very creative and it gives us a way of looking at things , quickly grabbing the necessary outlines , where to have the line thin and thick according to the light and shadow to create with as fluency as possible.

That's all.

Thank you!













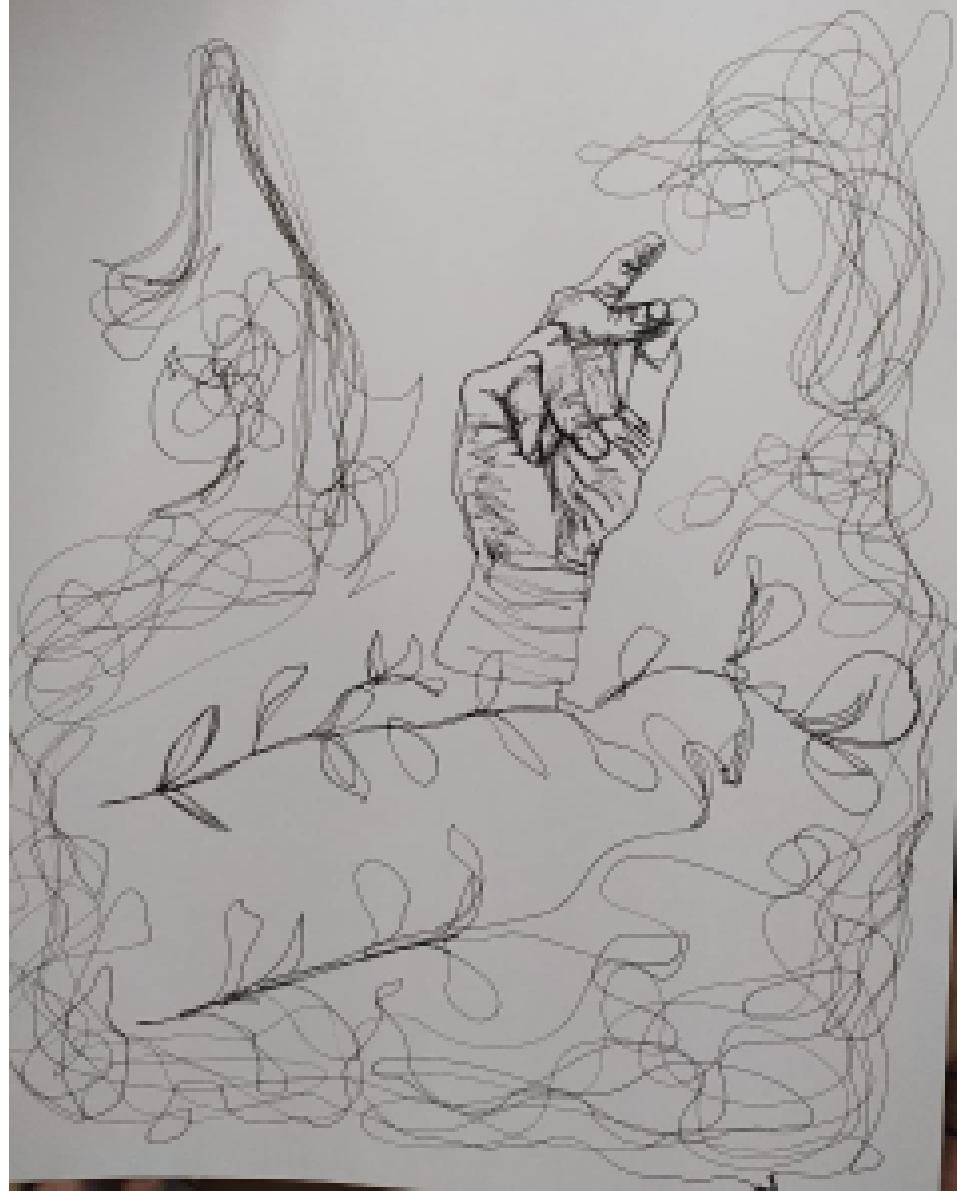














THANKS

Summer Assignment

Pencil portrait

Priyanka

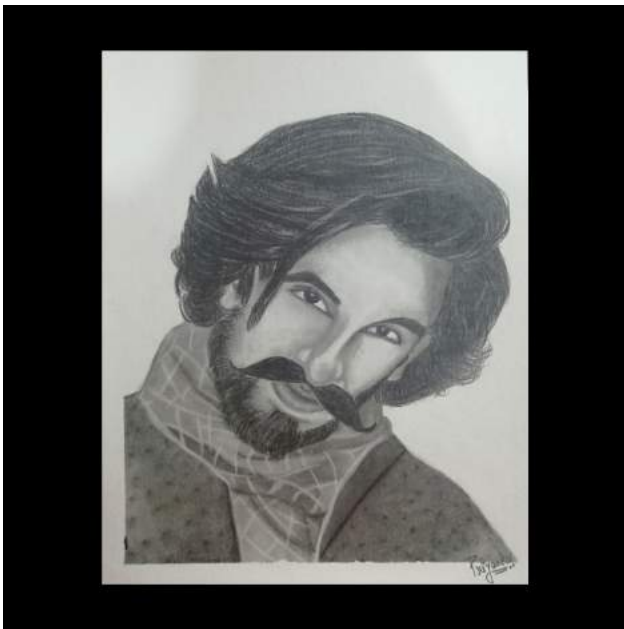
2nd year

3rd semester

A20605719010

Fine Arts







Pencil portrait lesson explains and illustrates the step by step drawing techniques involved in creating the above portrait of my family members and same my favorite actor and actress.

There are three basic stages in the creation of the portrait :

Step 1: Using line drawing to organise the position, shape and proportion of the features.

Step 2: Using shading to create the tones and form of each features.

Step 3: Refining the tones to unify all the elements of the portrait.

In the starting I really feel that I can't draw or make portrait as proper as others but when I started drawing them. First I practice same simple face study. Then I read some points about the features and the way of doing that. Some vedio and portrait of others also watch. Then I get same idea how to do it. Then I started drawing them.

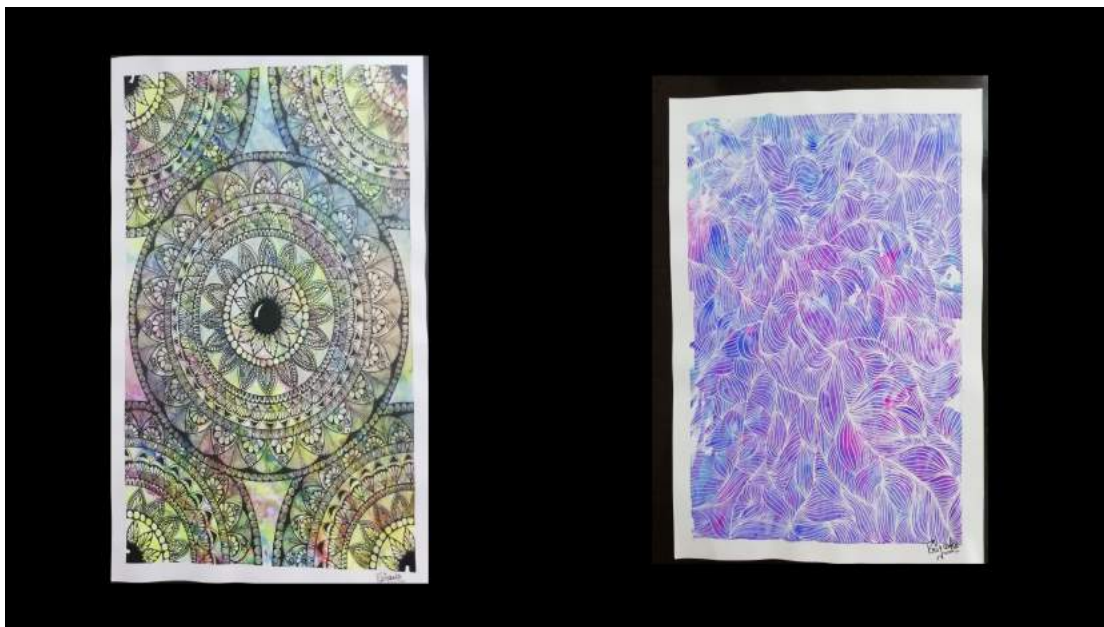
After every portrait I got some idea and experience how to do and what more can

be added into them and what mistake I made in pervious one.

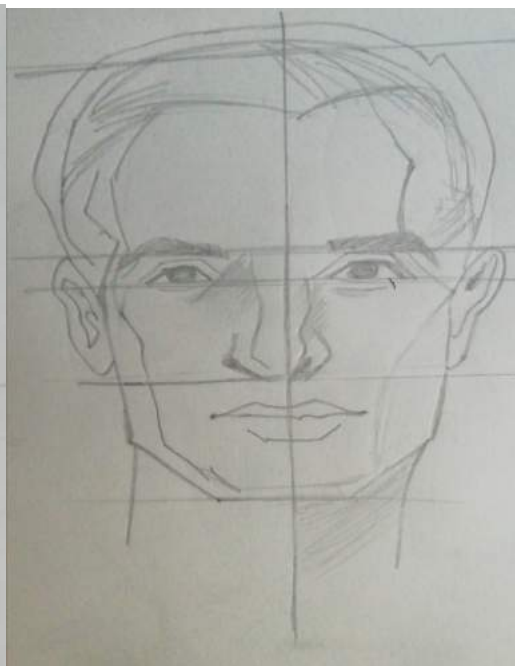
The size and position of the other features are directly related to the scale and placement of the eyes. The main features are then framed by the outline of the face and hair, while the neck and shoulder form an angular support for the head. At this stage, the drawing is no more than a set of carefully measured features that establish the final proportions of the head.

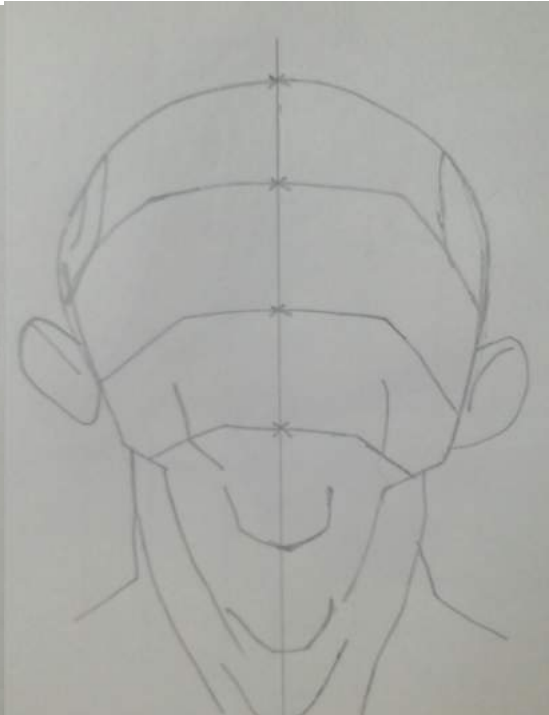
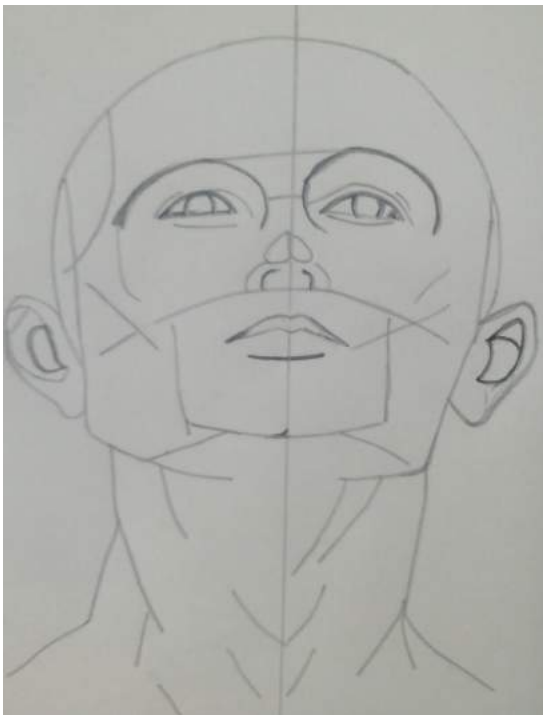
These are the some steps that i follow in the drawing. And the fair and hesitation of making portrait is remove by make same portrait and now I can make any kind of portrait very easily. The experience of doing this assignment was very interesting and amazing.

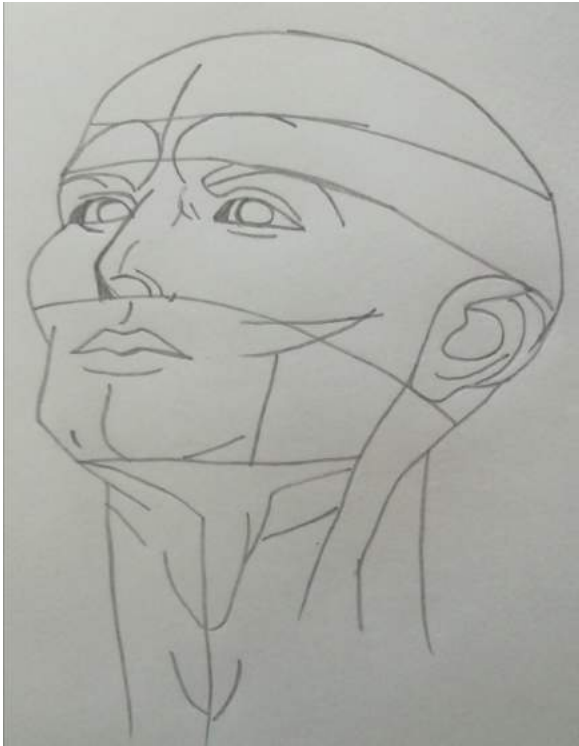
Some more art work of my in this lockdown

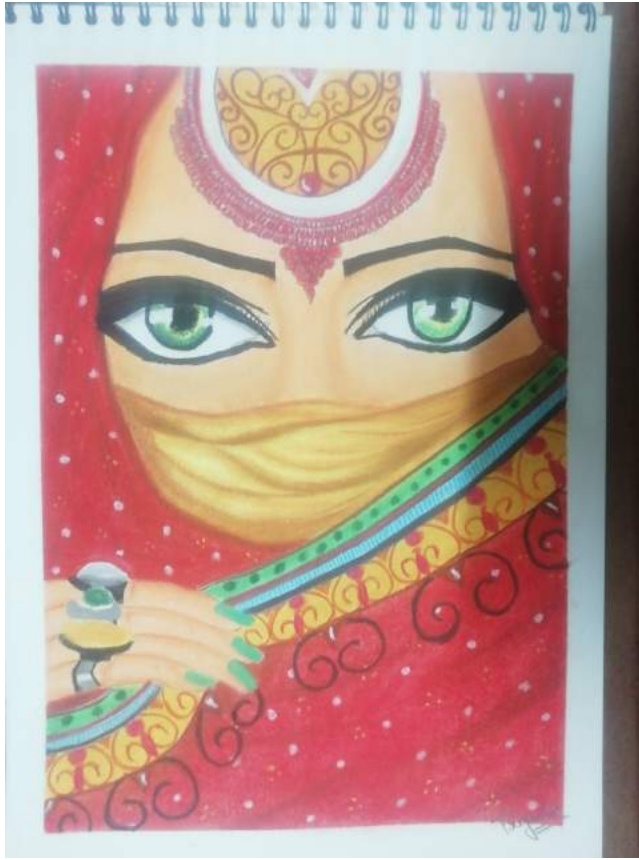


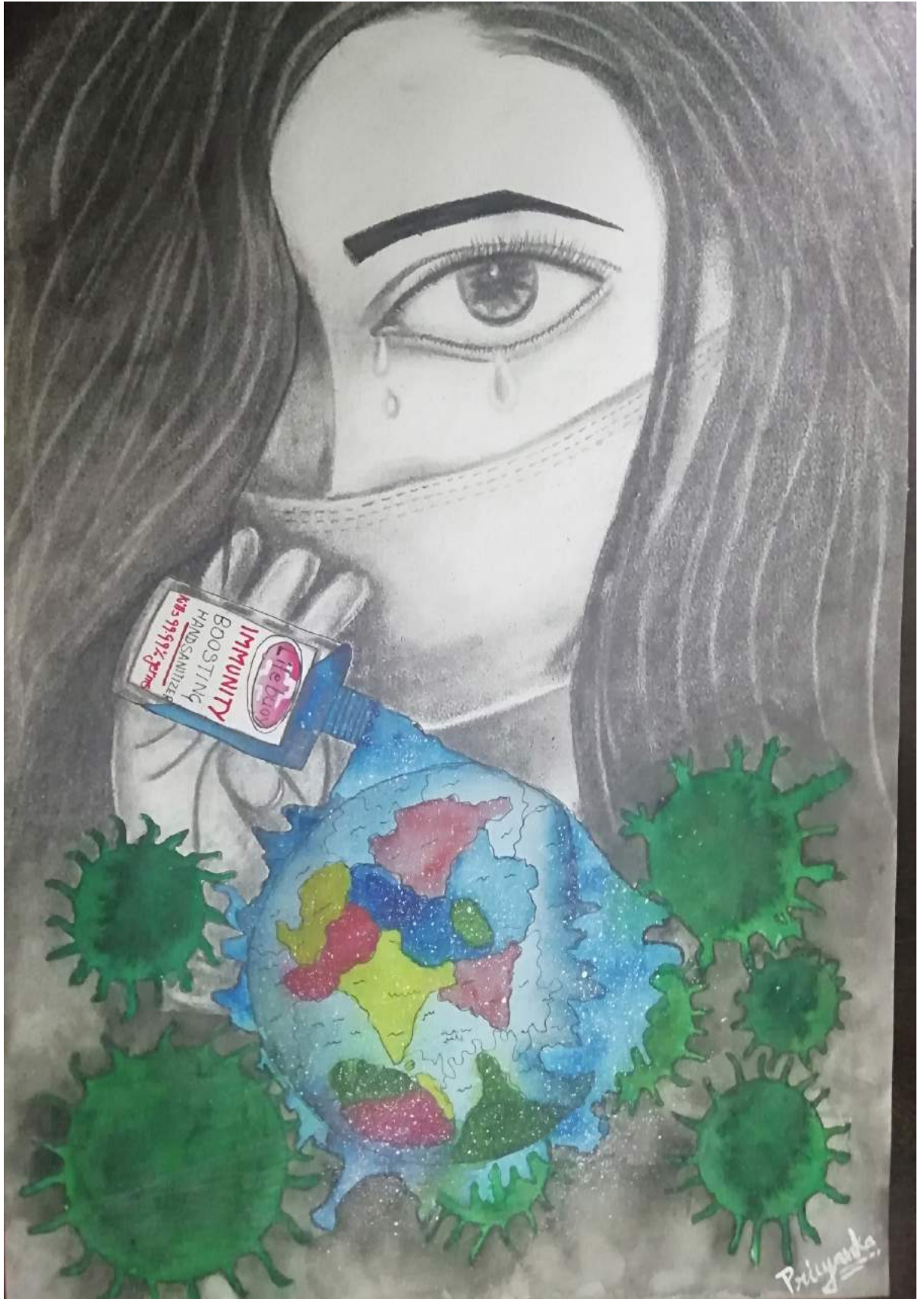
















SUMMER ASSIGNMENT

INTRODUCTION

Students of Amity school of Fine arts have given a summer assignments in which students have to learn something new and get better with their skills and techniques between these days in which we have a lot of time to mug up things and gain some experience , which will prove to be a good way in learning as a artist.

Personal details

Myself kushagra Sharma studying in the amity school of fine arts, Jaipur. I'm currently running in second year.

Work experience

Experience is quite helpful and exciting as well as it's a great use of time in improving and upgrading our skills in our to become an good artist.

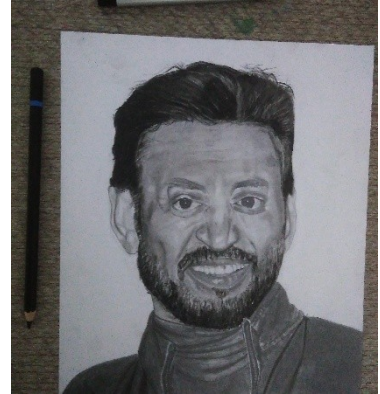
I have been working on many subjects and tried as well as practice in various mediums and categories, such as:

Pencil sketching, cartoon illustrations, comic based art and realistic portrait drawings.

Acknowledgement

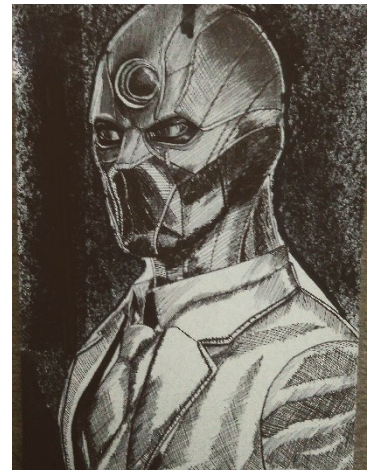
Specially thankful to my teachers who admire their students and motivate 'em in order to get clarity, accuracy and a clear vision in their way. they guide us in every aspect OF THIS ASSIGNMENT ALSO.

here is some of my art works in different categories:

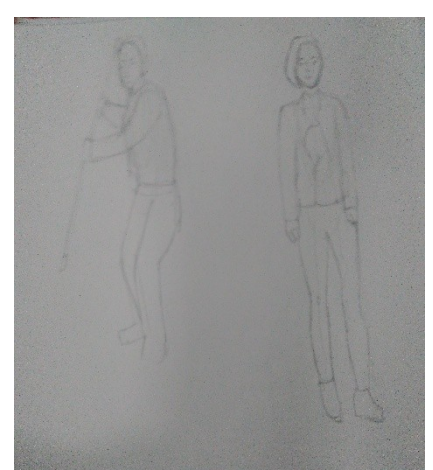
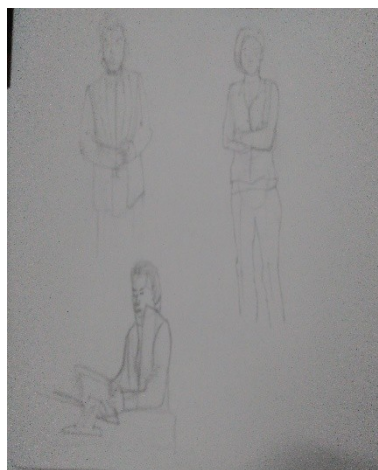
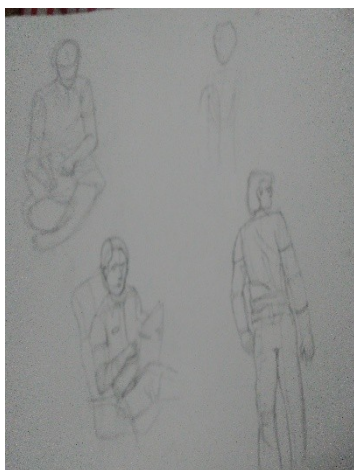
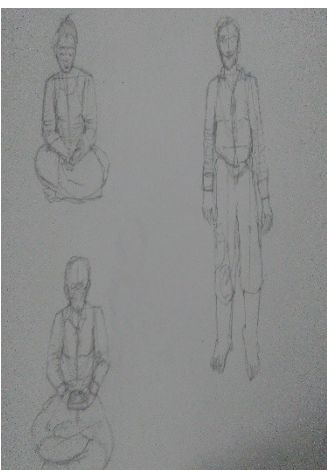


portrait art

Comic based art

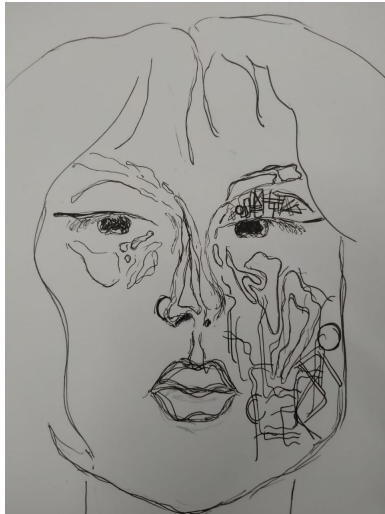


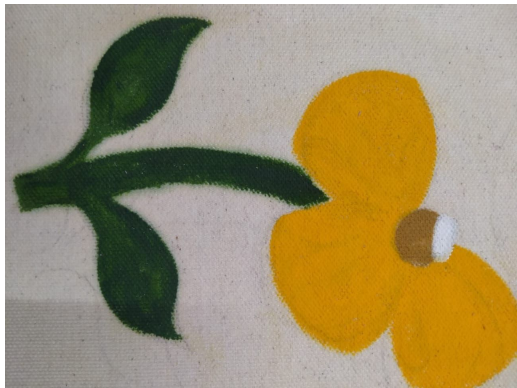
Pencil sketches

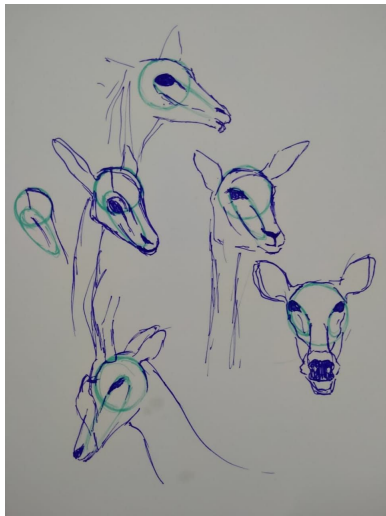
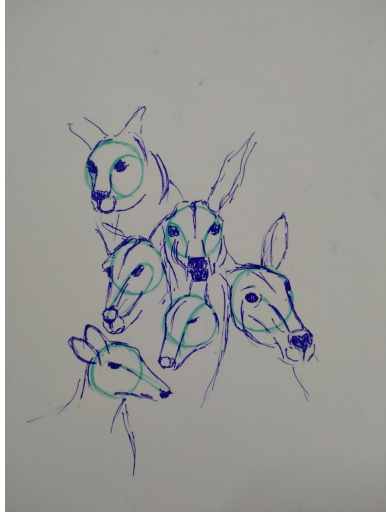
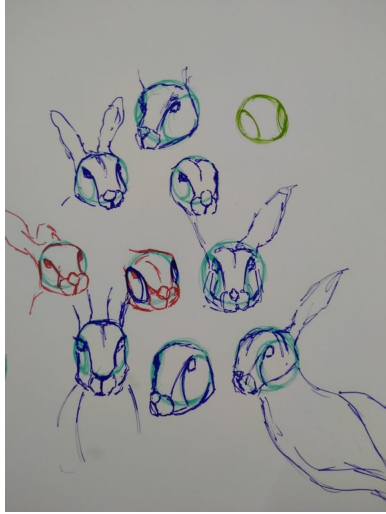
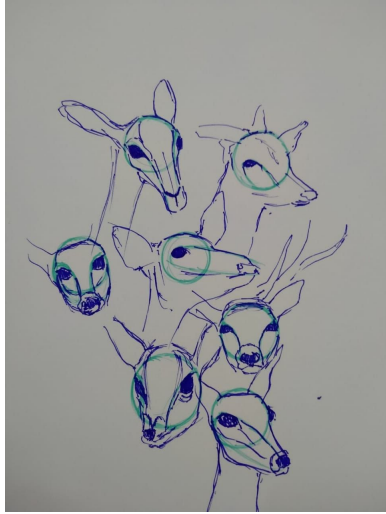


Cartoon illustrations

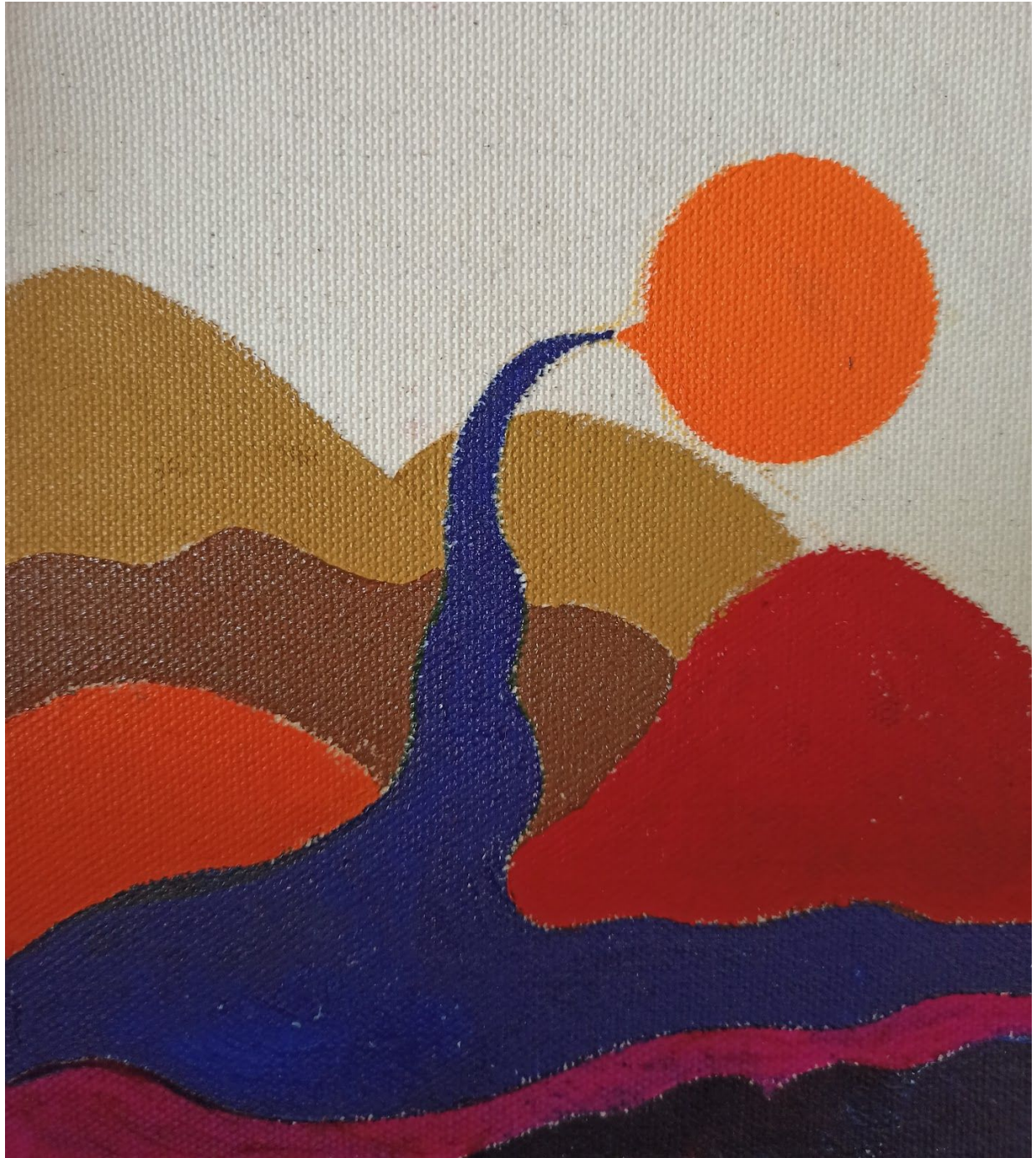












PRACTICAL TRAINING REPORT



AMITY UNIVERSITY

TOPIC- *Basic composition in photography*

SUBMITTED TO:

MS. MANISHA PRAJAPAT
SHARMA

SUBMITTED BY:

YASHWANT

A20605718001

3RD YEAR (SEM. 5)

BASIC COMPOSITION IN PHOTOGRAPHY (REPORT)

Objective

The objective of the of the course is to learn the need for good composition in photography how to compose a picture why some photos don't work and how will you compose a picture.

Course Description

The courses is provided by udemy.com. This course shows in-depth how the composition should be done and why some photos works or others don't Thomas shows several composition elements which help you improve your photograph from scratch after this course you will look at the world with different eyes and will make your photos in a more creative way

Module 1

This module says about how to fill your frame in a good way every photo is originated in your head first whenever you go for a photograph compose your picture is right is not a coincidence There are some basic rules which makes your photograph look good expressing something in just one frame, you have to tell a There are some basic things such as the quality of content miss the subject you know you want to fill the frame without having to focus on your subject mainly not on the background In a photograph there is need of a Storey, There's no need to fill your frame With anything.

You have to be creative for composing a picture of the subject you choose and the angle you take is the base which tells your Storey. you have to think about the technical quality of the photograph such as the sharpness exposure contrast.

There's a basic rule of photography which says less is more, don't fill your frame with subjects Which are not telling something valuable in this Storey. make your picture as appealing as possible. Too much of the crowd disturbed the picture. There are some basic mathematical rules which aesthetically improve your photograph. The rules are the Golden ratio rule of 3rd and the Golden triangle.

Module 2

In this module learned about the space rule of a triangle how to simplify a photograph where does a need for symmetry in the middle of the Subject how to balance a picture how to fill your frame with a

more valuable subject what is the right distance to create a good photograph what is the right frame size what is the decisive moment of the fauxtography and the point of view. to simplify a photograph get a little bit close to the subject who says your Storey and when there is a need to more right or left do it make your camera angle well if there is need of another point of view do it you don't have to choose

unnecessary elements to choose the necessary detail. In every frame there is a hidden triangle present which creates a good rhythm in the photograph. The rule of space says that you have to create a way to move the eyes of spectators it creates harmony It's an easy variation of the Golden ratio rule. The rule of perfect symmetry says that sometimes middle can work very well actually the subject defines the choice and End as seen makes the choice easier, you have to find the most central spot of the picture.

For balancing a picture you have to fill A-frame with the compensating counterparts the frame should fill equally because it's because it creates harmony and it's more appealing to the eye feeling the frame mark. when there is a need for some elements don't crop the photograph fill it, crop something off if needed it creates a big difference. Don't fill your frame with unnecessary parts because you have to tell a story and all the elements you choose make sure they all take the part in telling a story. Look a portrait doesn't tell a story and the right distance is very subjective. The frame size you choose is very subjective like you have to crop a subject if it requires because there is no need to fill A-frame with an unnecessary subject. That decision moment happens in a fraction of seconds. The right point of view is essential thing of composition Look for a more interesting point of view The more extreme the point of view the more unique your photo will become.

Module 3

In module third, we have a brief of how exactly one can enhance the photographs at the time of the taking photographs. leading lines and diagonals are the specs of nature that can be found anywhere. these all compositions can literally amaze the eyes of the viewer. talking about the leading line as they can be very helpful for a photographer. for this, you need to find the natural lines leading towards the subject. It helps to bring the structure into the frame, enhance the perspective, guide the eye to the subject. one can simply use these to make the photograph look more amazing. diagonals are very easy to find at any situation as they make the photograph more exciting. These are easier to implement than parallel lines. diagonal gives the more free hand to a photographer to explore photography while using the diagonal lines. one of the most important things about the diagonal lines is that it gives the photograph more depth and a lively look.

The module also talks about the background composition as one mainly ignores the background or tends to blur it. The lesson teaches us the importance of the background as it is as important as the foreground. a good photographer will definitely use the background as the better compositions. Another important factor in the composition of the photograph is that the figure to the ground also plays an important role. understanding the layers are very important in any type of photography. The figure to ground is a good visibility factor and as we said that the right background helps a lot in any type of photography so keeping in mind that figure to ground is an important factor. The biggest people that photographers make is that they forgot to keep the main subject in the main light.

Another important factor in photography is the depth of field. Depth of field is basically the blur that we put on the photograph by using F-stops on the camera. Depth of field is widely used among the immature photographers but when one tends to keep the main subject and to the focus and keep the rest in a blur. Your knowledge of the depth of field may help you a lot. The module also helps me learn very creative ideas that I can use on the opposite side. Photographers always tend to blur the background but I will try to make it the opposite as I will keep the foreground in the blur and the

background into focus. you can also look for objects in the foreground these are not really in an additional layer to the photograph but it is more like a peephole effect but it still stays unique and interesting.

These objects are very commonly found in the natural environment as you can look for holes, patterns, and circles. The module for talks about motion blur the motion blur illustrates motion rather than freezes. Motion blur can add breathing life into the photos and as it can give a certain dynamic look to the photograph. Motion blur looks often more interesting and can be used in different variations like when a person is working and I shoot with 1/20th shutter.

Module 4

the module basically talks about the advanced techniques used in photography and that one can use while practicing photography for a long time. One of the most important factors in advanced photography is color and one can use color as a composition element when hue, saturation, and brightness are changed with the photograph type. We need to understand that only a few colors are enough for 10 photography and one should match it in a certain way. But using colors in a different way will be very hard for you as they affect between them is very important. While I was looking at my photograph I got to know that the world is too colorful today and I could use the desaturate option toward a different look to the photograph. Another advanced technique is the frame in the frame, this gives more hold to the frame and creates more eagerness in the mind of the viewer. The very basic idea to this it can be achieved through any objects as you need to find a frame to fit your objects into the frame but we need to understand that it is not always easy to find.

The next topic covered in the module was negative space. As the name suggests that negative spaces such as spaces that may look negative to the Viewer. it is the description of space around the subject and a lot of nothing can still be interesting. This may be used as the competition element as the subject needs space to breathe without using negative space the photograph may look and unclear. and if you want to remove negative space one can use crop effect in post-production editing. One can also remove negative space by standing for the away. The module also talks about that negative spaces are very difficult to find in busy cities.

Geometry is also an important factor as geometric forms are quite common. If you are an architecture photographer you will definitely find geometrical forms. The only challenge for finding a geometry is having a clean setup one need to look at the alignment and composition as these are really crucial. This photo works because of the forms, the best is when you combine architecture with street photography they look really amazing. Another role for the composition is the rule of odds. An even number of objects is not optimal that is why we use odd numbers like 1 2 3 or 5. it is a human tendency that and It searches for the middle of a group with an even number it forms pairs. But photographers should always keep in mind that it does not work with a high number of people or a bigger group.

another important factor of photography is additional layers as it adds tension and complexity to the frame. The structures of the frame are getting more difficult. A photo can have more than three layers. an additional layer is one of the biggest composition challenges a photographer needs to take. But a

photograph must consider that depth of field might cause a problem when adding an additional layer to the photograph.

Conclusion

The whole module talks about the rules and composition of photography in the conclusion part the teacher told us about breaking the rules. After going through all the rules and being in master and composition and rules. Then only you will be able to break them properly. When you know these rules properly then only you will be able to break them instantly. in the final remarks, the teacher says that composition is more important than most think. One can create something interesting out of nothing.

PRACTICAL TRAINING REPORT



TOPIC :- DIGITAL MARKETING

**SUBMITTED TO :-
MS.MANISHA PRAJAPAT**

**SUBMITTED BY :-
SHREYA KANWAR**

**A20605718003
5TH SEM{3RD YEAR}**

KEY EYE IN DIGITAL MARKETING

- Digital marketing is the promotion of products or brands using electronic devices or the internet. It also includes text messaging, instant messaging, video, apps, podcasts, electronic billboards, digital television and radio channels, etc. Digital marketing is the use of the Internet, mobile devices, social media, search engines, and other channels to reach consumers. Some marketing experts consider digital marketing to be an entirely new endeavor that requires a new way of approaching customers and new ways of understanding how customers behave compared to traditional marketing.



COURSE DESCRIPTION

- The following online course is provided by @pixeltrackdigital[DEEPAK KANAKARAJU]
- Digital Deepak is a digital marketing professional with more than 10 years of experience in Digital Marketing. He is an author, trainer and consultant in the field of digital marketing. He has worked with Razorpay, Instamojo, Practo and MoEngage to name a few. He runs a digital marketing company called PixelTrack and has many Fortune 500 companies as his clients. He has written a book on entrepreneurship called Edge of Sanity. He is also a TEDx speaker. He runs the world's largest Digital Marketing group on Facebook called Learn Digital Marketing. The course has 15 lessons and at the end of the course, they took assessment of me learning.

LEARNINGS

- LESSON :-1 . THE OPPURTUNITY IN DIGITAL MARKETING

Digital marketing will be the key to grow our business. The time, money and energy that we invest in learning digital marketing will never go to waste because this learning will help me in business growth in the future. Even if we do not plan to start our own business, we need to brand and market our self as an expert – in any field that we are in. A doctor who knows digital marketing can market his personal brand and clinic better than other doctors. A lawyer can setup a law firm and grow it using digital marketing. An app developer can spread word about his app development skills using digital marketing. Learning digital marketing is key to growing our personal brand. And we can grow our personal brand no matter which field we are specializing in.

- Lesson 2:- DIGITAL MARKETING IS A LIFE SKILL

It might look like a very complex subject, but digital marketing can be broken down into the following 7 simple components.

- 1.Understanding audience and market needs
- 2.Creating content for our audience
- 3.Ranking our content on the search engines
- 4.Getting our content to spread via social media
- 5.Driving traffic through paid advertising
- 6.Gaining a following and engaging our audience
- 7.Generating sales of our product through persuasion
- 8.If WE learn all the above skills, it's a super power.

- LESSON :- 3. WAY OF COMMUNICATION IN DIGITAL MARKETING

The whole world is now connected via the internet and we have the power to communicate through digital channels. Most of the people know only how to communicate (1 to 1) communication. At the max, they will be communicating with a group of people (on WhatsApp or Facebook). If we learn digital marketing, we can communicate to thousands or even millions of people through the digital medium. Digital marketing is a force multiplier for our communication. If we have the power to communicate to a large audience, we can start a movement, start a business, grow a brand, influence people and even persuade them to take action. This is unfair advantage. That's why Digital Marketing is not a career skill, but a life skill. So if we are thinking whether it will be worth our time learning digital marketing, my answer is Yes.

- LESSON:-4 TOOLS OF MARKETING

1.Search Engine Marketing (PPC)

**2.Search Engine Optimization
(Organic Traffic)**

3.Email Marketing

4.Social Media Marketing

5.Digital Display Marketing

6.Content Marketing

1. Search Engine Marketing

2. Out of the above digital marketing methods, SEO and SEM caught the limelight in the early days of digital marketing. SEM (PPC ads) was so powerful because it helped marketers connect with prospects who are already looking for them. For example, if someone is searching for an acne cream, the ads will be only be shown to them and charged only when they click on it. This helped marketers save a ton of money because no money was wasted in untargeted ads. The reason why search engine marketing was so powerful was that it was measurable, targeted and active in real time. Due to heavy competition for high value keywords, the prices have shot up – sometimes as high as \$30 – \$40 per click for certain keywords such as insurance loans, mortgages and attorneys. While SEM is still effective for many marketers, a large percentage of the marketers – especially the ones in the start-up scene find SEM not longer a viable means of marketing online. When Dropbox was launched, they were spending \$228 to acquire a customer who paid \$99. They had to abandon SEM.

2. Search Engine Optimization

When the cost of the ads got higher because of the competition and higher bidding of keywords, marketers focused more on search engine organic traffic (SEO) because investing in SEO produced long-term returns. If we rank in the top 5 for a highly paid keyword, we would get more traffic than the advertiser who is paying so much for every click on the ad. But today “investing in SEO” has become obsolete because of the various algorithm updates by the search engines. Old school SEO methods are actually back-firing now because the search engines do not like to be manipulated.

3. Email Marketing

Email marketing was (and is) a separate wing in itself without much connection to the other digital marketing methods. The goal of email marketers was to collect leads and subscribers and send marketing messages to them. While some of the marketers still do content marketing within the emails, most of them just used email to “blast” the marketing messages. It worked for a while – until the people started getting too many emails and started unsubscribing to all the marketer’s messages which added no value to their life.

4. Social Media Marketing

As social media became famous and websites like Facebook started posting record traffic numbers, marketers flocked to the social websites for ads. But soon marketers realized that social media advertising gives a very low conversion ratio and can never be the next 'Search'. That's because people 'hang out' in social networks like they hang out in a bar and they are there to connect with their friends and to have some fun. Interrupting them with a marketing message is not effective when they are not proactively looking for a product or service like they do while searching in the search engines. But Marketers need not completely abandon social media and treat it as a 3rd class advertising option. Social media, when used in a proper manner can bring intangible benefits to the table that other channels never can

5. Digital Display Marketing

Display ads are like ads on newspaper. They find their place between useful pieces of content and interrupt the user with a marketing message. With magazines and newspapers, the ads cannot animate and sometimes readers may even take some interest in it. But online ads are despised at best. Those animated and interactive banners distract the readers – and the very nature of internet with so many distractions built in make it a very poor branding channel. Ad blocker plugins for browsers are hitting record numbers in download volume and as people spend more time online, they develop ad-blindness. Forbes recently published an article about how display ads causes a brand awareness black hole. It should be an interesting read if we feel the same about display ads

6. Content Marketing

Content marketing is basically an inbound marketing tactic where you attract visitors, readers and potential customers by creating good quality content. This is one of the best ways to do online marketing and it hasn't failed anyone who has tried it. Forbes had mentioned "The bottom line is that there is only one true branding mechanism online and that's content marketing." I am a huge fan of content marketing and I believe that even though the world's information is exploding, content marketing can still find its way in several markets. But content marketing won't be effective if the other digital marketing methods are not used in conjunction with it. That's what integrated marketing is all about. Integrated Digital Marketing is content marketing on steroids

• LESSON 5 :- ADVANTAGE OF LEARNING MARKETING

Digital marketing can make you money



We connect with more customers online



Digital marketing saves time and money (cost-effective)

Ad group	Status	Default Max. CPC	Clicks	Imp.	CTR	Avg. CPC	Cost	Avg. Pos.
Bruhas Display Ad Group #1	Eligible	auto: \$0.03	2,516	256,885	0.98%	\$0.01	\$25.16	1.0
Total - all but removed ad groups			2,516	256,885	0.98%	\$0.01	\$25.16	1.0
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Digital marketing opens as a career



Digital marketing enables gives room for customer service



Digital marketing allows to reach out to both mobile and smartphone users



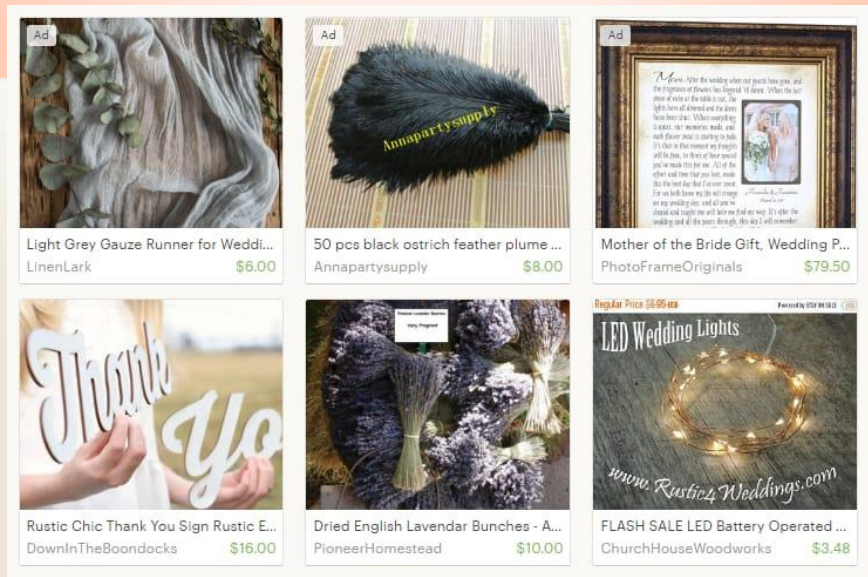
LESSON :- 6 WHY DIGITAL MARKETING JOB?

A lot of companies need digital marketers. Because old methods of marketing doesn't work anymore. Ads on TV, Newspapers, Radio and Magazines are not working. That's because people are not spending enough time on it. The people are using digital devices. They are using mobiles, tablets and laptops. The people are spending time on social media, apps and websites. Instead of TV, Newspaper and Magazines. So every business that is already having a product or service... Every business that is already making revenue... Now needs to shift their focus to digital marketing. But these are medium to big businesses. And digital marketing is not easy. So they are looking for digital marketing candidates to hire. They want Paid Ads Experts. They want social media experts. Content marketing experts. SEO experts. And so on... So if we can learn digital marketing well... Then we can get a good digital marketing job. We can get a job in one of the companies in our own city. But we can also do blogging on the side. In fact, we can start blogging right away. Because the blog will give us experience in Digital Marketing. We can show this on our resume as a project that we did. And we can get a job much easier than other people who applied for the same job. Because this blog proves that we take initiative. This blog proves that we know digital marketing.



LESSON 7 :- NATIVE ADS

Native ads are used to build credibility and trust with consumers, satisfying brands' long-term goals. According to Business Insider, native ads (typically sold on a pay-per-click-basis) will account for 74 percent of all ad revenue by 2021 native advertising is more like a traditional ad



• LESSON :- 8 SPONSORED CONTENT

Sponsored content is considered a type of native advertising. It also fits the form and function of its host. The difference is that it's not an ad. It's a longer-form piece of brand-sponsored content such as an article or video that lives on a media publisher's site. It tells a full story and is written and produced to be as engaging as possible, encouraging an audience to spend a long time with the content. Like native ads, the most successful sponsored content provides useful value to readers, either by educating or entertaining. As a marketer, we can direct the message and even create the copy and doesn't require the involvement of another platform. Typically, sponsored content is less restrictive than native advertising and publishers give brands leeway to be creative and engaging—as long as the post is clearly marked as “sponsored” or “promoted.” This also means that brands can mention a product or service and include a call

You May Like

Sponsored Links by Taboola



Angelina Jolie's New Go-To Travel Shoe Is Surprisingly Affordable
Vogue | Everlane



Cottage Grove, Minnesota: This Brilliant Company Is Disrupting a \$200 Billion Industry
EverQuote Insurance Quotes



Cardiologist Warns: Throw Out Your Probiotics Now
Gundry MD



Don't Do It Yourself - Hire a Cottage Grove Handyman for Your Home Projects
HomeAdvisor



The Sweatshirt Designed by an Apple Engineer That's Bringing Manufacturing Back to America
Business Insider | American Giant



Dog Stares Out Window Every Day—When Owner Realizes Why He's Heartbroken, They Put Thi...
Life Buzz

LESSON :- 9 CONVERSION RATE OPTIMIZATION

Conversion rate optimization (CRO) is the systematic process of increasing the percentage of website visitors who take a desired action — be that filling out a form, becoming customers, or otherwise. The CRO process involves understanding how users move through your site, what actions they take, and what's stopping them from completing your goals.



- LESSON :- 10 EMAIL MARKETING

Email marketing is the targeting of consumers through electronic mail (email). Often associated with data mining, email marketing can be used to impact consumers in a variety of ways. In general, email marketing is a more evolved, digital form of traditional direct mail marketing. Email marketing is also known as direct email marketing.



- LESSON :- 11 AFFILIATE MARKETING

Affiliate marketing is the process of earning a commission by promoting other people's (or company's) products. You find a product you like, promote it to others and earn a piece of the profit for each sale that we make.



• LESSON :- 12 WHAT DOES A DIGITAL MARKETERS DO?

Digital marketer is responsible for using digital channels to generate leads and build brand awareness. Digital channels include:

1.Company websites

2.Social media

3.Search engine rankings

4.Email marketing

5.Online display ads

6.Corporate blogs

The digital marketer must also use measurable analytics to identify weaknesses and find ways to improve performance across these channels.



- LESSON:- 13 WHY MARKETING IS IMPORTANT IN SMALL BUSINESS?

When small businesses get started, their focus is often on how to get their first group of customers through the door. They may rely on traditional forms of advertising, such as print ads and coupon mailers or even big signs on the side of the road. They may trust that since they know they offer a good product or service, it's only a matter of time until customers will find their way to them.

While this strategy may bring in a trickle of business, there is a better and easier way. Small businesses should consider the huge marketplace of prospects online. No small business, no matter how new, should overlook this vast marketplace.



• LESSON:- 14 BENEFITS OF ONLINE MARKETING

The group of potential customers that are found online is a much larger group of people than you are likely to be able to attract locally. Using digital marketing, we can reach an enormous audience in a way that is both cost-effective and measurable.

Other benefits of online marketing include:

- 1.The ability to interact with your prospects and learn exactly what they are looking for**
- 2.The ability to reach a global marketplace**
- 3.We can save money and reach more customers for less money than traditional marketing methods**
- 4.Get to know our audience and allow them to know us personally which can help to create brand loyalty**
- 5.We can track responses to your marketing efforts immediately.**

• LESSON :- 15 **WHY DIGITAL MARKETING IS IMPORTANT**

The ability to target our audience better is one of the most obvious reasons why digital marketing is important. Imagine being able to market directly to people who have an interest in our products or services. With digital marketing, we have the capability to directly reach leads interested in our business.

1. More Cost Effective

2. Use Content to Connect with Customers.

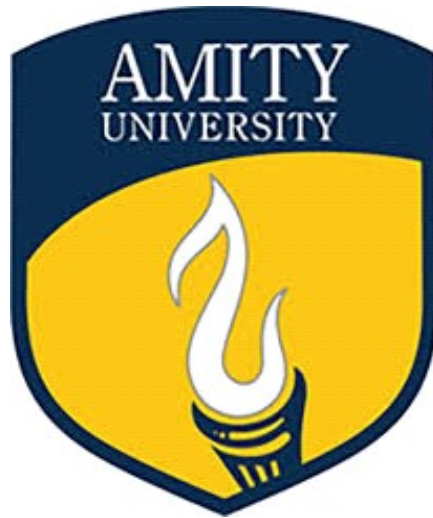
3. It Reaches People Where They are Spending Time and Money

4. Cheaper than traditional Marketing and way more transparent.

5. Increase your ROI (Return on Investment)



THANK YOU!!



Amity School of Fine Arts

PRACTICAL TRAINING REPORT

BFA 3rd year

TOPIC- GREAT ARTISTS AND THEIR WORK

PROFESSOR:

STUDENT:

Ms. Manisha Prajapat

Falguni Sharma Faculty of Amity School of Fine Arts

A20605718004 (Enroll. No.)

GREAT ARTISTS AND THEIR WORK (ART ANALYSIS)

Introduction

- Art criticism is responding to, interpreting meaning, and making critical judgments about specific works of art.
- Art critics help viewers perceive, interpret, and judge artworks.
- Art historians tend to study works made in cultures that are more distant in time and space.
- When initially introduced to art criticism, many people associate negative connotations with the word “criticism.”

Objectives

- A comprehensive overview of the lives and works of great artists like Leonardo da Vinci, Raphael, Michelangelo Merisi da Caravaggio, Jacques-Louis David, Edouard Manet, and Pablo Picasso.
- Examine great works of art such as The Last Supper by Leonardo, the Frescos in the Sistine Chapel by Michelangelo, and more.

Course Description

The following online course is provided by www.alison.com . It was founded in Galway, Ireland, in 2007. The course begins with an overview of the works of art by Michelangelo. It shows the inside of

Sistine Chapel, The Pieta, Moses, Rebellious Slave & Dying Slave. It also taught the masterpieces of Raphael which include Madonna of the Goldfinch, School of Athens, and Portrait of Julius II. It also covered the work of Leonardo da Vinci, Bernini, and Caravaggio. Then we were looked into the works of Jacques-Louis David including the Oath of the Horatii, The Death of Socrates, Brutus the Bodies of His Sons, The Intervention of the Sabine, and Emperor Napoleon in His study. It also taught the works of great artist Edouard Manet which include Luncheon on the Grass and The Balcony as well as those of Pablo Picasso which include Les Demoiselles d'Avignon and Still Life with Chair Caning. The course has 8 modules with 47 topics and at the end of the course, they took assessment of me learnings.

Learnings

Module I - Michelangelo

The Pieta (1498-1499) is a masterpiece of Renaissance sculpture by Michelangelo Buonarroti, housed in St. Peter's Basilica in Vatican City. It is the only piece Michelangelo ever signed (as Michelangelo Buonarroti from Florence made this). The sculpture is in pyramid shape. The figure of Virgin Mary is larger than the figure of Christ. If we look closer, we notice that Mary is portrayed young and beautiful and Christ even after being crucified looks so calm and peaceful. Some critics even believe that he is satisfied with the sacrifice he has made for the good of mankind. **Sistine Chapel** is the best known chapel in Apostolic Palace, the official residence of the Pope in Vatican City. It is famous for its architecture and its decoration that was frescoed. Michelangelo painted 1,100 m. sq. (1200 sq. ft.) of the chapel ceiling between 1508 and 1512. **The last Judgment** is a

canonical fresco executed on the altar wall of the Sistine Chapel in Vatican City. The work took 4 years to complete and was done between 1536 and 1541. It is a depiction of the second coming of Christ and the final and eternal judgment of God of all humanity. This painting was created 25 years after the ceiling and took 7 years to complete. **The Moses** (c. 1513-1515) is a sculpture, housed in the church of San Pietro in Vincoli in Rome. It depicts the Biblical figure **Moses** with horns on his head, based on a description in the Vulgate, the Latin translation of the Bible used at that time. **The Dying Slave** is a sculpture created between 1513 and 1516, it was to serve with another figure, **the Rebellious Slave**, at the tomb of Pope Julius II. It is a marble figure .2.28 meters (7'6") in height'. The man's left wrist is strapped to the back of the neck, and there is a band around his chest. A monkey, only partially carved, grasps his left shin, representing either art as a mere "aping" (mimesis) or suggesting earthly passions. The artist and work were influenced by the late BC Rhodian sculpture Laocoon and His Sons.



The Pieta

Module II – Raphael

The **Madonna del cardellino** or **Maddona of the Goldfinch** is a painting by the Italian Renaissance artist Raphael, from c. 1505-1506.

In this painting, as in the most of the Madonnas of his Florentine period, Raphael arranged the three figures. Mary, Christ and the young John the Baptist – to the three bodies are natural, together they form an almost regular triangle). **La bele jardinière**, also known as **Madonna and Child with Saint John the Baptist**. It shows Mary, Christ and the young John. It is currently in the Louvre museum in Paris, France. Raphael studied the works of Leonardo Da Vinci while in Florence and applied some of his techniques to his own painting.

The **Abla Madonna** is a painting by Raphael, depicting Mary, Jesus and John, in a typical Italian countryside. John is holding up a cross to Jesus, which the baby Jesus is grasping. **The School of Athens, or Scoula di Atene** in Italian, is one of the most famous frescoes by Raphael. It was painted between 1510 and 1511 as a part of Raphael's commission to decorate with frescoes the rooms. It is one of the greatest paintings of the High Renaissance which truly expresses what the High Renaissance is. This painting was painted at the same time when Michelangelo painted the ceiling of the Sistine Chapel. The painting shows all the greatest thinkers, scientists, philosophers and artists of ancient Greece under one roof.

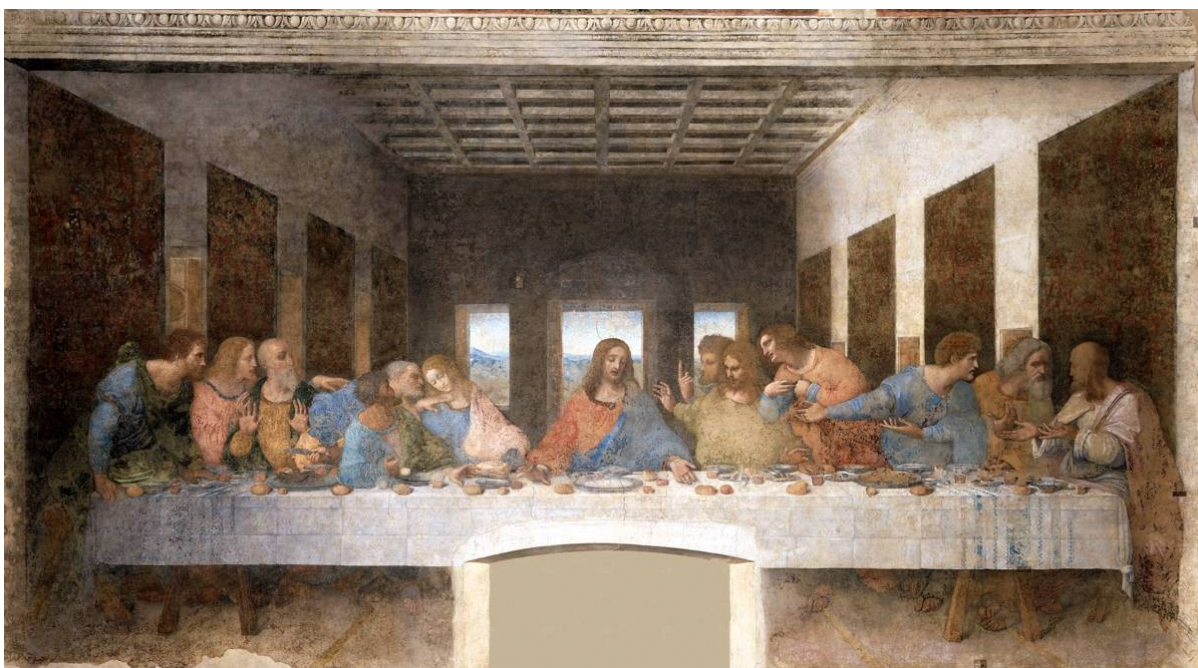


School of Athens

Module III- Leonardo da Vinci

Leonardo da Vinci was a true genius who graced this world with his presence from April 15, 1452 to May 2, 1519. He is among the most influential artists in the history, having left a significant legacy not only in the realm of art but in science as well, each discipline informing his mastery of the other. Da Vinci sketched prolifically, planning inventions, exploring human anatomy, drawing landscapes, and blocking out plans for paintings such as **The Virgin of the Rocks** and his sole surviving mural, **The Last Supper**. He received a commission to paint his **Adoration of the Magi** from Florence church as an altarpiece. He did not complete this work because he was offered a better from the Duke of Milan to become the resident artist of his court. Upon the French invasion of Milan, the artist returned home. When he resettled in Florence in 1500, he made preliminary progress on his painting, **Virgin and Child with Saint Anne**, which he would set aside unfinished, not to be completed for another 10 years.

“Painting is a poetry that is seen rather than felt, and poetry is painting that is felt rather than seen.” -LEONARDO DA VINCI



The Last Supper

Module IV – Gian Lorenzo Bernini

Gian Lorenzo Bernini had always remained unchallenged as the foremost sculptor of his time. He was in his early twenties when Cardinal Scipione Borghese, Pope Paul V's nephew, commissioned four monumental marble groups for his Roman villa (**Pluto and Proserpina/Proserpina 1621-1622, Apollo and Daphne 1622-1624 and David 1623-1624**). The technique and naturalism displayed in these works sealed Bernini's reputation as a master carver who transcended his material and turned marble into flesh, foliage and fur. Bernini's architecture designs are conspicuous in their innovative combinations of architecture and sculpture, as well as in their exploration of natural light and space. His attention was always focused on **The Ecstasy of Saint Teresa**, its effects would be diminished without the setting of multicolored marble, gilt bronze reliefs, stucco and marble portraits, as well as the concealed source of daylight above the central group.



David

Module V – Michelangelo Merisi Da Caravaggio

Michelangelo Merisi Da Caravaggio (Milan, 28 September 1571 – Porto Ercole, 18 July 1610) was an Italian artist active in Rome, Naples, Malta and Sicily between 1593 and 1610. He is commonly placed in the baroque school, of which he is considered the first great representative. In 1599, presumably through the influence of Del Monte, Caravaggio contracted to decorate the **Contarelli Chapel** in the church of San Luigi dei Francesi. His **Calling of Mathew** was an immediate sensation. **The Death of the Virgin**, commissioned in 1601 by a wealthy jurist for his private chapel in the new Carmelite church of Santa Maris della Scala, was rejected by Carmelites in 1606. It was no sooner taken out of the church than it was purchased by the Duke of Mantua, on the advice of Rubens, and later acquired by Charles I of England before entering the French royal collection in 1671.



Calling of Mathew

Module VI – Jacques-Louis David

Jacques-Louis David was a French painter of great renown as his style of history painting helped end the frivolity of the Rococo period, moving art back to the realm of classical austerity. He became interested in the Neoclassical ideas originated in Rome. In 1787, David displayed **Death of Socrates**. Two years later, in 1789, he unveiled **The Lictors Bringing to Brutus the Bodies of his Sons**. At this point, the French Revolution had begun, and, thusly, this portrayal of Brutus – the patriotic Roman consul who ordered the deaths of his traitorous son to save the republic – took on political significance, as did David himself. The works of Caravaggio that are cherished a lot are **Oath of the Horatii**, **The intervention of the Sabine** and **The Emperor Napoleon in His Study**.
“The art of antiquity will not seduce me, for it lacks liveliness.” –
JACQUES-LOUIS DAVID



The Death of Socrates

Module VII – Edouard Manet

Born on January 23, 1832, in the bustling city of Paris, Edouard Manet was blessed to be a part of a well-off family. **Olympia**, one of his most controversial paintings, disappointed most art critics not only because of the theme but Manet's way of presenting the subject. The image of the nude woman in that painting did not seem acceptable or decent enough to the eyes and perception of these critics. His last work was called **A Bar at the Folies-Bergere**, which was displayed at the Salon, in 1882. Prior to that year, he received a special award from the French Government, which was the Legion d'honneur. It was one of the highest form of recognition that he has received throughout his life. The other works of Manet that are admired a lot are **Luncheon on the grass**, **The Balcony**, **Emile Zole**, **The Railway** and **Corner of a Café-Concert**.

"Everything is mere appearance, the pleasures of a passing hour, a midsummer night's dream. Only painting, the reflection of a reflection – but the reflection, too, of eternity – can record some of the glitter of this mirage." – EDOUARD MANET



Module VIII - Pablo Picasso

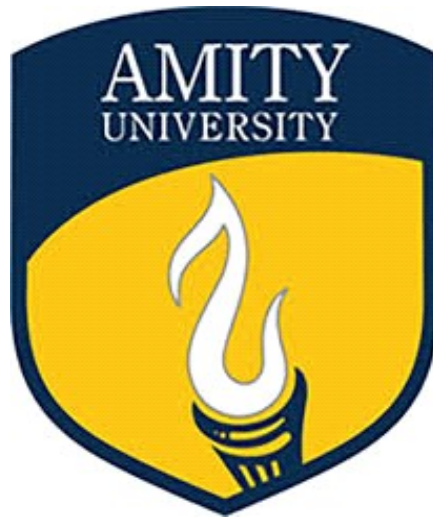
Picasso is one of the most important artists of 20th century in terms of art movements that occurred over this period. He was born in Spain in 1881, and was raised there before going on to spend most of his adult life working as an artist in France. **Les Femmes d'Alger**, was his first masterpiece. The painting depicts five naked women with figures composed of flat, splintered planes and faces inspired by Iberian sculpture and African masks. When this painting first appeared, it was as if the art world had collapsed. Hence it was called the most innovative painting in the modern art history. Later, he effortlessly began to combine his modernist concepts with his skill into surrealist masterpiece like **Guernica (1937)**, a frenzied and masterful combination of style that embodies the despair of war. His other famous works are **The Reservoir** and **Still Life with Chair Caning**.

“Art is a lie that makes us realize the truth.” – PABLO PICASSO



Guernica

THANK YOU



Amity School of Fine Arts

PRACTICAL TRAINING REPORT

BFA 3rd year

TOPIC- GREAT ARTISTS AND THEIR WORK

PROFESSOR:

Ms. Manisha Prajapat

Faculty of Amity School of Fine Arts

STUDENT:

Anushka Pandiya

A20605718005 (Enroll. No.)

Semester 5th

GREAT ARTISTS AND THEIR WORK (ART ANALYSIS)

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The Pieta

Module II – Raphael

The **Madonna del cardellino** or **Maddona of the Goldfinch** is a painting by the Italian Renaissance artist Raphael, from c. 1505-1506.

In this painting, as in the most of the Madonnas of his Florentine period, Raphael arranged the three figures. Mary, Christ and the young John the Baptist – to the three bodies are natural, together they form an almost regular triangle). **La bele jardinière**, also known as Madonna and Child with Saint John the Baptist. It shows Mary, Christ and he young John. It is currently in the Louvre museum in Paris, France. Raphael studied the works of Leonardo Da Vinci while in Florence and applied some of his techniques to his own painting.

The **Abla Madonna** is a painting by Raphael, depicting Mary, Jesus and John, in a typical Italian countryside. John is holding up a cross to Jesus, which the baby Jesus is grasping. **The School of Athens, or Scoula di Atene** in Italian, is one of the most famous frescoes by Raphael. It was painted between 1510 and 1511 as a part Rapheal's commission to decorate with frescoes the rooms .It is one of the greatest paintings of the High Renaissance which truly expresses what the High Renaissance is. This painting was painted at the same time when Michelangelo painted the ceiling of Sistine Chapel. The painting shows all the greatest thinkers, scientists, philosopher and artists of ancient Greece under one roof.

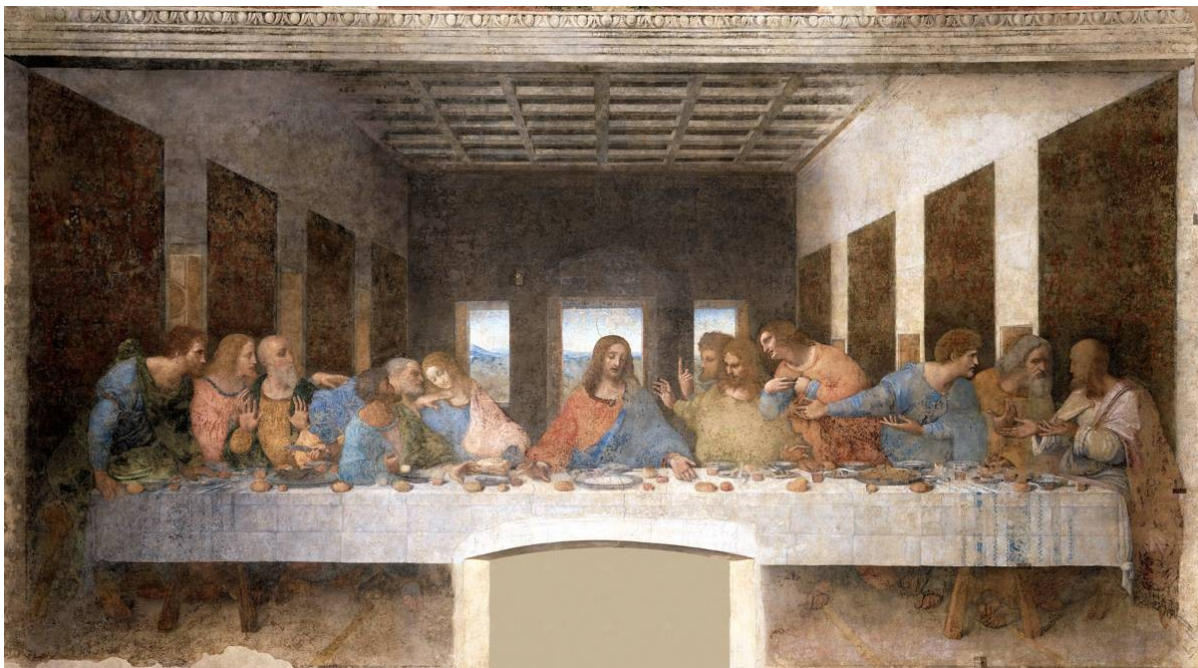


School of Athens

Module III- Leonardo da Vinci

Leonardo da Vinci was a true genius who graced this world with his presence from April 15, 1452 to May 2, 1519. He is among the most influential artists in the history, having left a significant legacy not only in the realm of art but in science as well, each discipline informing his mastery of the other. Da Vinci sketched prolifically, planning inventions, exploring human anatomy, drawing landscapes, and blocking out plans for paintings such as **The Virgin of the Rocks** and his sole surviving mural, **The Last Supper**. He received a commission to paint his **Adoration of the Magi** from Florence church as an altarpiece. He did not complete this work because he was offered a better from the Duke of Milan to become the resident artist of his court. Upon the French invasion of Milan, the artist returned home. When he resettled in Florence in 1500, he made preliminary progress on his painting, **Virgin and Child with Saint Anne**, which he would set aside unfinished, not to be completed for another 10 years.

“Painting is a poetry that is seen rather than felt, and poetry is painting that is felt rather than seen.” -LEONARDO DA VINCI



The Last Supper

Module IV – Gian Lorenzo Bernini

Gian Lorenzo Bernini had always remained unchallenged as the foremost sculptor of his time. He was in his early twenties when Cardinal Scipione Borghese, Pope Paul V's nephew, commissioned four monumental marble groups for his Roman villa (**Pluto and Proserpina 1621-1622, Apollo and Daphne 1622-1624 and David 1623-1624**). The technique and naturalism displayed in these works sealed Bernini's reputation as a master carver who transcended his material and turned marble into flesh, foliage and fur. Bernini's architectural designs are conspicuous in their innovative combinations of architecture and sculpture, as well as in their exploration of natural light and space. His attention was always focused on **The Ecstasy of Saint Teresa**, its effects would be diminished without the setting of multicolored marble, gilt bronze reliefs, stucco and marble portraits, as well as the concealed source of daylight above the central group.



David

Module V – Michelangelo Merisi Da Caravaggio

Michelangelo Merisi Da Caravaggio (Milan, 28 September 1571 – Porto Ercole, 18 July 1610) was an Italian artist active in Rome, Naples, Malta and Sicily between 1593 and 1610. He is commonly placed in the baroque school, of which he is considered the first great representative. In 1599, presumably through the influence of Del Monte, Caravaggio contracted to decorate the **Contarelli Chapel** in the church of San Luigi dei Francesi. His **Calling of Mathew** was an immediate sensation. **The Death of the Virgin**, commissioned in 1601 by a wealthy jurist for his private chapel in the new Carmelite church of Santa Maris della Scala, was rejected by Carmelites in 1606. It was no sooner taken out of the church than it was purchased by the Duke of Mantua, on the advice of Rubens, and later acquired by Charles I of England before entering the French royal collection in 1671.



Calling of Mathew

Module VI – Jacques-Louis David

Jacques-Louis David was a French painter of great renown as his style of history painting helped end the frivolity of the Rococo period, moving art back to the realm of classical austerity. He became interested in the Neoclassical ideas originated in Rome. In 1787, David displayed **Death of Socrates**. Two years later, in 1789, he unveiled **The Lictors Bringing to Brutus the Bodies of his Sons**. At this point, the French Revolution had begun, and, thusly, this portrayal of Brutus – the patriotic Roman consul who ordered the deaths of his traitorous son to save the republic – took on political significance, as did David himself. The works of Caravaggio that are cherished a lot are **Oath of the Horatii**, **The intervention of the Sabine** and **The Emperor Napoleon in His Study**.

**“The art of antiquity will not seduce me, for it lacks liveliness.” –
JACQUES-LOUIS DAVID**



The Death of Socrates

Module VII – Edouard Manet

Born on January 23, 1832, in the bustling city of Paris, Edouard Manet was blessed to be a part of a well-off family. **Olympia**, one of his most controversial paintings, disappointed most art critics not only because of the theme but Manet's way of presenting the subject. The image of the nude woman in that painting did not seem acceptable or decent enough to the eyes and perception of these critics. His last work was called **A Bar at the Folies-Bergere**, which was displayed at the Salon, in 1882. Prior to that year, he received a special award from the French Government, which was the Legion d'honneur. It was one of the highest form of recognition that he has received throughout his life. The other works of Manet that are admired a lot are **Luncheon on the grass**, **The Balcony**, **Emile Zole**, **The Railway** and **Corner of a Café-Concert**.

"Everything is mere appearance, the pleasures of a passing hour, a midsummer night's dream. Only painting, the reflection of a reflection – but the reflection, too, of eternity – can record some of the glitter of this mirage." – EDOUARD MANET



Olympia

Module VIII - Pablo Picasso

Picasso is one of the most important artists of 20th century in terms of art movements that occurred over this period. He was born in Spain in 1881, and was raised there before going on to spend most of his adult life working as an artist in France. **Les Femmes d'Alger (O.J.)**, was his first masterpiece. The painting depicts five naked women with figures composed of flat, splintered planes and faces inspired by Iberian sculpture and African masks. When this painting first appeared, it was as if the art world had collapsed. Hence it was called the most innovative painting in the modern art history. Later, he effortlessly began to combine his modernist concepts with his skill into surrealist masterpiece like **Guernica (1937)**, a frenzied and masterful combination of style that embodies the despair of war. His other famous works are **The Reservoir** and **Still Life with Chair Caning**.

“Art is a lie that makes us realize the truth.” – PABLO PICASSO



Guernica

THANK YOU

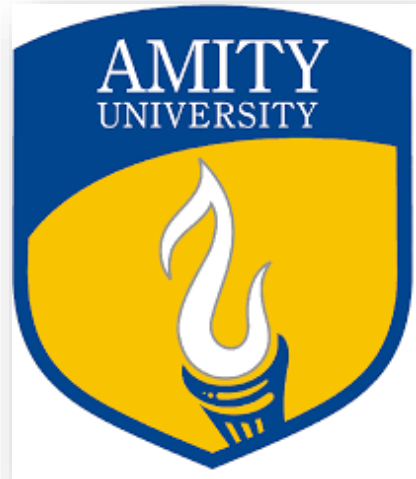


AMITY
UNIVERSITY
— JAIPUR —

SUMMER ASSIGNMENT

Slide Show By- Aashi Ghai
(Semester-V- BFA- Applied Arts)

AMITY UNIVERSITY , RAJASTHAN



Guided by :

Ms. Manisha Prajapat

Asst. Professor

ASFA

Submitted By:

Aashi Ghai

BFA 5th Semester

A20605718007

C.O.I

Dr. Gautam Sinha

H.O.D

ASLA

ONLINE COURSE OF EXPLORE
ANIMATION FROM NATIONAL
FILM AND TELEVISION SCHOOL
(NFTS)
-BY FUTURE LEARN



SESSION 1



Introduction to stop motion

We visit Aardman studios, where creative director, Merlin Crossingham tells us about the company and introduces stop motion and the character, Morph.

SESSION 2



Introduction to 2D animation

We explain 2D or cel animation with an introduction to Collingwood & co in London.

SESSION 3



Cel animation techniques

Ed Foster, animation tutor at the NFTS, explains more about cel animation techniques and the art of character creation.

SESSION 4



Film of the week: Sleeping with the Fishes

This week's featured animation is the Bafta-winning *Sleeping with the Fishes*. Director, Yusif Al-Khalifa and writer, Sarah Woolner, describe the process of making the film.

SESSION 5



Introduction to big scale animation

Director Dougla Wilson introduces the idea of big scale animation in real world contexts.

SESSION 6



Film of the week: Stanley Pickle

This week's featured film uses the technique of pixilation, as explained by director Vicky Mather.

SESSION 7



Dougal Wilson's work

Dougal Wilson talks us through more of his projects, including adverts for IKEA and John Lewis.

SESSION 8



Introduction to CGI or 3D computer animation

Oli Hyatt from Bluezoo discusses the 3D animation industry and we look at some techniques.

SESSION 9



Starting to think in 3D

Robert Bradbrook from the NFTS introduces you to some techniques of 3D without you having to invest in expensive and complicated software!

SESSION 10



Film of the Week: Robomax

Our final NFTS graduate film of the week is Robomax, a 3D CGI production by Moayad Fahmi, who tells us about his work.

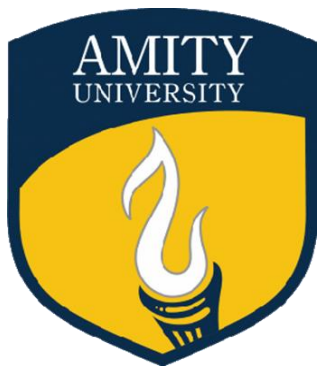
LAST CONCLUSION SESSION



Reflections

We reflect upon the careers of some of our contributors, take a look at the work of the next generation of animators and give you the chance to reflect on the course as a whole.

THANK YOU!



AMITY UNIVERSITY

JAIPUR

Amity school of Fine arts

Report On Practical Training

At Smart Accountants

Under the Supervision of

N K Balachandiran

CEO

GUIDED BY

MS. SHEREHSTHA KHICHI

ASST PROFESSOR

ASFA

SUBMITTED BY

APOORVA MAURYA

3RD YEAR (5TH SEMSTER)

APPLIED ART

C.O.I

DR. GAUTAM SINHA

ASLA

ACKNOWLEDGEMENT

Without the support, patience and guidance of the following people, this study would not have been completed.

It is to them I owe my deepest gratitude. I want to express my profound sense of gratitude and respect to my Head of the Department Dr. Gautam Kumar Sinha, and my Mentor Shreshtha Khichi, Assistant Professor Amity School of Fine Arts.

I am highly indebted to N K Balachandiran (CEO), Smart Accounts, Chennai, for their guidance and constant supervision as well as for providing necessary information regarding the project.

Apoorva Maurya

CONTRACT PROPOSAL-



CONTRACT PROPOSAL

05th October 2020

SMART ACCOUNTANTS

No. F3, B Wing, Ameen Manors,
No.138, Nungambakkam High Road,
Chennai – 600 034.

Dear Ms. Apoorva,

The world is at major turning point; technology is enabling entirely new forms of Business operations, business models, industries, and outcomes. In the Field of Accounting & Business Services, we have exponentially more power to reach the full potential in supporting and making the life of Entrepreneurs hassle-free through Advanced Technology. This is objective of Smart Accountants.

“People don’t understand what they want (yet) ... show them.”

So, You got it right? We are here to make people understand what they really want to do in a Business and we are going to show them.

We invite you to join us as Intern to do your best work ever. You will be working alongside passionate Professionals such as Chartered Accountants (CA), Company Secretary (CS), Cost Accountant (CWA), Legal and Business Experts of our company who are constantly building their knowledge and expertise to find the best solutions to help our clients achieve their goals and create new possibilities for Businesses and Start-ups.

At Smart Accountants you will have inclusive and collaborative cultures where you can offer ideas and solutions no matter your experience or area of expertise – you have an audience that listens from Day 1. Join us and you will be proud to call yourself a team of Smart Accountants.

Your Scope of Work and other terms related to your Contract is listed below for your review and acceptance.

1 | Page



We Invite you to look beyond Numbers

- Information pertaining to the Company's operation are confidential and agreeing to this offer, you concur that you do not disclose any information of the Company to third party without the prior approval of the Company.
- You hereby agree to abide by the Code of Conduct and all other rules , regulations, policies and orders issued by the Company and accept the policies and processes of the Company which are in force from time to time and the company shall have the right to vary or modify any or all of the rules, regulations, or policies and the same shall be binding on you.
- It is your responsibility to notify the Company of any changes in your personal information within 3 working days such as Bank account details. All notices shall be considered duly and properly delivered to the address on file with the Company.
- You will be governed by the Company's policies during the course of your Internship. It will be obligatory on your part to ensure compliance to the applicable statuses, regulations and requirements laid down by the Company and other regulatory and statutory bodies. Violation of the terms and conditions mentioned herein would attract disciplinary and/or legal action, including immediate termination.
- The Company reserves the right to amend the policies from time to time. You are advised to keep yourself updated on these policies and abide by the same.

We will be delighted to have you as part of our team. To confirm your acceptance of this offer letter on the terms and conditions specified herein, please e-sign in the space specified below.

Your Sincerely, SIGNED and SEALED and Delivered on behalf of M/s. Smart Accountants.

NK Balachandiran

Authorized Signatory.

Date: 05/10/2020

I hereby agree to the Terms and Conditions mentioned in this Contract and willing to accept the contract.

Apoorva Maurya

For Ms. Apoorva Maurya

Aadhar Number: 374134864649

Date: 05-10-2020

SMART ACCOUNTANTS

SMART ACCOUNTANTS (SA) is a Professional & Fintech Consulting firm started by a Group of Young and Dynamic Professionals with Rich knowledge in Technology & Advisory services.

We seek to enhance value for our Clients by providing a range of Services and Solutions in the field of Legal Compliances by adopting Innovative & Cognitive technology such as Robotic Automation.

We do this by blending domain expertise with analytical rigour, serviced by a group of Professionals with a passion for Tech-Excellence. Smart Accountants is moving towards the next phase of Innovation in the world of Business & Legal Compliances.

We are an Innovative Legal and Business Service Platform in India. We aspire to give a helping hand to Individuals especially Entrepreneurs and to Company's so as to provide hassle-free services in their daily life.

Our services includes Startup Advisory, Robotic Automation in the field of Legal & Accounting, Statutory Compliances and Tax related matters.

Browse our intuitive webpage smartaccountants.in to know more.

As referred by World Economic Forum, we are at the cusp of Fourth Industrial Revolution, and central to which is the development and adoption of Automated Technology.

As the appetite for Automation grows, Smart Accountants is using these emerging technologies to change the fundamentals of how the legal compliances are managed in every Business and maintaining a high deliverability in the services rendered by it.

At Smart Accountants, we understand that trying to find the right Business mentor for your venture can be difficult and getting opinions of different persons may be confusing. With dedicated Account manager and using Technology assistance, we are committed to provide you best possible service and tailor made solutions to all our clients.

We are driven by Technology and continually seek solutions to improve your business efficiency and performance. Throughout the year we keep our clients updated with regular email news updates, various research reports and guides via our website Smart Articles. This means you can easily stay on top of Key Business Updates, Amendments in Tax Laws and Industry developments

We have a number of Teams providing specialist services and advice. These include industry sector teams and service line specialists in areas such as Intelligent Automation, Legal Advisory, Taxation Laws, Risk Management, Implementation of Cloud Technology in Business Environment. Knowledge is one of the Key important strategic resource in our organisation and enhancement & upgradation of this is considered to be crucial for the successful growth of our Organisation. Smart Accountants has equipped Every Team member with Adequate and Rich Knowledge on the Legal aspects and keep them updated through In-house Newsletters.

Our Relationship with Every client are at Robust earning their Trust everytime when they are in need of us. We are open and Transparent to our clients about our Goals and Processes, and if something goes wrong, we acknowledge them proactively and sort it out the same at the earliest. When ever customer experience a Problem, they receive prompt, helpful and memorable customer service, they'll think of.

ILLUSTRATIONS AND DESIGNS IN SMART ACCOUNTANTS

- Work with a wide range of media and use graphic design software.
- Design and create overall look and feel for motion graphics projects.
- Prepare rough drafts and present your ideas.
- Create images that identify a product or convey a message.
- Think creatively and develop new design concepts, graphics and layouts
- Work as part of a team with copywriters, Motion designers, Animation artist etc.

Creating a graphical abstract step-by-step

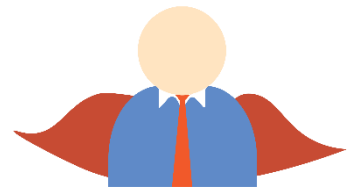
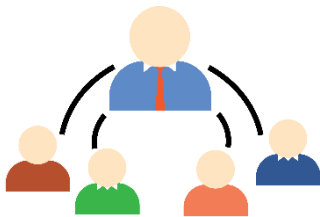
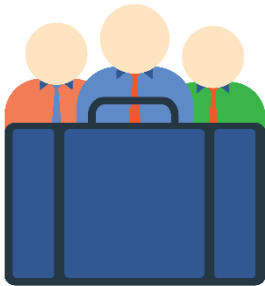
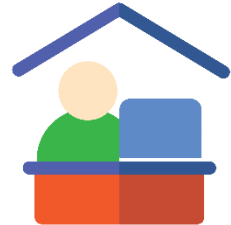
The basic process of creating a graphical abstract is 1) conceptualize, 2) sketch and 3) design.

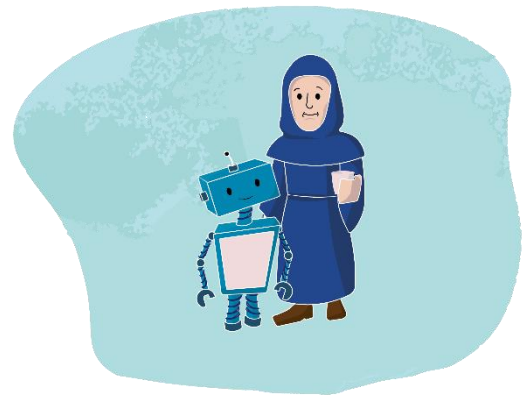
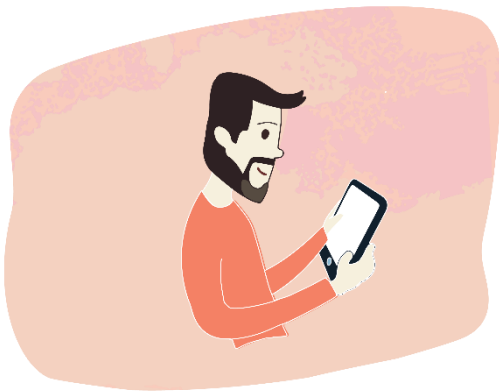
The first two steps are done on paper, and we only move to graphic design software for the third step. The graphical abstract concept is the very first thing. You need to decide what is the MAIN MESSAGE of your graphical abstract and who is your audience. Is like thinking about what story you want to tell and to whom. You did the research and have a lot of results to communicate, but remember, don't overcomplicate. Try to think like the reader and summarize your paper to the most important thing you discovered.

Your goal with the graphical abstract is normally defined by the CONTENT and AUDIENCE. So, keep it in mind. And keep it simple.

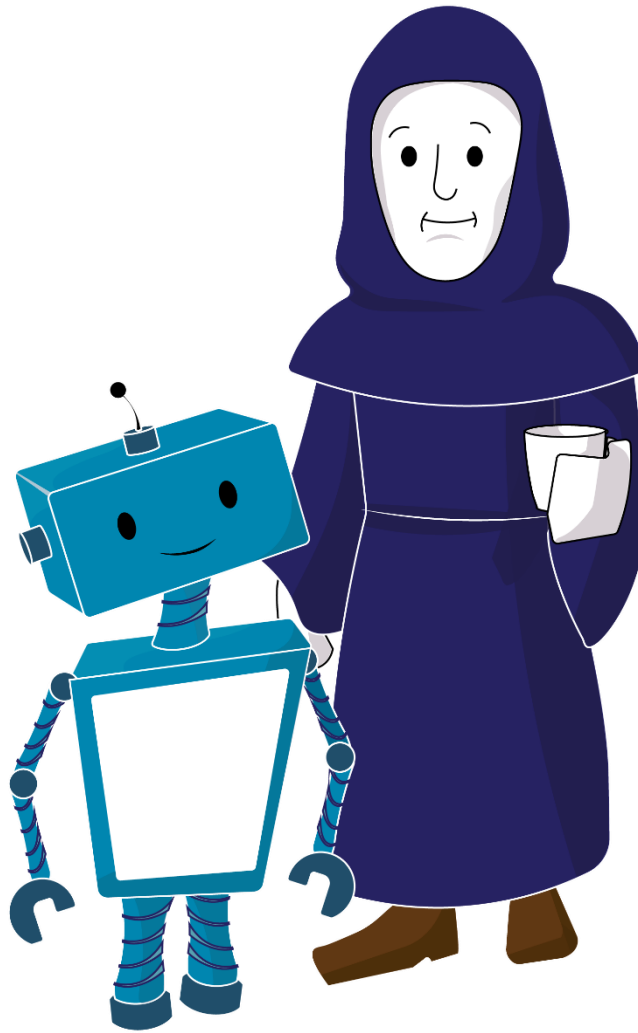
WORK

Icons-

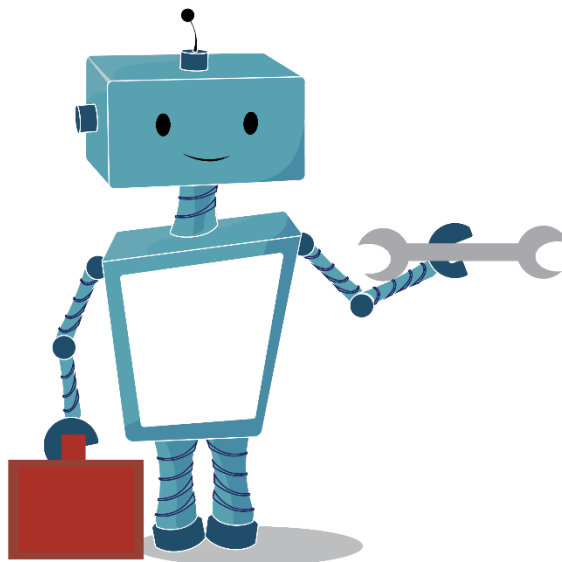
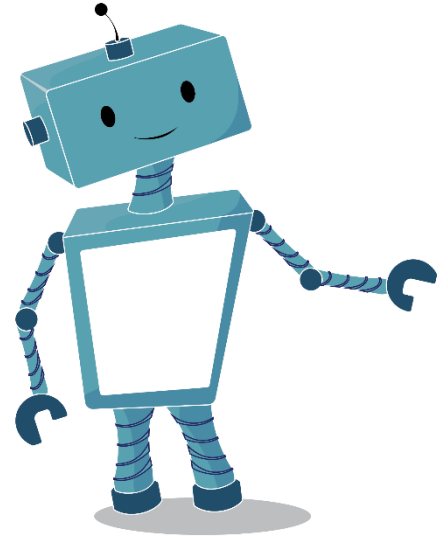
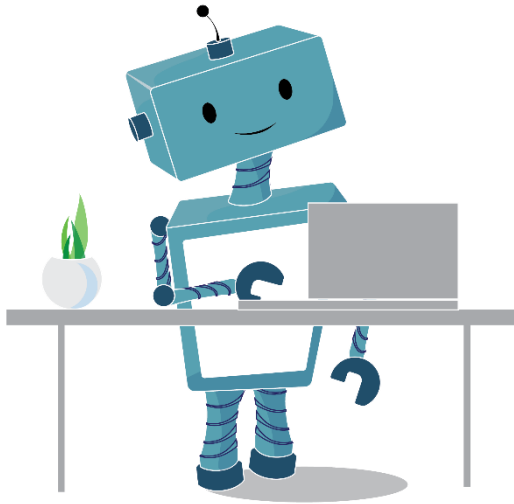


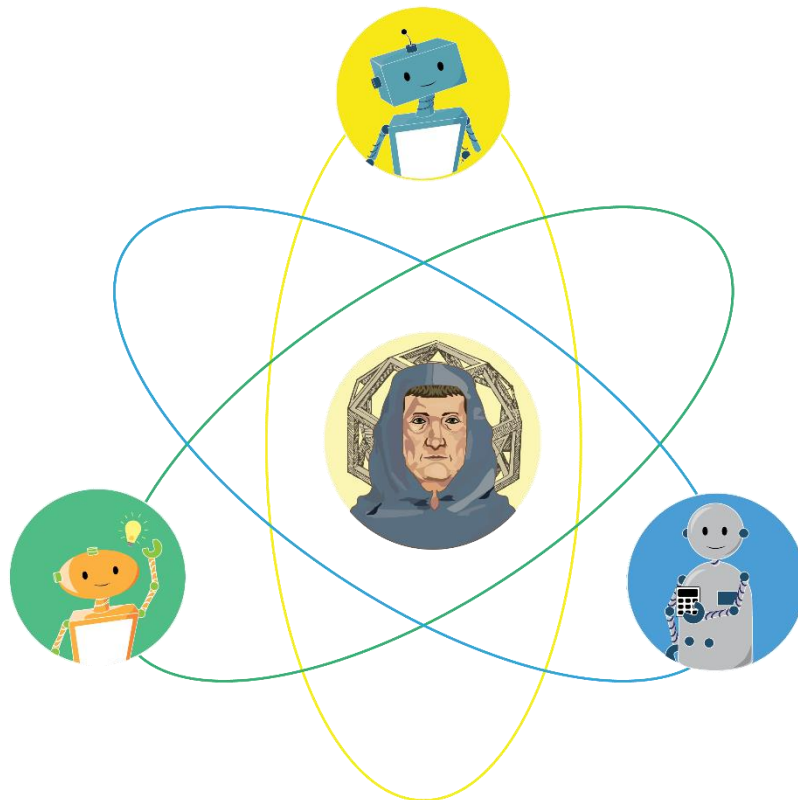


Characters-



Illustrations-





Avatar-





INDIAN INSTITUTE OF TECHNOLOGY DELHI

Department of Textile and Fibre Engineering

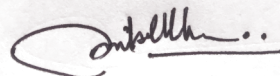
Hauz Khas, New Delhi-110016, INDIA

Navneet Sharma
M.Pharm, PhD, PGDRA
Young Scientist-DST

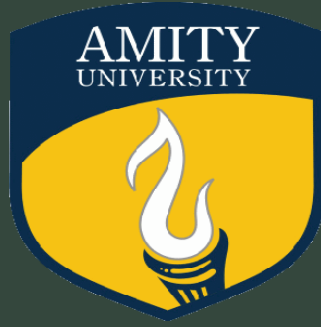
Tel : +91-11-26591406 (Office)
Fax : +91-11-26581103 (Office)
E-mail: navneetrssharma@gmail.com

To Whom It May Concern

This is to certify that **Mr. Mehul Kulshrestha**, IV year (7th semester) student of Bachelors of Fine Arts (Applied Art), Amity Univerity, Jaipur was working under my supervision (distance mode) at the Department of Textile and Fibre Engineering, Indian Institute of Technology, Delhi from 20th May 2020 to 02nd July 2020. During this period, he had carried out different responsibilities of diverse design of scientific graphical abstract, photo editing, and figure/character designing for research and review articles. His overall conduct was also found to be satisfactory. I wish him success in his future endeavors.



Navneet Sharma



AMITY UNIVERSITY JAIPUR

Internship Report Training under guidance of Professor Shuvankar Biswas (artist)

GUIDED BY :
MS. MANISHA PRAJAPAT
ASST. PROFESSOR
ASFA

SUBMITTED BY -
JYOTIKA SINGHAL
BFA (PAINTING) 8TH SEMESTER
A20605717003

C.O.I
DR. GAUTAM SINHA
H.O.D
ASLA

ABOUT THE ARTIST

Professor Shuvankar Biswas basically belongs to Kolkata, presently working in Jaipur city as a freelance artist and Professor at IICD institute.

Graduated from one of the best known universities in India in the field of Visual Arts, Shanti Niketan (kala bhavan).

Instagram page – **shuvankar1985**

The artist mostly works in realistic style with a sprinkle of surrealism in few artworks.

Although he has mastered all the mediums, usually prefer working in oil colors.



My experience with the artist

It was my first experience working under an Artist. I learned many new things from Professor Shuvankar Biswas sir. He taught and cleared my basics in Figure Drawing and in Portrait Painting.

Apart from sketching, drawing and painting I had interesting conversation with other fellow mates about various topics like what's new in Art Industry, particular artists, artists styles, mediums and many more.

Areas of focus

During the period of my training, I majorly worked in the mediums-: **graphite, charcoal, ink, soft pastels, and oil colors.** Under the guidance of Professor Shuvankar Biswas I majorly focused on improving the areas of **figure drawing, portraits, and landscapes.**

However in the spare time I continued my experiments by working in the field of printmaking. Due to unavailability of a studio set up, woodcut is the only medium I worked in.

FIGURE DRAWING

Every artist who wants to master their skill **NEEDS** to practice figure drawing.

Even if your desired art career won't be focused on drawing realistic figures, it is still an absolutely essential skill you can't just brush off!

It is the key to unlock our potential in the art field as it brings confidence in strokes and flow in lines.



One of the challenges of drawing figures is that it is a problem solving activity that requires us to be flexible in our approach.

Because no two drawing scenarios are the same, we must learn to creatively think of various solutions to solve each individual “drawing problem”.

When working from life, we also face the added challenge of having to do this *quickly*, as we rarely have unlimited time with the model.

For example, if the line of the shoulders is very prominent, you may choose to begin your drawing there. Perhaps there is a dynamic movement essential to the gesture of the pose that you start with. Very complicated poses can be simplified by beginning with an “envelope” to indicate the area that the figure occupies, as well as the major angles of the pose. These are but a few examples of the possibilities.

There is usually more than one correct answer. After all, drawing figures is not solely an analytical activity, but an interpretive and intuitive one as well. However, within the myriad of possible correct answers, there may be a most efficient and effective way of beginning a drawing, which will become easier to identify with practice.

Ways to Start Drawing Figures

1. You can begin drawing figures with the head and neck.

Perhaps the most common and logical way to begin a figure drawing is to work from top to bottom - to initially indicate and place the model's head.

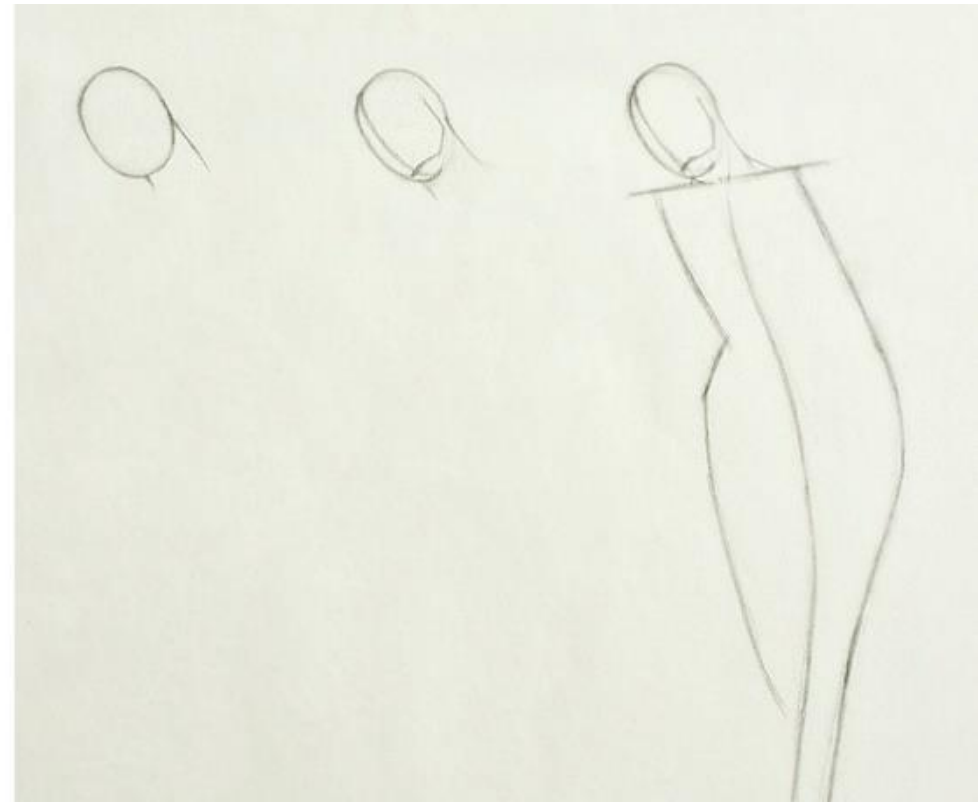
If I were to draw a pose such as the one in the above drawing, I would begin by indicating the general shape and angle of the head with a simple oval or egg. Notice that my oval does not include the hair. The egg shape represents the skull, upon which the hair will be added later on.

Once I have established the general shape, I give the oval the correct tilt and a sense of perspective by drawing the center line of the face and indicating the chin and jaw lines.

It is good practice to build up all areas of a drawing simultaneously so that there is ample opportunity to compare the proportions, angles and accuracy of the drawing before delving into further detail.

Following this principle, I leave the head at this point to move on to the line of the shoulders, paying particular attention to the angle of the shoulders and the distance between the chin and the shoulder line.

When I am confident in the angle of the shoulders, I move on to drawing the main action line and gesture of the pose, and placing the feet.



Advantages of Beginning a Figure Drawing with the Head

There are some distinct advantages to beginning your drawing by blocking in the head, such as:

- The tilt of the head and angle of the shoulders are often important in establishing the gesture of a pose.
- You can extend a plumb line from the head to determine how far in each direction the body extends.
- The head can also be used as a unit of measurement to determine the height and width of the pose, as well as many of the smaller proportions on the figure.

2. You can begin drawing figures with the shoulder line.

In poses where the shape of the head is partially or completely obscured and the line of the shoulders is a more prominent feature, the latter can be an ideal place to begin the drawing.

How do you find the line of the shoulders?

When viewing the figure from the front, the line of the shoulders is found along the visible line created by the clavicle bones, **below** the triangular outline of the shoulders created by the trapezius muscle. Muscles lie on top of the skeletal structure of the body. We can mimic this order in our drawings by indicating the line of the clavicles first, and adding the trapezius muscle on top of that construction line later.

When viewing the figure from the back, look for the point of the shoulder where the clavicle meets the acromion process of the scapula. This is usually fairly easy to locate because there is a protrusion which can often be seen on the surface of the body, right where the clavicle ends and articulates with the scapula.



3. You can begin drawing figures with a gesture line

When a pose has a very distinct, expressive movement that you want to communicate, you may choose to begin with a gestural line that describes the major action occurring in the pose. An easy way to identify this major action is to ask yourself, "What is the figure doing?" or "What is happening in this pose?"

Once I have established this movement, I can find the angle of the shoulders, the shape of the head, and where the torso ends. The arms and legs can be indicated initially with gestural lines.





4. You can begin drawing figures with a shape.

Poses that are compressed or foreshortened (for example, when the figure is seated or reclining) may not have a long, sweeping major action line. Instead, their gesture may be best communicated by drawing the shape that the pose fits into.

You can start these types of figure drawings by blocking in a specific shape, paying close attention to its proportions and angles. Then, imagine that you are a sculptor chiseling away excess areas of the triangle to reveal the form of the figure.



5. You can begin drawing figures with an "envelope".

As the title of this strategy suggests, an “envelope” envelops the pose. The envelope is used when drawing a challenging pose that we want to begin more analytically rather than intuitively, in order to increase chances of drawing it accurately. Similar to the above shape method, the envelope shows us the area that the figure occupies. To draw the envelope you can use straight lines, curved lines, or a combination of the two to map out the boundaries of the figure.

No matter how we begin our drawing, the essential information that we should try to find as quickly as possible in the first 10 or so lines is:

- the general shape and tilt of the head
- the line of the shoulders
- the main action line and gesture of the pose
- the placement of the feet
- the approximate height and width of the pose



My experience

I was fully aware of the basics of figure drawing all I needed was practicing. In my first few classes , he taught basics of Figure Drawing and told to practice on the basis of time. In which a model will sit for 5 min and we have to make his figure sketch.

In the class we practiced Figure drawing for at least 2 to 3 hours. Then in few classes we increased the time so we could focus on details.

My work

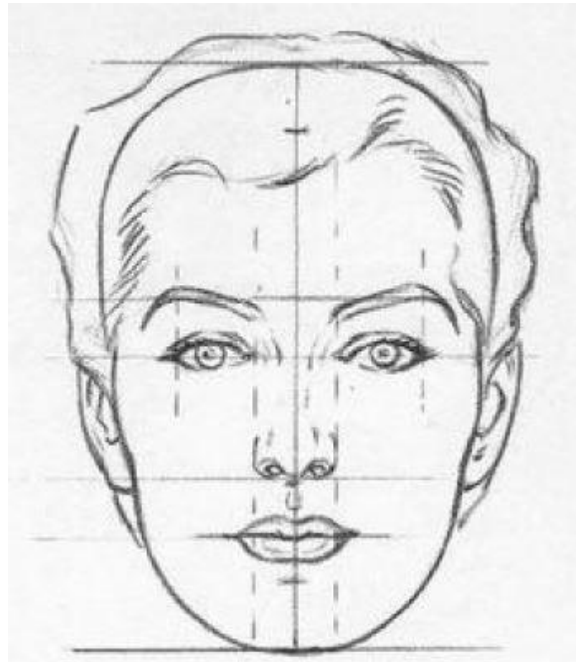




PORTRAIT

In my opinion portrait drawing is one of toughest skill to achieve in the field of fine arts. Portrait drawing establishes a very personal contact with the model.

The important thing to keep in mind while drawing portraits is to catch the exact or nearest tonal value of the face. Lights and shades plays the most important role, later comes the features. **It is a continuous process of observation.**

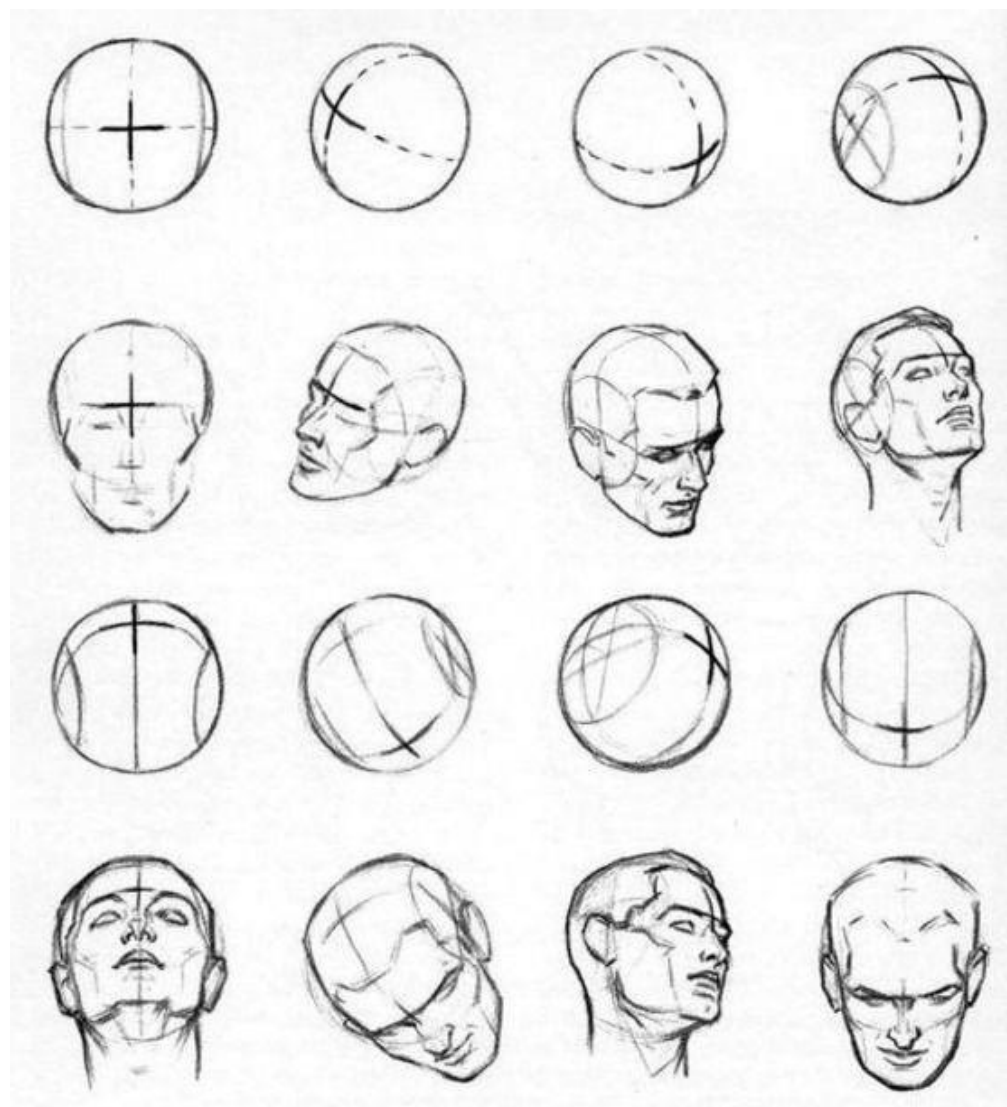


1. First step

Begin with measuring the main proportion of the model's head – its width-to-height ratio using a pencil or by eye.

This proportion varies depending on the view angle. Make sure to get it as accurate as you can.

Make that perfect oval shape according to the face structure of model.



2. Second step

Draw eyes in the right spot.

Eyes will be made approximately at the center of the circular form.

The thing to be noted here is that both the eyes are to be made usually of same size.

Eyelids

An eye is a ball about one inch in diameter and eyelids wrap around this ball. Despite an eyelid is a very thin muscle, it has certain thickness that has to be depicted.

3. Draw a proportionate nose

The shape of the nose can be simplified as a prism. The base of the nose is already marked at the same level as the bottom edge of the ear and the bridge of the nose is curving between eyes. The width of the nose can be double-checked by comparing it to the distance between eyes.

The lower plane of the nose is in shadow and its tonal value can be blocked in light tones.

4. Placing the lips

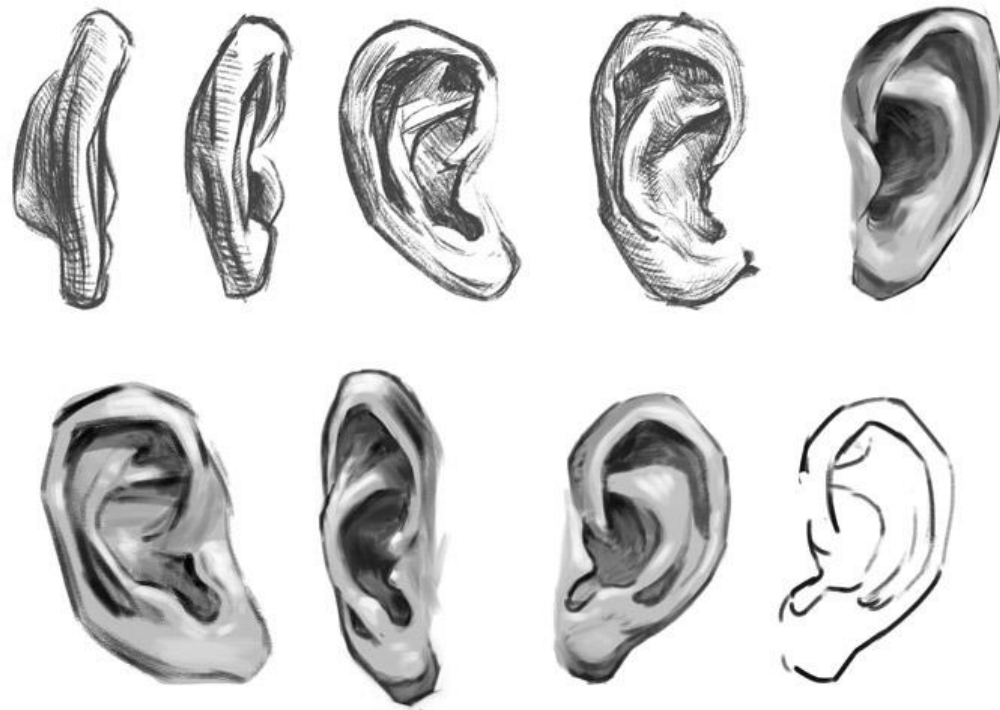
We begin with placing the line between lips. This line is located one-third from the base of the nose to the bottom of the chin. This is an ideal proportion in real life it can differ, so you can measure this distance and adjust if required.

This is the time to observe model's mouth shapes and depict its individual shape, trying to achieve the necessary likeness.

5. Ear drawing

It's a good time to double-check all the main proportion, which is the height of the ear is equal to the height of the nose or the distance between the line of eyebrows and the base of the nose.

The ear's height divided in half will give us a dimension of the ear's width.

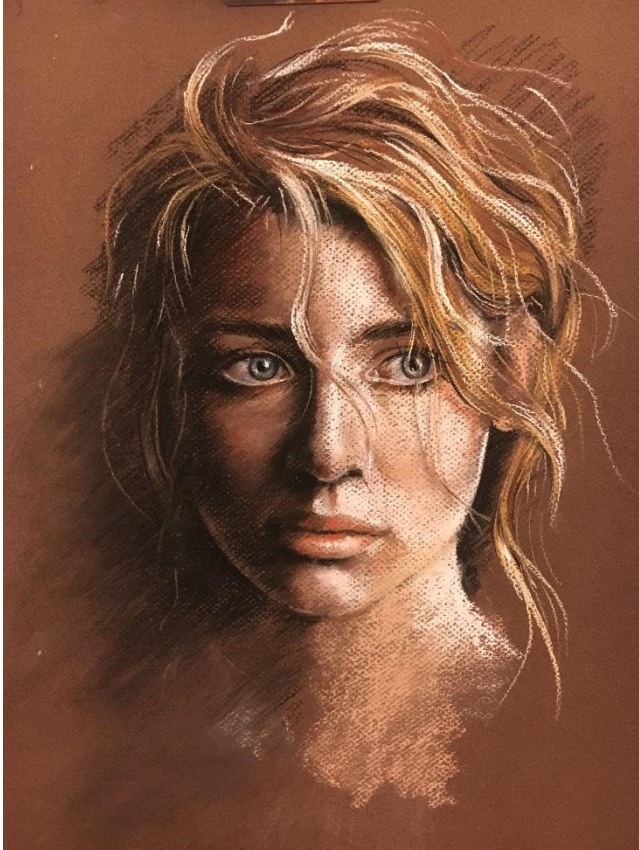


6. Adding tonal values

- It is better to start from rendering big areas with the darkest tonal values.
- The process can develop gradually in multiple layers.
- The aim is to keep the drawing getting darker simultaneously in all places without finish one area before others.
- While shading, you need to keep an eye on relative values, comparing different areas to each other.
- When drawing in graphite pencil, the pencil tip should be sharp at all times.
- Avoid going the full strength a drawing tool can provide from the beginning.
- Apply pencil strokes along the contours of objects.
- Reveal the volume of an object with strokes.
- Avoid 90-degree cross-hatching unless you draw a drapery.
- Keep the gamut of pencil strokes rich and wide – use various directions of strokes.



Mediums used in portrait practice



Soft pastel



Charcoal

Oil paint



WOODCUT

The oldest form of printmaking, woodcut is a relief process in which knives and other tools are used to carve a design into the surface of a wooden block. The raised areas that remain after the block has been cut are inked and printed, while the recessed areas that are cut away do not retain ink, and will remain blank in the final print.

The wooden block is usually made from pear wood, which is sawn along the grain and planed smooth. The block is then seasoned to reduce the moisture content in the wood, which prevents warping and cracking. The size of the woodblock is determined by the image, but is ultimately limited by the size of the printing press. This means that for a large-scale print, multiple blocks are cut and printed separately, after which the image is assembled. Smaller blocks are less likely to crack due to age or the pressure placed upon them during the printing process. The thickness of the block is also important for ease of use and the prevention of wear; the ideal thickness is around one inch.

Process

Once the woodblock has been prepared, the design can be drawn directly onto the surface of the block or a sketch can be pasted on to it. Alternatively, the design can be transferred from a sheet of paper directly onto the surface of the block by applying chalk or graphite to the back of the sheet. The design is then placed onto the surface of the block and its lines are traced by the printmaker with a stylus, which transfers the chalk and the thus the design onto the block.

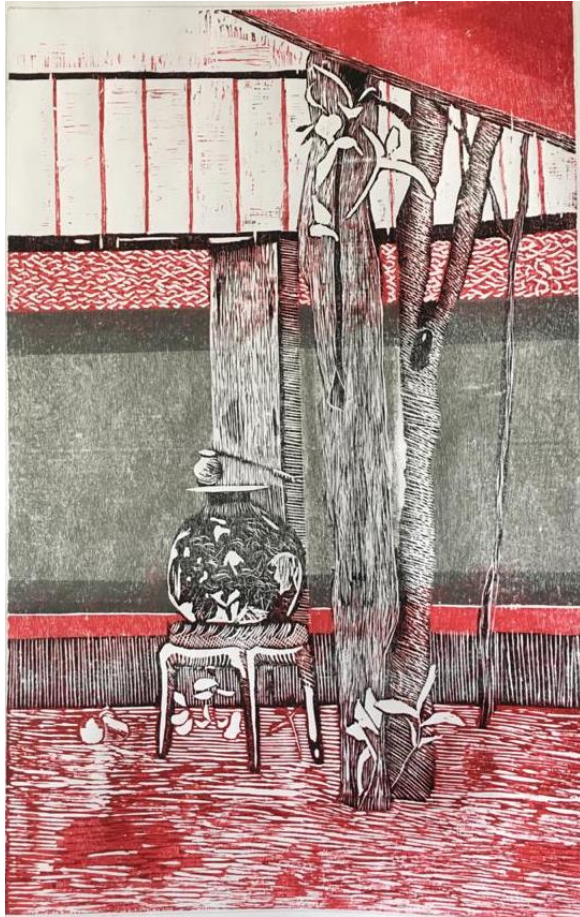
Woodblocks are most often cut by a professional block cutter/artists, who uses a chisel, gouge, or knife to carefully cut away sections of the block that will not receive ink.

The lines that comprise the image then stand in relief to the rest of the block (which is why woodcuts are in the group of printmaking techniques called relief prints).

The block is then inked evenly by using a dauber (ink ball) or a roller, taking care not to spill ink into the recesses.

The block is then placed on the bed of a press and a sheet of dampened paper is placed onto the inked surface of the block. Printmakers can use either a platen press or a roller press. Although some early relief prints appear to have been produced by simply pressing the paper against the block with one's hand, the use of a press is preferable for the consistent distribution of ink.

Once printed onto its paper support, the woodcut's design appears in reverse of the original on the block.



Woodcut

2/3



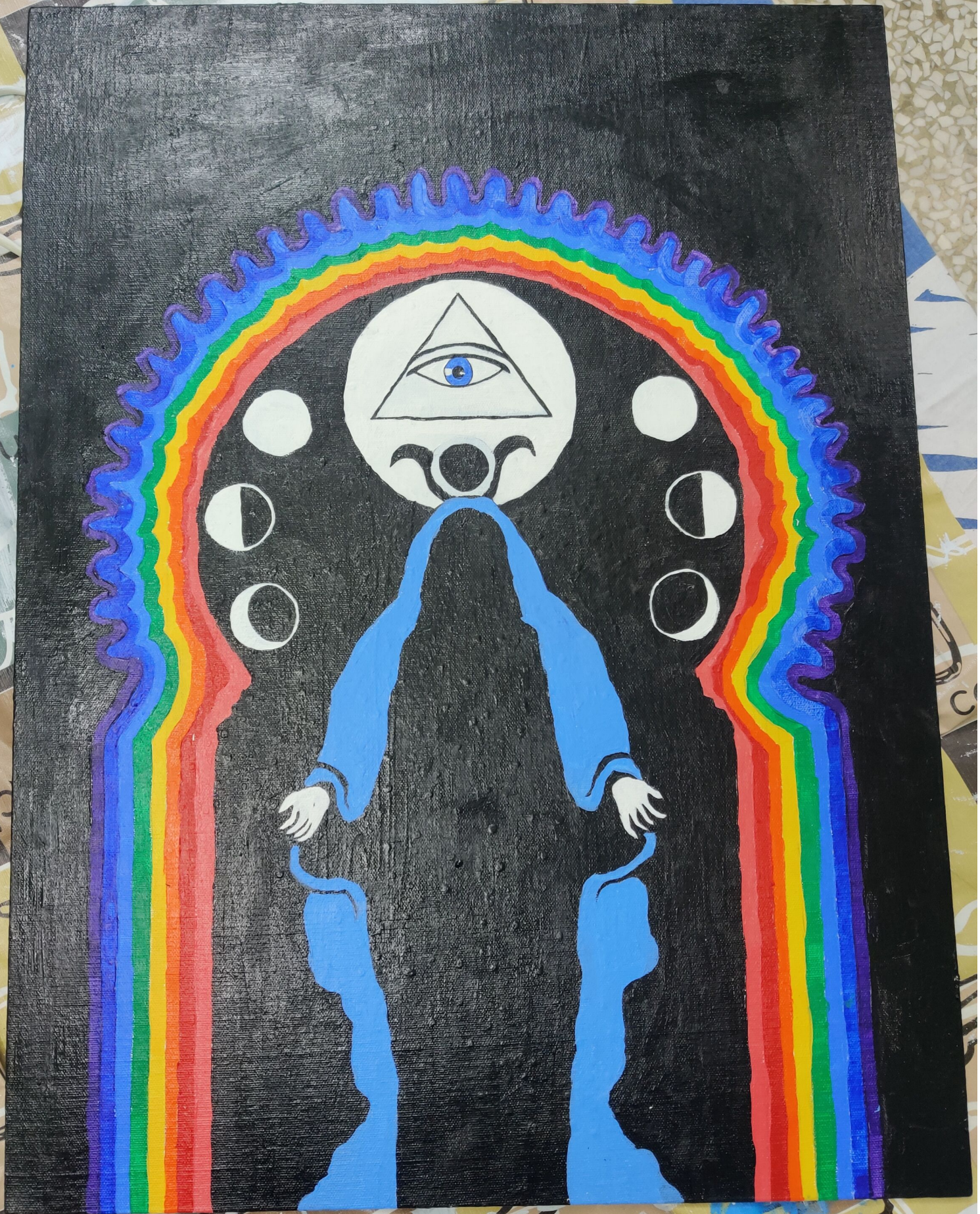
Woodcut

3/3



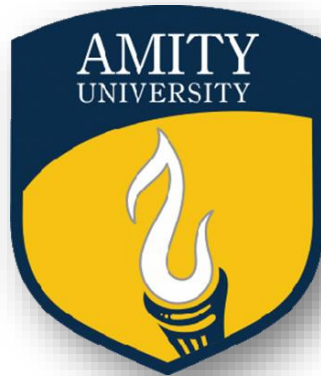
Woodcut

THANK YOU





AMITY UNIVERSITY RAJASTHAN



RESEARCH ON RELIANCE



GUIDED BY

MS. SHRESHTHA KHICHI
ASST PROFESSOR
ASFA

SUBMITTED BY

MOHIT KAUSHIK
4TH YEAR (7TH SEMSTER)
APPLIED ART
A20605717006

C.O.I

DR. GAUTAM SINHA
ASLA



Reliance Industries Limited (RIL) is an Indian multinational conglomerate company headquartered in Mumbai, Maharashtra, India. Reliance owns businesses across India engaged in energy, petrochemicals, textiles, natural resources, retail, and telecommunications. Reliance is one of the most profitable companies in India, the largest publicly traded company in India by market capitalization, and the largest company in India as measured by revenue after recently surpassing the government-controlled Indian Oil Corporation. On 22 June 2020, Reliance Industries became the first Indian company to exceed US\$150 billion in market capitalization after its market capitalization hit ₹11,43,667 crore on the BSE.

The company is ranked 96th on the Fortune Global 500 list of the world's biggest corporations as of 2020. It is ranked 8th among the Top 250 Global Energy Companies by Platts as of 2016. Reliance continues to be India's largest exporter, accounting for 8% of India's total merchandise exports with a value of ₹1,47,755 crore and access to markets in 108 countries. Reliance is responsible for almost 5% of the government of India's total revenues from customs and excise duty. It is also the highest income tax payer in the private sector in India.

THE RELIANCE STORY

MODEST BEGINNINGS

MAMMOTH ASPIRATIONS

Dhirubhai Ambani returns to India in 1957 after a stint with A. Besse & Co., Aden, Yemen. He starts a yarn trading business from a small 500 sq. ft. office in Masjid Bunder, Mumbai, but dreams of establishing India's largest company



WEALTH CREATION

FOR ALL INDIANS

In 1977, Reliance Textile Industries' IPO creates history by introducing the equity cult in India. The issue is oversubscribed seven times, strengthening Reliance's growth ambitions.

INTEGRATING BACKWARD

RACING FORWARD

Reliance sets up a mill in Naroda, Gujarat, sparking off Reliance's backward integration journey. Mukesh Ambani leads the establishment of Reliance's first mega manufacturing project at Patalganga in a record 18 months.



ENHANCING THE LIFESTYLE OF

EVERY INDIAN

Reliance's backward integration journey continues. The Hazira plant coming on stream in 1991 laid the foundation for Reliance becoming the world's largest integrated producer of polyester.

INDIA ARRIVES ON THE

GLOBAL REFINING MAP

In 2000, Reliance commissions the world's largest grassroots refinery in a record 36 months: the Jamnagar petrochemicals and integrated refinery complex. With the development of the associated green belt, the desert surrounding Jamnagar becomes home to another man-made wonder – Asia's largest mango orchard!



TRIGGERING A

TELECOM REVOLUTION

In 2002, Reliance enters the Infocomm business and brings about a revolution in mobile telephony in India. In 2005, Reliance makes a strategic decision to reorganise its businesses through a demerger. Power generation and distribution, financial services and telecommunication services are demerged into separate entities.

JOINING THE

GLOBAL GIANTS CLUB

In 2004, Reliance emerges as the first and only private Indian organisation to be listed in the Fortune Global 500 list. Reliance is also the first private sector company to be rated by international credit rating agencies - including Moody's, Standard and Poor's.



INVESTING IN THE

ENERGY SECURITY OF INDIA

In 2009, Reliance commences production of hydrocarbons in its KGD6 block - against all odds - in just over two years of its discovery, making it the world's fastest green-field deepwater oil development project. With this development, Reliance completes an unprecedented backward integration journey.

LARGEST RETAILER

SERVING INDIA

Reliance Retail becomes the largest retailer by revenue in 2014, fulfilling the aspirations of millions across the country and bringing international experiences at affordable prices to every corner of India



INNOVATION-LED

GROWTH CONTINUES

Reliance Jio Infocomm Ltd., ushers in a pan-India digital revolution through state-of-the-art wireless broadband 4G services, promising to bridge the digital divide

CREATING

EXPONENTIAL VALUE

In 2019, Reliance becomes the first Indian company to cross ₹10 trillion market capitalisation. Chairman and Managing Director Mr. Mukesh Ambani says, "In just four decades, Reliance has grown from a small startup to one of the largest, most admired companies in the world." In 2020, Reliance ranks as the 48th highest valued company in the world and ranks 96th on the Fortune Global 500 list



WHAT'S GOOD FOR INDIA

IS GOOD FOR RELIANCE

"Our dreams have to be bigger.

Our ambitions higher.

Our commitment deeper.

And our efforts greater.

This is my dream for Reliance and for India."

HISTORY

1960–1980

The company was co-founded by Dhirubhai Ambani and Champaklal Damani in 1960's as Reliance Commercial Corporation. In 1965, the partnership ended and Dhirubhai continued the polyester business of the firm. In 1966, Reliance Textiles Engineers Pvt. Ltd. was incorporated in Maharashtra. It established a synthetic fabrics mill in the same year at Naroda in Gujarat. On 8 May 1973, it became Reliance Industries Limited. In 1975, the company expanded its business into textiles, with "Vimal" becoming its major brand in later years. The company held its Initial public offering (IPO) in 1977. The issue was over-subscribed by seven times. In 1979, a textiles company Sidhpur Mills was amalgamated with the company. In 1980, the company expanded its polyester yarn business by setting up a Polyester Filament Yarn Plant in Patalganga, Raigad, Maharashtra with financial and technical collaboration with E. I. du Pont de Nemours & Co., U.S.

1981–2000

In 1985, the name of the company was changed from *Reliance Textiles Industries Ltd.* to *Reliance Industries Ltd.* During the years 1985 to 1992, the company expanded its installed capacity for producing polyester yarn by over 1,45,000 tonnes per annum.

The Hazira petrochemical plant was commissioned in 1991–92.

In 1993, Reliance turned to the overseas capital markets for funds through a global depository issue of Reliance Petroleum. In 1996, it became the first private sector company in India to be rated by international credit rating agencies. S&P rated Reliance "BB+, stable outlook, constrained by the sovereign ceiling". Moody's rated "Baa3, Investment grade, constrained by the sovereign ceiling".

In 1995/96, the company entered the telecom industry through a joint venture with NYNEX, USA and promoted Reliance Telecom Private Limited in India.

In 1998/99, RIL introduced packaged LPG in 15 kg cylinders under the brand name *Reliance Gas*.

The years 1998–2000 saw the construction of the integrated petrochemical complex at Jamnagar in Gujarat, the largest refinery in the world.

2001 onwards

In 2001, Reliance Industries Ltd. and Reliance Petroleum Ltd. became India's two largest companies in terms of all major financial parameters. In 2001–02, Reliance Petroleum was merged with Reliance Industries.

In 2002, Reliance announced India's biggest gas discovery (at the Krishna Godavari basin) in nearly three decades and one of the largest gas discoveries in the world during 2002. The in-place volume of natural gas was in excess of 7 trillion cubic feet, equivalent to about 120 crore (1.2 billion) barrels of crude oil. This was the first ever discovery by an Indian private sector company.

In 2002–03, RIL purchased a majority stake in Indian Petrochemicals Corporation Ltd. (IPCL), India's second largest petrochemicals company, from the government of India, RIL took over IPCL's Vadodara Plants and renamed it as Vadodara Manufacturing Division (VMD). IPCL's Nagothane and Dahej manufacturing complexes came under RIL when IPCL was merged with RIL in 2008.

In 2005 and 2006, the company reorganized its business by demerging its investments in power generation and distribution, financial services and telecommunication services into four separate entities.

In 2006, Reliance entered the organised retail market in India with the launch of its retail store format under the brand name of 'Reliance Fresh'. By the end of 2008, Reliance retail had close to 600 stores across 57 cities in India.

In November 2009, Reliance Industries issued 1:1 bonus shares to its shareholders.

In 2010, Reliance entered the broadband services market with acquisition of Infotel Broadband Services Limited, which was the only successful bidder for pan-India fourth-generation (4G) spectrum auction held by the government of India.

In the same year, Reliance and BP announced a partnership in the oil and gas business. BP took a 30 per cent stake in 23 oil and gas production sharing contracts that Reliance operates in India, including the KG-D6 block for \$7.2 billion. Reliance also formed a 50:50 joint venture with BP for sourcing and marketing of gas in India.

In 2017, RIL set up a joint venture with Russian Company Sibur for setting up a Butyl rubber plant in Jamnagar, Gujarat, to be operational by 2018.

In August 2019, Reliance added Fynd primarily for its consumer businesses and mobile phone services in the e-commerce space.

“Growth has no limit at Reliance. I keep revising my vision. Only when you dream it you can do it.”

- Dhirubhai Ambani

ABOUT

Reliance Industries Limited is a Fortune 500 company and the largest private sector corporation in India.

Our motto “Growth is Life” aptly captures the ever-evolving spirit of Reliance. We have evolved from being a textiles and polyester company to an integrated player across energy, materials, retail, entertainment and digital services. In each of these areas, we are committed to innovation-led, exponential growth. Our vision has pushed us to achieve global leadership in many of our businesses.

Reliance's products and services portfolio touches almost all Indians on a daily basis, across economic and social spectrums. We are now focussed on building platforms that will herald the Fourth Industrial Revolution and will create opportunities and avenues for India and all its citizens to realise their true potential.



SHAREHOLDER VALUE

31.9%Market Capitalisation CAGR since IPO
31.9%Market Capitalisation CAGR since IPO



EMPLOYEE VALUE

15+ NationalitiesRepresented in the employee base
66 Lakh+Man hours of training imparted



SOCIETAL VALUE

50 Lakh+Indirect employment generation
India's largestPrivate sector taxpayer in 2019



CUSTOMER VALUE

300 millionJio subscribers in 2.5 years
World's largest refineryAt a single location
1 in every 2 IndiansIs a consumer of media content
1st Indian retailerTo cross US\$10 billion in revenue

#106

FORTUNE GLOBAL 5002019

#71

FORBES GLOBAL 20002019

Our Values & Behaviours

We aim to conduct our businesses ethically and in a manner that is respectful to all. We achieve this by aligning our goals with our six core values.

CUSTOMER VALUE

We believe the customer is the reason for our existence and the only guarantee to our future. Everything that we do must delight our customer, each time and always.

OWNERSHIP MINDSET

We believe the success and reputation of the company is paramount. Having an ownership mind-set is fundamental to our existence. It creates a sense of inspiration and purpose. It enables accountability and accomplishment. It ensures our strong commitment to the highest standards of safety and environment.

RESPECT

We believe that without respecting all our stakeholders there can be no Reliance. We acknowledge that there may be a difference of perspectives but there must always be respect

INTEGRITY

Upholding our reputation is paramount as we are judged by how we act. We are committed to be truthful in all our actions. We strive to be honest and forthright with one another and with all our stakeholders. We respect the world in which we operate. It begins with compliance with laws and regulations. We hold ourselves to the highest ethical standards and behave in ways that earn the trust of others.

ONE TEAM

Whatever the strength of the individual, we will accomplish more together. We put the team ahead of our personal success and commit to building its capability. We trust each other to deliver on our respective obligations.

EXCELLENCE

We are committed to excellence, in spirit and action. We believe everything that we do and everything we think can always get better. We see all of our activities in terms of our higher purpose and ideals, which drives our quest for excellence always.

Whatever action a great man performs, common men follow. And whatever standards he sets by exemplary acts, all the world pursues.

Bhagavad Gita 3:21

LEADERSHIP

FOUNDER CHAIRMAN

Dhirubhai Ambani (28 December 1932 – 6 July 2002) epitomised the dauntless entrepreneurial spirit of a visionary always on the march to change the destiny of a nation. Acclaimed as the top businessman of the 20th century and lauded for his dynamic, pioneering and innovative genius, Dhirubhai was an inspiring leader with sterling qualities. His success story fired the imagination of a generation of Indian entrepreneurs, business leaders and progressive companies. For many, he still remains an icon, a role model to be emulated.

Dhirubhai's unique vision redefined the potential of the Indian corporate sector and he challenged conventional wisdom in several areas. He was probably the first Indian businessman to recognise the strategic significance of investors and discover the vast untapped potential of the capital markets and channelize it for the growth and development of industry. The corporate philosophy he followed was short, simple and succinct: "Think big. Think differently. Think fast. Think ahead. Aim for the best." It was under Dhirubhai's visionary leadership the Reliance Group emerged as the largest business conglomerate in India, and carved out a distinct place for itself in the global pantheon of corporate giants.



During the course of his entrepreneurial mission, Dhirubhai set a number of revolutionary precedents. His contributions to the social and economic development of the nation were many and recognised by numerous national and international organisations. He was honoured with the Padma Vibhushan – India's second highest civilian honour – in 2016, for his 'exceptional and distinguished' service to trade and industry. Many other prestigious awards and titles have been conferred on him, including the Lifetime Achievement Award (The Economic Times), Man of the Century (Chemtech Foundation), Indian Entrepreneur of the 20th Century (FICCI), and many more.

He visualised the growth of Reliance as an integral part of his grand vision for India. He was convinced that India could become an economic superpower within a short period of time and wanted Reliance to play an important role in realising this goal. Today, the Group's turnover represents nearly 3 percent of India's GDP.

“Don't give up. Courage is my conviction.”

- Dhirubhai Ambani

Memorable Speeches

The collection of memorable speeches by Dhirubhai that shed light on his persona and also inspired scores of people to believe in their dreams:

- Lifetime Achievement Award Acceptance Speech
The Economic Times Awards for Corporate Excellence
- Wharton Dean's Medal Acceptance Speech
The Wharton School, University of Pennsylvania
- Man of the Century Award Acceptance Speech
Chemtech Foundation
- Civic Address and Civic Reception Acceptance Speech
Bombay Municipal Corporation



Chairman & Managing Director

Mr. Mukesh D. Ambani (DIN 00001695) is a Chemical Engineer from the Institute of Chemical Technology, Mumbai (erstwhile the University Department of Chemical Technology, University of Mumbai). He pursued an MBA from Stanford University in the US. He has been on the Board of Reliance since 1977. He initiated Reliance's backward integration journey – from textiles to polyester fibres and further onto petrochemicals and petroleum refining, and going upstream into oil and gas exploration and production. He created multiple new world-class manufacturing facilities involving diverse technologies that have raised Reliance's petrochemicals manufacturing capacities from less than a million tonnes to about 21 million tonnes per year.

In the late nineties, Mr. Mukesh Ambani spearheaded the creation of the world's largest grassroots petroleum refinery at Jamnagar in Gujarat, India, with a capacity of 660,000 barrels per day (33 million tonnes a year), and integrated it with petrochemicals, power generation, port and related infrastructure. Further, he steered the setting up of another 580,000-barrels-per-day refinery next to the first one in Jamnagar. With an aggregate refining capacity of 1.24 million barrels of oil per day at a single location, Jamnagar has become the refining hub of the world.

He also led Reliance' development of infrastructure facilities and implementation of a pan-India organized retail network spanning multiple formats and supply chain infrastructure. Today, Reliance Retail is the largest organised retail player in India. He has created global records in customer acquisition for Jio, Reliance' digital services initiative. He led and established one of the world's most expansive 4G broadband wireless network offering end-to-end solutions that address the entire value chain across various digital services in key domains of national interest, such as education, healthcare, security, financial services, government-citizen interfaces, and entertainment.

Mr. Mukesh Ambani is a member of The Foundation Board of the World Economic Forum. He is an elected Foreign Member of the prestigious United States National Academy of Engineering. He is a member of the Global Advisory Council of Bank of America. He is also a member of International Advisory Council of The Brookings Institution.

Mr. Ambani is also a member of the following forums:

- - Stanford Global Advisory Council
- - McKinsey & Company International Advisory Council
- - The Business Council
- - Chairman of the Board of Governors, Pandit Deendayal Petroleum University in Gujarat
- - India Advisory Group of the London School of Economics
- - India Advisory Council of The British Asian Trust (as Chairman)
- - Indo-U.S. CEOs' Forum
- - Board of Governors of the National Council of Applied Economic Research, India



Board of Directors

- **Mukesh D. Ambani**
Chairman and Managing Director
- **Nita M. Ambani**
Non-Executive, Non-Independent Director
- **Hital R. Meswani**
Executive Director
- **Nikhil R. Meswani**
Executive Director
- **P.M.S. Prasad**
Executive Director
- **P.K. Kapil**
Executive Director
- **R.A. Mashelkar**
Independent Director
- **Adil Zainulbhai**
Independent Director
- **Dipak C. Jain**
Independent Director
- **Yogendra P. Trivedi**
Independent Director
- **Raminder S. Gujral**
Independent Director
- **Shumeet Banerji**
Independent Director
- **Arundhati Bhattacharya**
Independent Director
- **K. V. Chowdary**
Non-Executive Director

Board Committees

The Board has appointed various committees to assist it in discharging its responsibilities. The Board has adopted charters setting forth the roles and responsibilities of each of the committees as well as qualifications for committee membership, procedures for committee members' appointment and removal, committee structure and operations and reporting to the Board. The Board may constitute new committees or dissolve any existing committee as it deems necessary for the discharge of its responsibilities

Audit Committee

- Yogendra P Trivedi (Chairman)
- Raghunath A. Mashelkar
- Adil Zainulbhai
- Raminder Singh Gujral
- K. V. Chowdary

Corporate Social Responsibility and Governance Committee

- Yogendra P Trivedi (Chairman)
- Nikhil R. Meswani
- Raghunath A. Mashelkar
- Shumeet Banerji

Finance Committee

- Mukesh D. Ambani (Chairman)
- Nikhil R. Meswani
- Hital R. Meswani

Health, Safety and Environment (HS&E) Committee

- Hital R. Meswani (Chairman)
- P.M.S. Prasad
- Pawan Kumar Kapil
- Raghunath A. Mashelkar
- Arundhati Bhattacharya

Human Resources, Nomination and Remuneration Committee

- Adil Zainulbhai (Chairman)
- Yogendra P. Trivedi
- Raghunath A. Mashelkar
- Shumeet Banerji
- Raminder Singh Gujral
- K. V. Chowdary

Stakeholders Relationship Committee

- Yogendra P. Trivedi (Chairman)

- Nikhil R. Meswani
- Hital R. Meswani
- Arundhati Bhattacharya
- K. V. Chowdary

Risk Management Committee

- Adil Zainulbhai (Chairman)
- Hital R. Meswani
- P.M.S. Prasad
- Shumeet Banerji
- K. V. Chowdary
- Alok Agarwal - Chief Financial Officer
- Srikanth Venkatachari - Joint Chief Financial Officer



Manufacturing Excellence

At Reliance, manufacturing is a passion. This passion has driven us to set up world-class manufacturing facilities with extreme operational efficiencies in record times. Over the years, we have earned an enviable reputation for flawless project execution and management.

Reliance has set one more benchmark in the industry with commissioning of ROGC (Refinery Off Gas Cracker). Integration of Petrochemical and Refinery is unique feat designed to maximise value addition. This highly complex project was both an engineering and execution challenge and has been started in flawless manner in record time. We have also improved our competitiveness and feed flexibility by building a complete supply chain network for Ethane import for our Hazira, Dahej and Nagothane sites and debottlenecked the three Cracker plants to handle Ethane as feeds.

This adds to our past achievements in all projects at Jamnagar Manufacturing Division (JMD). Reliance projects are of titanic proportions and required millions of engineering man-hours spread over many international engineering offices; thousands of tonnes in equipment and material procured from suppliers across the globe; highly advanced, mammoth construction equipment; a workforce of over 75,000 working round the clock for months; and a great number of innovative techniques in project execution. The result: JMD was established in a record time of less than three years! This has been our way of life, from our mega plant in Patalganga to Hazira and other locations.

Manufacturing divisions of Reliance not only create thousands of jobs for skilled workforce, but also train unskilled workers, helping create a strong talent pool. Every product we create with the 'Made in India' tag is a source of great honour and pride.

Safety

There is an unwavering commitment to safety in all our operations. Reliance adopts latest and best technologies for all new projects, invests in cutting edge technology for safe and reliable operations. The safety culture is reinforced with continuous training, updation of processes and engaging some of the best experts to improve safety systems. Continued focus on asset renewal ensures that all our assets are state of art and keeping with new technologies for improving safety.

We have state-of-the-art Occupational Health Centres (OHC) equipped with diagnostic and therapeutic equipment manned by qualified specialists at all manufacturing divisions. At Jamnagar, Vadodara, Nagothane and Patalganga we have full-fledged modern hospitals which look after not only our employees, but also their families. Most of our manufacturing divisions are ISO 14001:2004 and OHSAS 18001:2007 compliant.

Location

Petrochemicals

Allahabad Manufacturing Division
A/10-A/27, UPSIDC Industrial Area,
P. O. T.S.L. Allahabad - 211 010,
Uttar Pradesh, India

Barabanki Manufacturing Division
Dewa Road, P.O. Somaiya Nagar,
Barabanki - 225 123, Uttar Pradesh,
India

Dahej Manufacturing Division
P. O. Dahej- 392 130, Taluka: Vagra,
District Bharuch, Gujarat, India

Jamnagar Manufacturing Division
Village Meghpar/Padana, Taluka Lalpur,
Jamnagar - 361 280, Gujarat, India

Hazira Manufacturing Division
Village Mora, P.O. Bhatha,
Surat-Hazira Road, Surat - 394 510,
Gujarat, India

Hoshiarpur Manufacturing Division
Dharamshala Road, V.P.O. Chohal,
District Hoshiarpur - 146 024, Punjab,
India

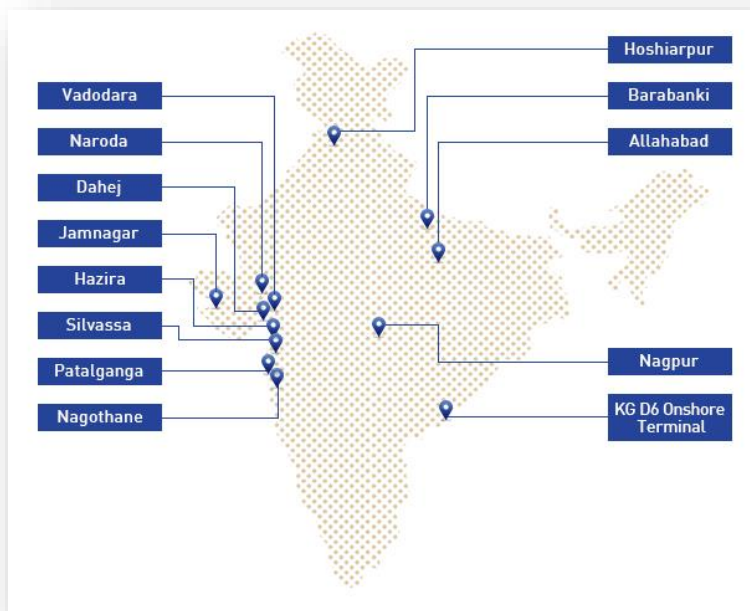
Nagothane Manufacturing Division
P. O. Petrochemicals Township,
Nagothane - 402 125,
Roha Taluka, District Raigad,
Maharashtra, India

Nagpur Manufacturing Division
Village: Dahali, Mouda ,Ramtek Road,
Tehsil Mouda – 441 104,
District Nagpur, Maharashtra, India

Patalganga Manufacturing Division
B-1 to B-5 & A3, MIDC Industrial Area,
P.O. Rasayani,
Patalganga – 410 220, District Raigad,
Maharashtra, India

Silvassa Manufacturing Division
342, Kharadpada, P.O. Naroli – 396 235,
Union Territory of Dadra and Nagar Haveli, India

Vadodara Manufacturing Division
P. O. Petrochemicals,
Vadodara - 391 346, Gujarat, India



Refining & Marketing

Jamnagar
Village Meghpar/Padana, Taluka Lalpur,
Jamnagar - 361 280, Gujarat, India

Jamnagar SEZ Unit
Village Meghpar/Padana, Taluka Lalpur,
Jamnagar - 361 280, Gujarat, India

Oil & Gas

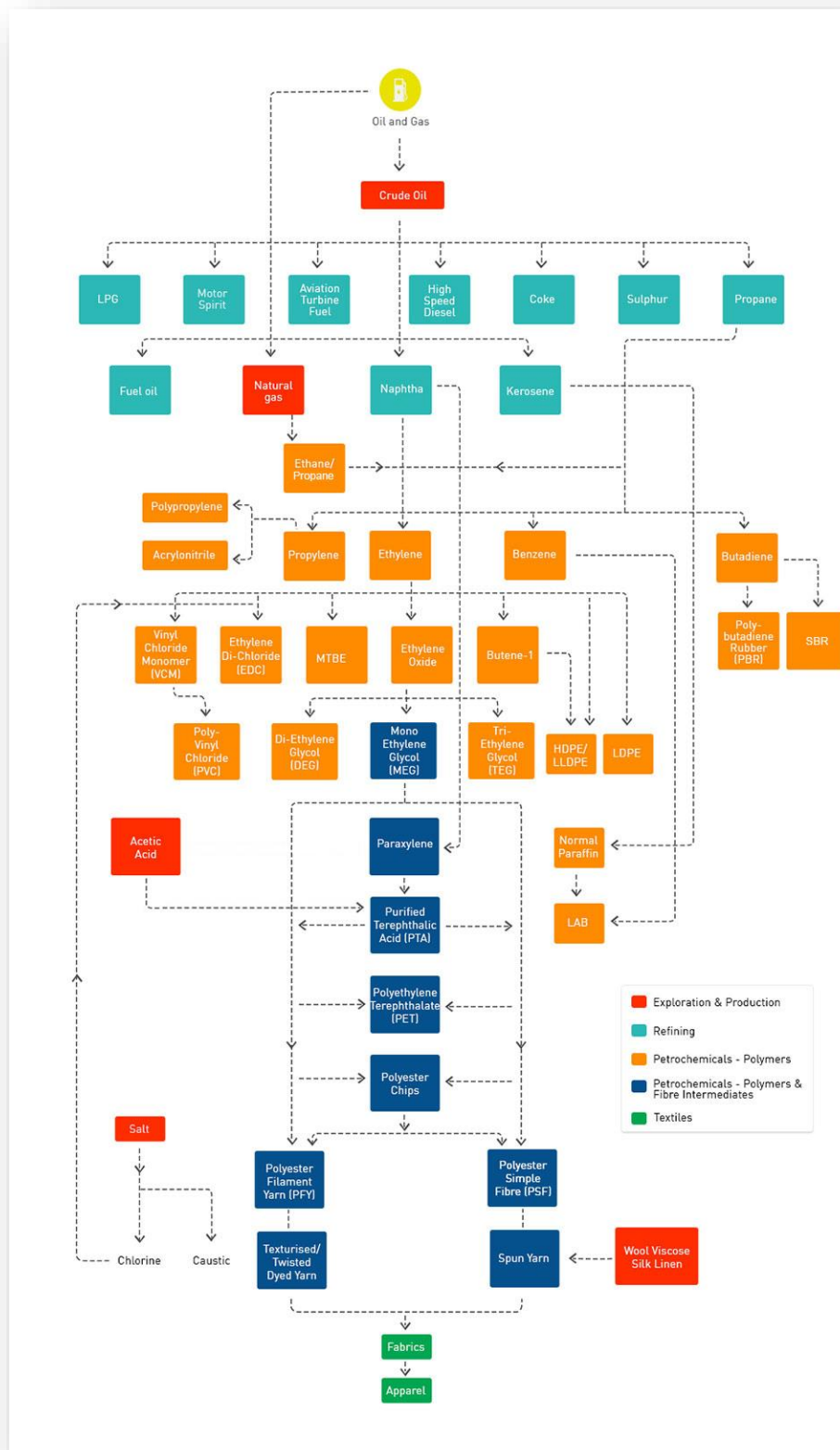
KG D6 Onshore Terminal
Village Gadimoga, Tallarevu Mandal,
East Godavari District Gadimoga – 533 463, Andhra Pradesh, India

Textiles

Naroda Manufacturing Division 103/106,
Naroda Industrial Estate, Naroda, Ahmedabad - 382 330, Gujarat, India

Products & Brands

Our expertise lies in developing products and markets from 'concept to fruition' and beyond. Our constant focus on innovation has helped us to emerge as a trendsetter in various markets and be known worldwide for our unbeatable range of products. Our operations span from the exploration and production of oil and gas to the manufacture of petroleum products, polyester products, polyester intermediates, plastics, polymer intermediates, chemicals, synthetic textiles and fabrics.



Brands

Each of our brands is a natural extension of our philosophy of excellence. From Vimal to Recron, our brands are tuned to not only the needs, but also the aspirations of our customers. Today, our products and brands touch the lives and enhance the lifestyles of millions of Indians.

Polymers



Chemicals



Polyesters



Recron[®]
Super Micro

Recron[®]
Superdye

Recron[®]
Kooltex

Recron[®]
Fibrefill

Recron[®]
3D Conjugate

Recron[®] 3s



Recron[®]
FeelFresh

Recron[®]
Recrobulk



Recron[®]
Recosilk

Recron[®]FS
EVERLASTING PROTECTION

Recron[®]
Exclk

Recron[®]EcoD



Petroleum Retail



Textiles Owned Brands

ONLY
VIMAL.

VIMAL Gifting
A RELIANCE PRODUCT

DEO₂
An Anti-Microbial Innovation
(PATENTED)

PROTECTOR
Quality - standard fabric

D-CREASED
smooth and wrinkle-free look

nice
100% PREMIUM QUALITY MERINO

H. LEWIS
FINE FABRICS & APPAREL

GEORGIA
GULLINI
The essence of Italian style.

Retail Owned Brands

Reliancefresh

RelianceSMART

RelianceMARKET

Reliancedigital

Jio DIGITAL
LIFE

RelianceresQ
Digital Service Centre

RelianceJewels

TRENDS

TRENDS
WOMAN

TRENDS
MAN

TRENDS
junior

TRENDS
FOOTWEAR

AJIO.COM

PROJECT EVE

In-Store Brands



Partnerships with Reliance Retail



EMPORIO ARMANI

Ermenegildo Zegna

flormar

GAS

GIORGIO ARMANI

G-STAR
RAW

Hamleys

hunkemöller

ICONIX
BRAND GROUP, INC.

JIMMY CHOO

kate spade
NEW YORK

KURT GEIGER

MARKS & SPENCER
174908

MK
MICHAEL KORS

mothercare

MUJI
無印良品



Paul Smith

Payless
SHOESOURCE®

POTTERY BARN

pottery barn kids

REPLAY

Salvatore Ferragamo

SATYA PAUL

SCOTCH & SODA
AMSTERDAM COUTURE

STEVE MADDEN
SHOES & HANDBAGS

Superdry.
極度乾燥(しなさい)

TUMI

TIFFANY & CO.

Villeroy & Boch
1748

vision express
Spectacles • Sunglasses • Contact Lenses

west elm



Digital Services



Innovation is a way of life at Reliance

It is innovation that transformed us from a small textile trading firm into India's largest private sector enterprise and a Fortune 500 company. From sparking off the equity cult in India to setting up the world's largest grassroots refinery to now ushering in a digital revolution in India, Reliance has always demonstrated that innovation is in its DNA. Our innovations touch many facets of life in India – be it transportation, retail, or healthcare. Our bold ambitions for Reliance and for India push us to create an innovation agenda that is even bolder, ensuring that the next wave of growth will remain innovation-led.

Reliance Innovation Leadership Centre

The Reliance Innovation Leadership Centre (RIL-C) was set up to serve the innovation vision of the council. This centre implements the innovation agenda by deploying the best and next transformational innovative practices that will impact not only Reliance, but the industry and country at large. The centre aims to impact every element of the innovation ecosystem at Reliance – be it people or processes, technologies or new businesses.

Selected Innovation Programmes

MISSION KURUKSHETRA

Reliance recognises that every mind is creative. Mission Kurukshetra (MK) is a step towards democratising creativity and innovation within the organisation. Through the Mission Kurukshetra platform, our people can submit ideas and track their progress right up to implementation. In addition, businesses can put up specific challenges seeking novel ideas and solutions. In short, MK aims to be a platform where ideas are born, brought to logical conclusion and executed for impact.



BEYONDERS

The Beyonders programme aims at creating innovation leaders at Reliance by linking opportunity with innovation training. Participants receive training in multiple world-class innovation approaches to break psychological inertia and enhance quantity and quality of their ideas. In addition, the programme gives the participants opportunities to lead substantial innovation projects. The logo reflects the attitude of Beyonders – where others are satisfied with leapfrogging, Beyonders believe in pole-vaulting.

D4 (DEFINE DISCOVER DEVELOP DEMONSTRATE)

The D4 programme aims to create a drive for innovation within our people, ultimately creating a vibrant culture of innovation. This programme is action-oriented – participants identify innovation opportunities and are trained to use cutting edge innovation tools and techniques to find innovative solutions. The ultimate objective is to achieve bottom-up innovation and help accelerate the accomplishment of organisational goals.



LEAP

Innovation thrives within inspired minds. Jio LEAP was born with the aim of providing people at Reliance with access to global thought and innovation leaders through interactive sessions. From industry captains to Nobel Laureates, senior government officials to social crusaders, all have inspired and mesmerized the people of Reliance through Jio LEAP

7 INNOVATION HABITS

Organisational innovation requires democratisation of specific innovation skills and behaviours across the employee strata. The seven innovation habits programme aims at empowering entry-level and middle level employees at Reliance with specific innovation skills and problem-solving capabilities. It is a voluntary program open to all employees across Reliance as a one day innovation workshop.



RELIANCE INNOVATION AWARDS

The Reliance Innovation Awards recognize the spirit of Reliance – to set quantum goals, be bolder than others, reinvent and make the impossible possible. These are annual awards which salute and celebrate our innovation achievements. After all, we will need more of these achievements as we reimagine the future! The infinity symbol depicts exactly that – infinite aspiration, infinite innovation, infinite growth.

Research and Technology Development

Technology has been central to everything Reliance has ever done. From our very first textile plant to the world's largest greenfield refinery to our latest telecom business Jio – all utilise the best available technology to create timeless assets that give long-term returns to stakeholders.

Reliance is actively involved in the development of novel and proprietary catalysts, processes and products to improve profitability and accelerate our growth. Our company has transitioned from a smart buyer of technology to a fast customizer of technology and is a flagship developer which provides business leadership through largely in-house developed technology that creates significant value. R&D enables the innovation-based growth agenda for Reliance.

Our state-of-the-art R&D facilities are headquartered in Navi Mumbai, with regional R&D Centres spread across India. With a total area of 300,000 square feet including 120,000 square feet of laboratory space, our R&D centres are among the best equipped in the country. An impressive array of advanced equipment is available to more than 800 researchers and scientists round-the-clock.

RIL is making significant progress towards building robust patent portfolio over the years. In 2019-20 alone 96 patent applications have been filed in India and abroad.

Concerted Collaboration

As a part of our ongoing open innovation initiatives, Reliance is actively collaborating with various international and national institutions for R&D related activities. Some of the key partners are:

Reliance - CSIR-IIIM Jammu joint development of therapeutic proteins & formulations

Realizing the need for sustainable solutions to address India's growing nutrition demand, Reliance and CSIR-IIIM, a renowned phytonutrient operative, came together to develop new-age therapeutic products with algal proteins & therapeutic molecules. By understanding algal small molecule chemistry and bioactivity, a focused formulation of algae-protein with pure algal natural products of therapeutic value will be developed. These products seek to address general as well as geriatric and paediatric health.

Reliance – SynBioBeta USA joint efforts on synthetic biology innovation

SynBioBeta is the largest synthetic biology innovation network in the US. Reliance's biology R&D team is working closely with SynBioBeta for developing collaborations and networks with universities, research institutes, and SMEs for developing technologies to boost the bio-economy of India.

R&D Centres & Focus Areas

Our R&D centres focus on catalysis, chemistry, process engineering, modelling, simulation, applied physics, material science, synthetic biology, biotechnology, downstream polymer processing, reaction engineering, advanced analytical sciences and product applications. In the near future, we will significantly increase the ability to explore technology options and reducing technology development time cycles.

Centre	Focus Areas
Mumbai	Catalysis, chemistry, process engineering, modeling, simulation, material science, synthetic biology, biotechnology, polymer synthesis, downstream polymer processing, product applications and advanced analytical
Hazira	Polyolefin, elastomers and other vinyl polymers synthesis, catalysis and pilot scale testing
Vadodara	Catalysts, adsorbents, organic chemistry, process development, applied biology, environmental science, and polymer applications and technologies, elastomer application and technologies
Patalganga	Polyester materials, processes, products, and applications
Jamnagar	Crude characterisation, process research, and pilot scale facilities for supporting refining operations and renewable energy technology development
Gagva	Pilot plants in over 40 acres of land to develop algae on sea water and convert biomass to biofuel
Samalkot	Biotechnology for biofuels
Naroda	Performance properties for apparel fabrics and auto textiles

Awards & Recognition

- 2019
KIRKPATRICK Honour Award in Chemical Engineering
- 2019
Golden Peacock Award for Innovation Management
- 2019
Golden Peacock Innovative Product & Services Award
- 2018
Intellectual Asset Management group's Asia IP Elite 2018 Award for commitment to world class-IP creation and management
- 2018
Clarivate Analytics' Top 50 Indian Innovator Companies Award for building a robust patent portfolio, patent grant rate, global coverage of patent and influence of innovation
- 2018
Golden Peacock Innovative Product Award for developing 'Novel DPE Polymer–Polymerization Process and New Product Developments for Armor & other Applications'
- 2018
8th National Award for developing 'Novel Polymer for High Performance Automotive Tyre Applications'
- 2018
15th Federation of Gujarat Industries Award for developing 'Visible Light Mediated Photochlorination of PVC in Water for Generating CPVC'
- 2018
Federation of Indian Chamber of Commerce & Industry Award for Manufacturing Process Innovator
- 2018
Federation of Indian Chambers of Commerce and Industry Product Innovator of the Year in Petrochemical Sector for 'Bimodal HDPE Grades Development'
- 2018
Golden Peacock Award for Best Innovation Management Practices
- 2018
Golden Peacock Eco-Innovation Award
- 2018
Global Clean Energy Award
- 2018

Best Innovation in R&D Institute for development and commercialization of in-house technology for low cost anti-coking & sulfiding additive for gas/naphtha cracker & hydrotreater catalyst by Centre for High Technology (CHT) & Indian Ministry of Petroleum and Natural Gas

- 2017

ICC Acharya PC Ray award in the category of “Development of Indigenous Technology” for development of PP catalyst/donor technology for gas phase process

- 2017

8th PLASTICON Award for Innovation in Green Technology for ‘High Energy Efficient & Zero Residue Process For High Performance Catalyst For Producing Homo & Impact PP’

- 2017

Product Innovator of the Year in Petrochemical Sector by FICCI for ‘Indigenous Technology for Polypropylene Catalyst & External Donor system for Raffia grade’

- 2017

7th National Award for Technology Innovation In Polymeric Material for developing ‘Novel Polyethylene and Its High Thermally Conductive Product For Electronic Applications’ by Indian Ministry for Chemicals and Fertilizers

- 2017

VASVIK Industrial Research Award for ‘Outstanding contributions to chemical sciences & technology and commercialization of R&D developed technologies in India’

- 2017

ICC Award for ‘Excellence in Process Design and Engineering’ for development and commercialization of indigenous technology for benzene recovery from FCC gasoline

- 2016

6th National Award for Technology Innovation in Field Polymer Science for ‘High Performance Morphological Catalyst and Precursor Technology’

- 2016

6th National Runner Up Award for Technology Innovation in Polymeric Material for ‘Ultra High Molecular Weight Polyethylene’

- 2015

5th National Award for Technology Innovation in Innovation in Polymeric Material for ‘Value addition to Sulfur Streams through Sulfur Based Polymers: Sulfur Concrete’

- 2015

Federation of Gujarat Industries’ Award for ‘Excellence in Research in Science and Technology’

- 2012

Indian Ministry of Chemicals & Fertilizers (Department of Chemicals & Petrochemicals) 3rd National Award for Technology Innovation in Petrochemical and Downstream Plastic Processing Industry for ‘Polymers in Agriculture and Water Conservation’

- 2013

Indian Institute of Chemical Engineering ICI award for Excellence in Process and Product Development

- 2013

Petroleum Federation of India's Best Innovation Award

- 2012

Indian Chemical Council Award for Excellence in Plant Design & Engineering

- 2014

Indian Ministry of Chemicals & Fertilizers (Department of Chemicals & Petrochemicals) 4th National Award for Technology Innovation in Petrochemical and Downstream Plastic Processing Industry for 'Innovation in Polymeric Materials'

- 2011

Vasvik Research Award for 'Excellence in Science, Technology & Technological Innovation for development of RELCAT & RELD Series of Catalysts'

- 2009

R&D Magazine- Lab of the year Award for 'Renovation of Lab Design, Layout, Ambient Environment and Cost Saving; Catalyst & Materials Reliance Technology Centre, Hazira Complex, Surat'

- 2009

Indian Institute of Chemical Engineers Bhageerath Award for 'Excellence in the Fields of Water and Wastewater Management'



Corporate Sustainability

Our commitment to sustainable development goes beyond our operating boundaries, as we continuously aim to add value to our stakeholders by advancing knowledge and improving lives.

We seek internal and external perspectives to identify and help us better understand the risks and opportunities associated with new and emerging issues. The issues identified are evaluated for their relevance to Reliance and their impact on economic, environmental and social aspects. This exercise is performed annually to ensure its relevance to the changing business environment, and the disclosure through reports is aimed at our stakeholders like investors, customers, employees, JV partners, business partners and the community. We have worked with key stakeholders and focused our efforts towards our strategic pillars for sustainable development: energy management, environment, product stewardship, occupational health and safety, and social institution building.

Our Strategic Pillars, Trends and Stakeholder Needs

Our focus on the five strategic pillars ensures that we grow our business while responding to global trends and stakeholder needs. The key activities undertaken against each of the strategic pillars build on the progress we have already made in order to reduce our environmental impact, and contribute to society by investing in meaningful endeavours.

Energy Management

We have taken decisive steps to improve energy efficiency in its operations. A dedicated team works relentlessly to identify and implement energy conservation initiatives, resource optimisation and renewable energy projects at all RIL's manufacturing sites. Some of the energy efficiency initiatives include:

- Enhanced heat recovery by revamping of air preheaters to recover more energy from flue gases.
- Improved heat rate by uprating Gas Turbines.
- Installation of advanced technologies like Divided Wall Column (DWC).

RIL has registered eight CDM projects with the United Nations Framework Convention on Climate Change (UNFCCC). These projects are related to energy efficiency, use of renewable energy and cleaner fuels.

Our refineries have continued to remain in top quartile performance based on Solomon's energy intensity index. Key strengths as per Solomon study are energy efficiency, operational availability and utilised processing complexity.

Environment Responsibility

In FY 2016-17, we recycled 45.5% of our water.

We have invested in several innovative renewable energy generation initiatives such as Algae to Oil and Jatropha-based biodiesel. We have also installed rooftop solar photo voltaic modules and biogas generation facilities across several of our manufacturing sites.

We are recycling about 2 Billion PET bottles a year. Taking it a step further, we are creating value from waste. Recron Green Gold Polyester Staple fibre is produced by a highly eco-friendly process; apart from being made from 100% recycled PET bottles, it also uses 90% recycled water.

Through a unique partnership with Ministry of Environment and Forests, Government of India and Gujarat Ecological Commission, RIL is involved in setting up the National Centre for Marine Biodiversity (NCMB) - India's first Centre of Excellence for the study of India's coastal biodiversity at Jamnagar.

Additionally, our Jamnagar site is home to Asia's largest mango orchard in arid land.

Product Stewardship

In FY 2016-17, Reliance was granted a total of 60 patents.

Reliance reviews the environmental, health and safety impacts of its products continuously to ensure that they do not pose any risks to people and environment. A few such products that incorporate social and environmental impacts include:

- Reliance's geotextiles and geogrids products have been successfully used in stabilisation of railway tracks in different regions.
- Mulch film has been used for cotton cultivation at different places resulting in better growth of plants, enhancing productivity.
- Recron Green Gold is one of the green textile fibers, which reduces its own carbon footprint by 28% over last two years. It has been certified as 'Greenest Textile fibre in the World' by SGS Hong Kong.
- RelWood™ is a superior product that looks and feels like wood but is much stronger. It is made using patented German technology that blends Material Sciences with Interfacial Sciences.
- Our specialty polymer formulations help make durable all-weather pipes that help transport water wherever it is needed.

Occupational Health and Safety

All our manufacturing sites have adopted Occupational Health & Safety Management Systems (OHSAS-18001).

A unique initiative called 'Task Based Health Risk Assessment' (TBHRA) focuses on identifying health and safety risks to arrive at an employee level health risk profile.

We have implemented an initiative, 'REFERS' (Reliance Employee & Family Emergency Response Services) which offers 24x7 assistance in case of any medical accident, fire and security exigencies for our employees and their family members.

"R-Swasthya" is a health & wellness initiative aims to create a culture where our employees choose to live healthier lifestyles.

To overcome emerging mental health issues, we undertook an ambitious project 'WISH' (Work life Improvement for Safety and Health) on work life balance to focus on emotional health as a part of resilience management.

Social Institution Building

Our Rural Transformation initiatives have enhanced livelihoods of 8+ lakh farmers, fisher folks and livestock owners. Over the past year, 2,200+ Ha of land was brought under improved cultivation, capacity was created to collect 32+ lakh cubic metres of rainwater; and 12+ lakh saplings were planted.

Our Health initiatives have provided over 5 lakh health consultations. Through this 33,900+ women were screened for anaemia, of which 8,000 were diagnosed and treated, and 29,700+ children screened for malnutrition, of which 2,000+ malnourished children were treated.

Reliance Foundation's Drishti programme, which is run in association with the National Association for the Blind, Arvind Eye Hospital and Hyderabad Eye Institute, has supported over 15,500 corneal transplants across the country since inception.

In 2017, we distributed 60+ million litres of drinking water to 100+ drought affected villages of Maharashtra, and also helped rejuvenate the Sona River ensuring drinking water security for 14,000+ people.

Health, Safety & Environment

Reliance's endeavour to create a culture of safety, health and environment saw a new light with the implementation of Change Agents for Safety, Health and workplace Environment (CASHe). This project has garnered enough strength to make safety and health a priority in the workplace, and improved occupational safety and health significantly. Reliance's HSE Management System has established company-wide safety management objectives and processes for improving operational discipline and evolving inherent safety measures for plant operation. In addition, the Central HSE audit programme — a critical component of the HSE governance process — is designed to ensure that the HSE Management Standards are implemented, and best practices followed and shared across the Reliance Group.

Reliance is also committed to ensuring environmentally sustainable and responsible operations to achieve highest standards of excellence. Our manufacturing divisions have not only instituted internationally accepted Environmental Management System based on ISO-14001, but the major sites are also integrated with Quality Management and Occupational Health & Safety Management Systems.

For instance, we have set up Occupational Health Centres for emergency and curative services and are also focusing on emotional well-being through our "Work-Life Project". We continuously standardise and upgrade systems to reach our target of zero injuries and incidents. We also remain deeply committed to the cause of environmental protection, and have rainwater harvesting programmes and three-tier environmental audits in place, among other systems.

Health, Safety and Environment Policy



Environment Policy

Protection of environment is of prime concern and a core business value at Reliance Industries Limited (RIL). With a leading role in providing competitive goods and services in the materials and energy value chains and infrastructure, RIL is conscious of its responsibility towards the needs of the communities in which it operates by creating, maintaining and ensuring a safe and clean environment for sustainable development.

In particular, RIL is committed to:

- Comply with all applicable laws, regulations and conditions granted in environmental and forest clearances, as well as take any additional measures considered necessary to go beyond compliance.
- Implement an environmental compliance management process to capture deviations and report the violations observed by the authorities to the HSE committee of Directors.
- Follow an international environmental management system, governance process with clearly defined responsibilities in order to achieve continual improvement and communicate environmental performance to the stakeholders.
- Design new facilities and conduct operations with preventive approach and industry best practices to avoid adverse impacts to the human health and the environment.
- Conserve natural resources by their responsible and efficient use in all our operations.
- Take appropriate measures to prevent environmental incidences and maximize recycle to reduce wastes, discharges and emissions.
- Promote tree plantation, green surrounding and protection of biodiversity at our locations to be in harmony with nature.
- Ensure appropriate training and awareness on environmental systems, procedures, best practices and on shared responsibility towards environmental protection among employees, contractors, suppliers and customers.
- Communicate this policy to the stakeholders.


Mukesh D. Ambani



Health, Safety and Environment Policy

"Safety of person overrides all the production targets" is the Health, Safety and Environment policy of Reliance.

Reliance believes that all injuries, occupational illnesses as well as safety and environmental incidents are preventable.

Reliance shall strive to be a leader in the field of management of Health, Safety and Environment.

Reliance is committed to:

- Conduct all its activities in such a manner as to avoid harm to employees, contractors and the community.
- Promote occupational health of its employees and contractors.
- Improve continuously its environmental practices and performance.
- Minimize adverse impact on environment and risks to the community that arise due to its operations and during transport and distribution of its goods.
- Utilize energy resources in a responsible and efficient manner so as to reduce emissions and generation of effluent and waste products.
- Comply with all statutory requirements concerning Health, Safety and Environment.
- Create a culture of learning and practicing Health, Safety and Environment systems, procedures and practices among all its employees and contractors.

Reliance strives to achieve these objectives by:

- Designing plants with proper and adequate safeguards for ensuring process safety.
- Carrying out process and operational changes through well-defined systems and strict adherence to the same.
- Following effective use of safe working procedures and practices for operation, maintenance, inspection and emergency situations.
- Reviewing regularly and updating of systems and procedures.
- Training and validating employees and contractors on health and safety practices.
- Conducting all work in a safe manner and to ensure integrity of the assets, by providing personal protective equipment, tools and tackles.
- Auditing periodically internal and external work procedures and practices.
- Investigating all incidents relating to Health, Safety and Environment, including minor ones and near misses, followed by implementation of corrective measures.
- Communicating learning from investigations of incidents, internal and external, to all employees and taking steps to prevent such occurrences in its works.
- Identifying and evaluating health risks related to operations and carrying out pre-employment and periodic medical check-up of its employees. Implementing programs and appropriate protective measures to control such risks.
- Continuously monitoring work environment and plant effluents-gas, liquid and solid and taking measures to achieve better environmental performance.
- Interacting with local communities on operations, likely hazards and emergency response systems.
- Keeping abreast of latest international codes, standards and practices and adopting the same where applicable.


Mukesh D. Ambani
2017



Creating shared prosperity, sustainably

Initiatives in education, health, environment and social development forms a sizeable chunk of Reliance's community outreach programmes.

We contribute to the well being of people by introducing sustainable measures and providing assistance to institutions and welfare organisations, across India, reaching well beyond our business locations, impacting the lives of marginalised communities. Our initiatives have reached millions over the years and nearly 4,00,000 people benefit from our continuing programmes every month.

Sustainable Development

We have always considered sustainable development the cornerstone of our business strategy. We seek to achieve sustainable and profitable growth, creating thriving eco-systems around all our businesses. Our strategy includes fostering close and continuous interaction with people and communities around our manufacturing divisions, bringing qualitative changes in their lives and supporting the underprivileged.

Community Infrastructure & Environment

A large number of initiatives are focused on developing community infrastructure and protecting the environment. Reliance has developed infrastructure for water conservation and constructed community halls, schools, and health centers in various locations.

Some of Reliance's initiatives to promote environment protection include investing in renewable energy sources, promoting green plantations and spreading environmental awareness.

Environment Protection Drives

Environmental impact assessment and qualitative risk analysis are central to all our new projects. We have converted acres of arid lands into major green zones.



Education & Skill Enhancement

Reliance supports local schools with logistical and financial support, capacity building of teachers and infrastructure development.

Reliance also organises skill development and income-generating programmes for local communities. Assistance is also given to such communities by helping them to start Self Help Groups and empowering them with marketing knowhow.

Women & Youth Empowerment Programmes

Reliance nurtures and sponsors many projects designed to educate, employ and empower women and youth in and around the catchment areas of its operations.





Reliance Community Development Programmes

Reliance conducts several livelihood training programmes and has provided aid and equipment to the physically challenged

Project Jagruti

A project to uplift and bring dyslexic students from the underprivileged segment into the main stream.

Reliance Dhirubhai Ambani Protsahan Scheme

A scheme for supporting meritorious students and providing financial aid to the toppers for pursuing higher studies in engineering and medical streams.



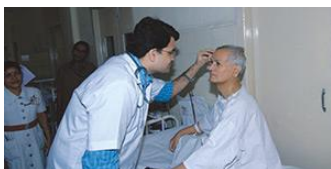
Community Healthcare

Reliance provides affordable curative and preventive healthcare services to the community through various healthcare programmes. It has constructed health centers, operates mobile medical clinics and emergency ambulance services, and conducts various camps on health awareness.

Reliance is also focusing on specific areas like addressing maternal mortality and providing support to patients suffering from chronic ailments such as AIDS and TB.

Reliance Primary Health Centre

Reliance adopted a PHC in Gujarat for catering to the community health needs under the National Rural Health Mission Programme.



Reliance Employee Health Care Services

Reliance Occupational Health Centers, located at plants and offices, are equipped with state-of-the-art facilities and manned by specialists to take care of the staff and their families.

Reliance HIV/DOTS Therapy Centre

This centre's programme for the underprivileged is run with the support from various governmental and non-governmental organizations.



Dhirubhai Ambani Hospital

The hospital plays a significant role in improving the quality of life with its prompt and specialized services and by providing free lifesaving treatment.



Reliance Foundation

Reliance has always made sustainable development the cornerstone of its business strategy to achieve sustainable and profitable growth, creating in its wake thriving eco-systems around all its businesses. To provide impetus to various developmental initiatives of RIL, Reliance Foundation was set up in 2010 as an expression of its vision towards sustainable growth in India.

India is a nation of a billion dreams, a billion aspirations and above all great opportunities. To turn these dreams into reality, especially for the vulnerable sections of the society, Reliance Foundation has taken the path of inclusive development to address their basic needs. Reliance Foundation has cumulatively touched the lives of 15 million people in over 13,500 villages and various urban locations.

RESPONSE TO COVID-19

Reliance Industries Ltd. (RIL) announced a donation of Rs. 500 crores to PM CARES Fund to support the nation's fight against the COVID-19 pandemic. RIL has also provided contributions of Rs. 5 crore each to the governments of Maharashtra and Gujarat to support their fights against the coronavirus.

We also continue our 24x7, multi-pronged, on-the-ground effort to ensure the nation remains prepared, fed, supplied, safe, connected and motivated to fight and win against the unprecedented challenges brought upon by the Coronavirus pandemic. RIL and Reliance Foundation is leading with a significant effort that encompasses several initiatives. These include:

- Contribution of Rs. 500 crores to the PM-CARES Fund
- Contribution of Rs. 5 crores to the Chief Minister's Relief Fund of Maharashtra
- Contribution of Rs. 5 crores to the Chief Minister's Relief Fund of Gujarat
- India's first 100 bed exclusive Covid-19 Hospital geared up in just two weeks to handle Covid-19 patients
- 65.7 Lakh free meals in the next 10 days across the nation and scaling up rapidly to more meals and newer areas
- One Lakh masks daily for health-workers and caregivers
- Thousands of PPEs daily for health-workers and caregivers
- Free Fuel across the country to notified emergency response vehicles
- Jio seamlessly connecting nearly 40 crore individuals and thousands and thousands of organisations daily on its telecom backbone via 'work from home', 'study from home' and 'health from home' initiatives, helping to keep the country going
- Reliance Retail providing essential supplies daily for millions of Indians via stores and home deliveries

About the Reliance Logo

The company was founded by Late Dhirubhai Ambani in 1973 and continue to use its first logo but keeps on updating it from time to time.

The logo was designed by Mr Vitthal Varia founder of Varia DDesign Institute, Ahemdabad based company.



The wordmark of the company was written below the symbol and the symbol is the combination of “R” alphabet and shadow of the flame. The company launched the green colour logo in 1985 and used it until 2001.



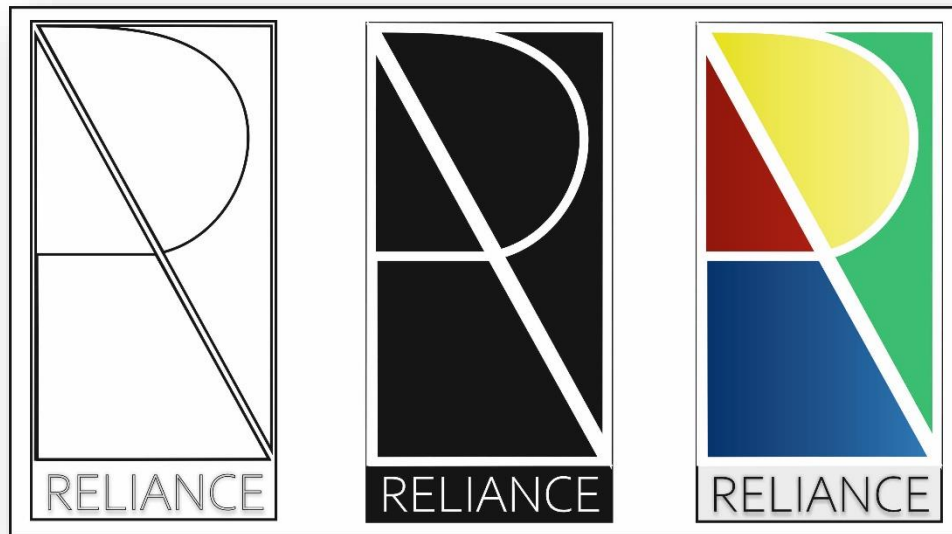
The current logo was launched in 2001 by the company. A golden colour symbol was used and the font style was changed. It is owned by Mayur Rajpal for Reliance Industries Limited.

The Tagline of Reliance:

The tagline of Reliance Industries Limited is “**Growth is Life**” which represents the ever-evolving spirit of the company.

Logos designed by me

First logo



- I have make this logo for **RELIANCE INDUSTRIES LIMITED**.
- I have use **letter on letter** technic.
- All the letter of reliance is easily visible and understand.
- I have taken the reference from **Rolls Royce logo**.
- The colour which are in this logo, **red** which stands for **power and flame**, **blue** stands for **technology**, **yellow** stands for **lifestyle**, and **green** stands for **health & environment**.
- The colour, font & graphics are supportive.

Second logo

Reliance

- I have make this logo **RELIANCE INDUSTRIES LIMITED**.
- I have use simple font **gill sans MT**, which is easy to read and understand.
- In this logo the **red, blue, yellow and green** colour in the letters **R,E,A,E**.
- The colour which are in this logo, **red** which stands for **power and flame**, **blue** stands for **technology**, **yellow** stands for **lifestyle**, and **green** stands for **health & environment**.
- The colour, font, & graphics are supportive.

Third logo

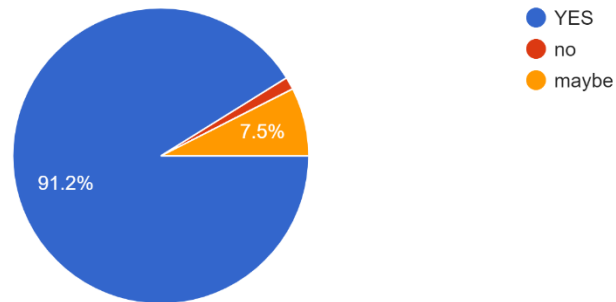


- I have make this logo for **RELIANCE INDUSTRIES LIMITED.**
- I have **redesigned** this logo.
- I have divided into parts which looks like **leaves.**
- Each part considers for the **products/service** which are given by reliance.
- The **shade of yellow** used in this logo, which easily differ the parts of logo.
- The shades go **dark to light.**
- The font, colour & graphics are supportive.

QUESTIONNAIRE

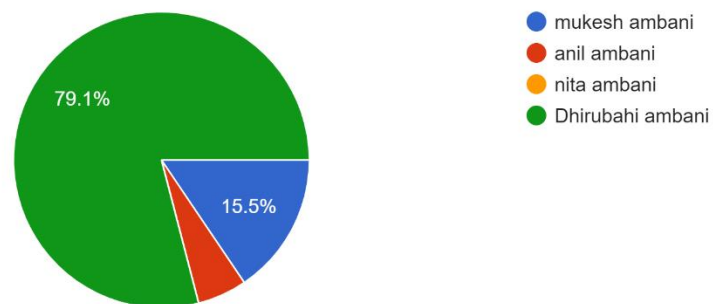
1. Are you aware about the RELIANCE INDUSTRY LTD.

147 responses



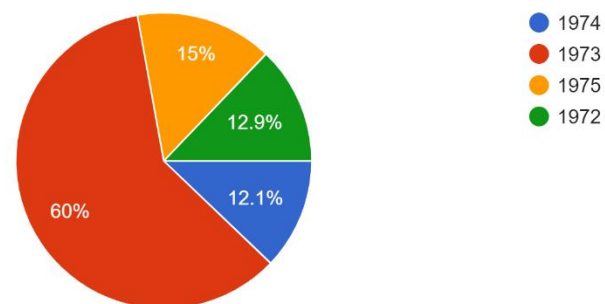
2. Who is the founder of reliance?

148 responses



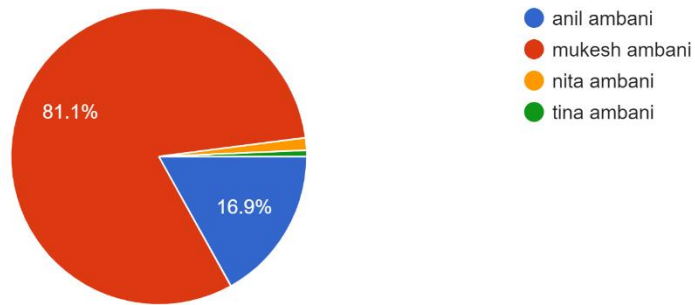
3. in which year the company was founded.

140 responses



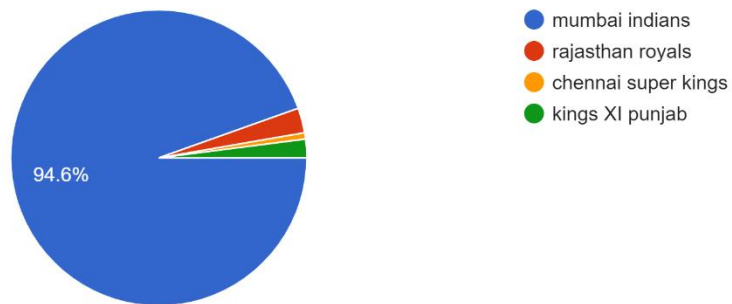
4. who is the owner of reliance industry?

148 responses



5. which ipl team owned by reliance ?

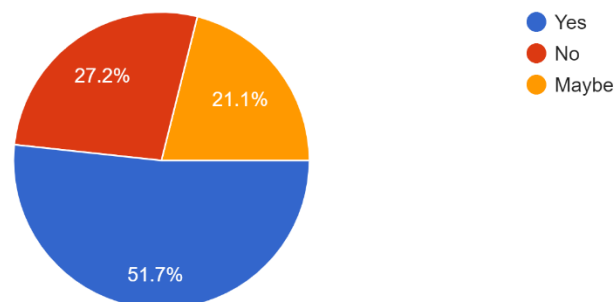
147 responses



social works

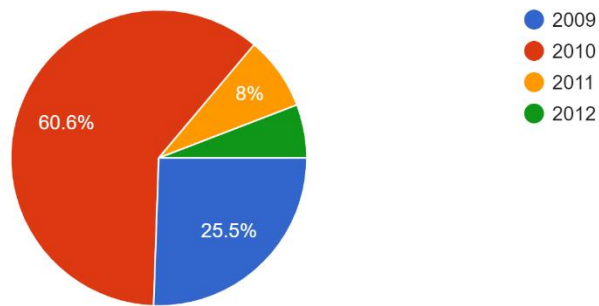
6. are you aware with reliance social works?

147 responses



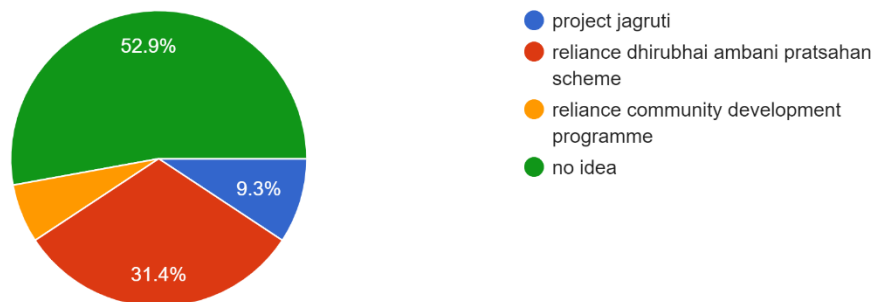
7. in which year reliance foundation setup.

137 responses



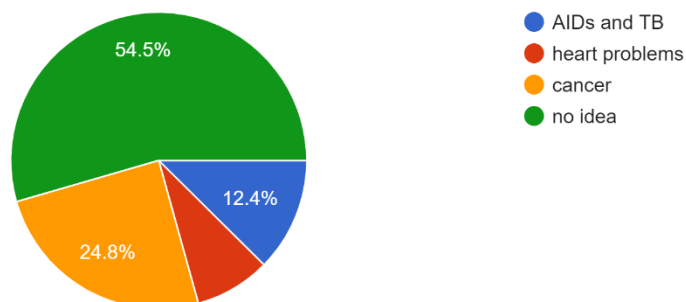
8. which scheme support meritorious student and providing financial aid to the topper for pursuing higher studies in engineering and medical stream?

140 responses



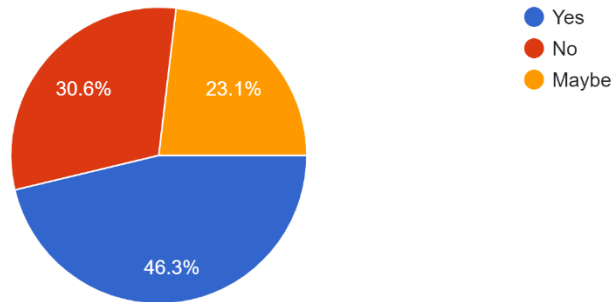
9. reliance mainly focusing the patient which are suffering from_____.

145 responses



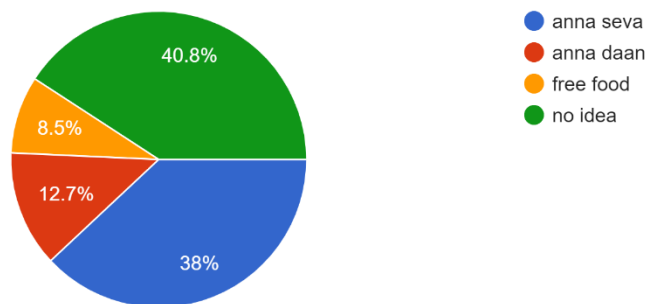
10. are you aware, the work/steps taken by reliance in covid pandemic.

147 responses



11. which mission of reliance foundation, be the largest meal distribution programme?

142 responses



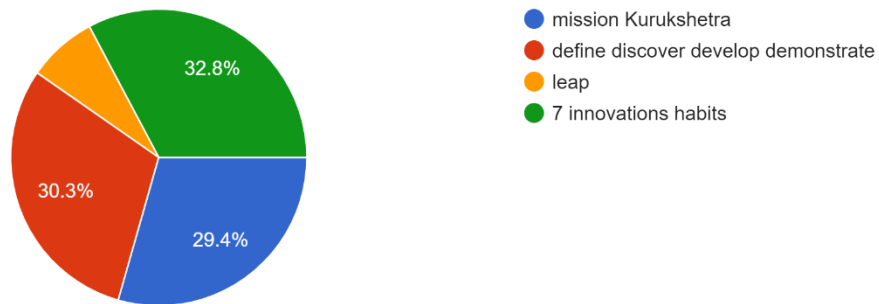
12. according to you which step of reliance foundation was best in this pandemic.

140 responses



13. in which programme, reliance take steps towards democratising creativity and innovation.

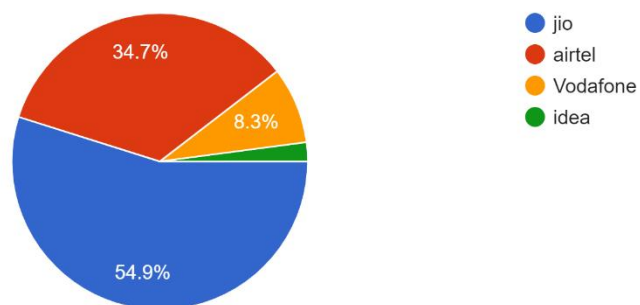
119 responses



reliance telecom

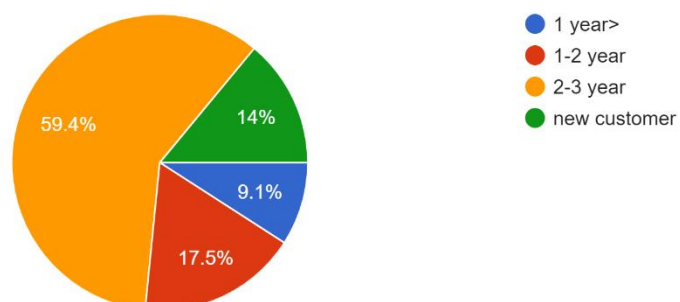
14. what is your telecom company?

144 responses



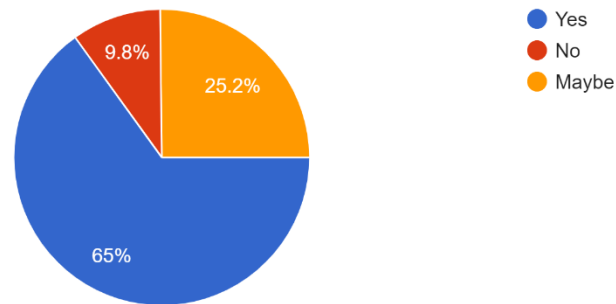
15. how long have you been a customer of this company?

143 responses



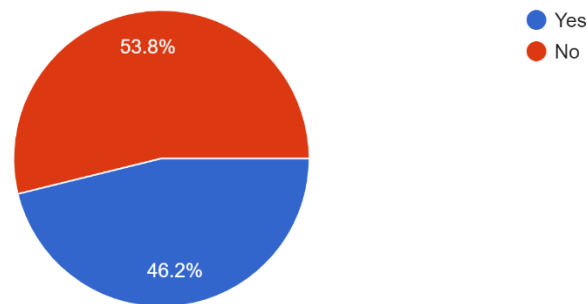
16. are you satisfied with the product/service provide.

143 responses



17. have you ever faced a bad experience with your telecom brand?

143 responses



18. what do think jio can do to increase your satisfaction? 101 responses

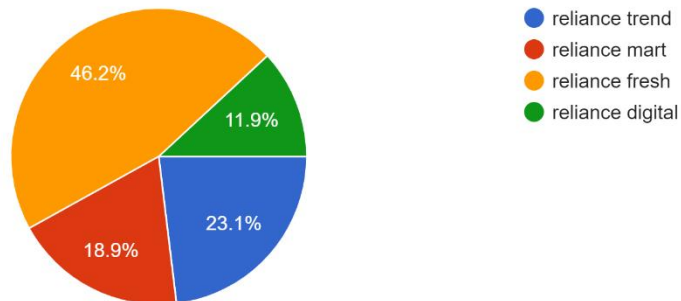
Yes
No
NA
5G
Yes
Provide unlimited plans at a cheapest rates
..
Better network
Resolve connectivity issues
I dont like jio
Rate reduction
By plantation of more network towers
I never wanna use jio.
Ys
i don't know
For giving proper network nd gb
I m satisfied with there service
Dnt knw
No comments all good
test
Nothing, its good

Improve network in rural areas
 Free internet
 Improve the network coverage area
 Providing more speed
 Increase data speed
 Yess
 May br
 0% network problems in all areas
 Low recharge charges
 Network coverage and internet connectivity should be increased and improved
 Maybe better cell reception
 Jio can do much more but not to increase my satisfaction as I am not an active user to their services.
 Both network should be inc and data rate should be reduced
 Its network. It keep on breaking while travelling
 Enhance internet speed
 Should increase network accessibility 'cause in some areas there would be lack of network speed and access sometimes.
 Nothing special
 Strong network at every place
 Increasing connectivity in remote areas
 Provide network in rural areas
 May be
 Internet is way slow in my area
 Jio have to improve his calling network
 As jio only provides 4G network, people who still doesn't have a 4G support system in their phones have a disadvantage and face problems.
 Providing better network
 No idea
 By providing better network in remote areas
 Maybe
 Improve services of network
 I don't have jio... So it's hard to say but I see my everyday faced a problem in signal services... No network issue
 Yes it can
 Reduce the cost
 Improve customer care and customer support
 Increase net speed
 Provide fast and better service for internet
 no idea
 By providing good network in indoor area
 Better internet and broadband services
 Network issue
 Maximise the internet facilities
 Nothing
 Improve network problems
 Too much of advertising
 Focus on post paid plans/connections as well.
 Network and internet connectivity
 By improving speed of network
 Lower their rates and give good network
 I barely use it I don't know
 Better and fast internet speed.
 Less the amount of recharges... 👍
 Introducing more and better offers on recharge
 Network speed
 Its networks and wifi are topclass no changes req
 More towers
 Kind of
 Lower the prices of the recharge packs
 It can increase the speed of internet connection
 Installation of telecom towers in backward areas
 Nothing
 lower down rates
 Update its technology with time
 Increase the range of its towers n networks.

retail shops

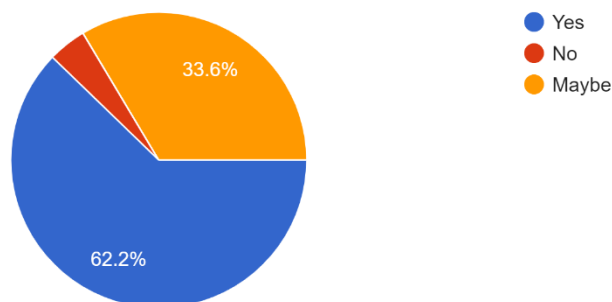
19. which retail shop do you shopping mostly?

143 responses



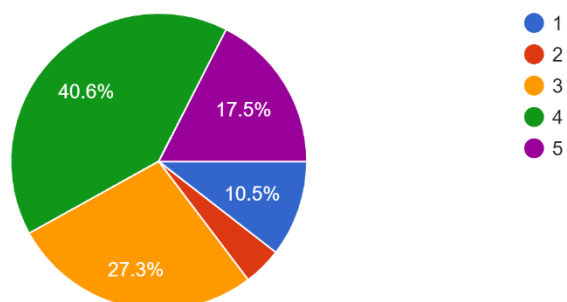
20. are you satisfied with the brands offered by reliance under different department and categories.

143 responses



21. how would you rate the customer handling & the behaviour of the floor staff at the store.

143 responses



22. any other suggestion for reliance retail shops.94 responses

No
no
NA
No thanks
Please keep updated stuff in the store
Attentive sales force
Bring reliance mart back in india
No.... It's going all well
Ha
Make phones also
Work towards customer satisfaction rather than shedding off soon to expire goods
Variety in products
Add some good brands... Need some better collection.
Try to make all products in india
Decrease plan rates
Provide more variety of products
Trends is so costly
No not yet
No
None for now
Worst experience , kindly reduce data rates and increase network to all areas in the city
Its best
Naah! Its upto the mark
Behaviour
No 😊
Service 24*7
Provide retail shops in rural areas for better reach to the customers
.
no
No suggestions
..
Keep it up
No good services
It is gud..
Grow as the same
Hh
Improve customer interaction and customer support
Yes
Nothing
Try to provide the varieties in all regions
Reliance is providing people with wide range of services. There is nothing I can suggest.
No.
None
Should add more variety in products.
It's already providing the best service.
Pls develop jio mart more and increase products in app
Not yet
No suggestion are required its absolutely good
Nope
Keep up the good work
no suggestions, its fine

note: - this form was also filled by an current employee of reliance company.





AMITY UNIVERSITY

JAIPUR

Practical Training Report

In

Graphic Designing

Under the Supervision of

Mr. Akash Sharma

(A & M Advertising Agencie)

Submitted By:

Deepanshi Sharma

B.F.A 7TH SEM.

A20605717008

Submitted To:

Shreshtha Khichi

Assistant Professor

(ASFA)

ACKNOWLEDGEMENT

Without the support, patience and guidance of the following people, this study would not have been completed. It is to them I owe my deepest gratitude. I want to express my profound sense of gratitude and respect to my Head of the Department Dr. Gautam Kumar Sinha, and my Mentor Shreshtha Khichi, Assistant Professor Amity School of Fine Arts.

I am highly indebted to Mr. Akash Sharma, Creative Head of A&M Advertising, for their guidance and constant supervision as well as for providing necessary information regarding the project.

Deepanshi Sharma.

CERTIFICATE



TO WHOM IT MAY CONCERN

This is to certify that **Deepanshi Sharma** was working at A&M Advertising as **Junior Graphic Designer**. Intern from 7th July to 1st November 2020.

During this period, she has demonstrated her skills with self-motivation to learn new skills. Her services were found to be satisfactory in carrying out the job duties, her responsibilities were to: Contributing to the evolution and success of diverse design projects, such as poster and brochure layout, photo editing, and logo creation and presenting new ideas.

Communicating consistently with clients, discussing their specific design goals, presenting unique visual solutions, and modifying as necessary until achievement of full client approval and consensus. Demonstrating proficiency in all Adobe programs.

We wish her all the best in his future.



Abhishek Thakur
(Authorized Signatory)

A&M Advertising

(Art & Method Advertising)

an Advertising Agency cum Designing Studio occupied in various Advertising activities.

A&m Advertising in Jaipur is one of the leading businesses in the Advertising Agencies. Also known for Advertising Agencies, Printing Services, Poster Designers, Advertising Designers, Package Designing Services, Book Cover Designing Services, Leaflet Printing Services, Annual Report Printing Services and much more.

In today's world advertising is one of the best modes of communications and uses every possible media to get its message through television, print, radio, social media, direct selling, OOH, mailers, events. A&M Communication is a specialized Advertising & Communication agency that focuses on communications including branding, advertising, print publishing, digital marketing, public relations, documentaries, web solutions, events & exhibitions.

Our core competencies:

1. Listening to your expectations.
2. Using our knowledge and skill.
3. Translating plans into practical.
4. Understanding your objectives.
5. Responding and conveying in your language.

Advertising and Marketing services we provide:

- Corporate Identity (Logo with Corporate manual designing, Brochures, Annual Reports, Branding, Stationeries)
- Advertising Solutions (Brand Building, Market Research, Media Planning & Buying, Creative Strategy, Innovations, Result Oriented Formulation)
- Direct Marketing & Sales Promo Solutions (PR, Mailers, POPs, Floats)
- Print (Offset printing, Digital design & Pre Press, Vinyl & Paper Prints, Screen Prints)
- Corporate A/V (Digital Video & Motion Graphics, Non-linear Editing, Post Production, Documentary, Corporate Presentations, TV Concepts)
- Digital Marketing (Social Media Campaign)
- Public Relations
- Events & Exhibitions

A good slogan or a good marketing campaign works best when it follows brand architecture. That is our core expertise - the art of brand advertising. A&M is a designing company that was formed in 2009 to cater to the growing needs of corporate sector requiring corporate identity & branding services above the line, below the line, advertising campaigns, and innovative graphic design in Jaipur.

Philosophy

Deliver highly creative, communicative and effective marketing strategies and solutions with a mission to add distinctive value, to become the preferred branding solutions enterprise across the globe with high performance, innovation and customer responsiveness

About My Internship

Advertising and public relations, two of the most important and versatile ways to communicate two masses. Advertising is a paid form of Marketing Communication which uses and disseminates messages to promote or sale a product, service or idea. Whereas, is public relation for PR is a practice of managing the dissemination of information between an individual or an organization and public. it is the idea of creating coverage for client for free, which differentiate it from advertising. The aim of the advertising is to inform, persuade, and remind existing and potential customer about products and services where is the aim of the public relation is to apprise and communicate to the public, potential customer, investor partner's, employees, shareholders and finally pursued them to maintaining a positive or favourable view about the organization, its leadership, products, and political decision

During summer break I did my internship under Mr. Akash Sharma. He is creative Head of A&M Advertising. Under his guidance,I have learnt sence of possibility, compassion, consistency and hard work. He has given me projects by which I have learn how to complete my work on time, and manage to organize my time in a way that allowed me to work , learn, and relax.

My roll at A&M Advertising was as a Junior Graphic Designer, as an intern I have been assigned with client's project such as logo designing, picture editing, stationaries and many more with the help and guidance of Akash sir I have learned a lot in process.

Graphic Designing is a huge field and chances are that after graduating you will feel confident in one part of it, but not the other. There's nothing wrong about it, but working as an intern and doing projects for big clients means that sooner or later you will need to step out of your comfort zone.

The first project I was given as an intern was to design a LOGO for marble company, I cannot count the times when I felt that my work is not that good and I will be fired the minute the client sees it. I was not satisfied with my choice of colors or fonts, and even thought that I am the worst designer in the world. But the truth is that I wasn't all that bad in the end.

As time went by I realized that choosing fine arts was the right decision for me as it help me in understanding the color theory and anatomy of figures and many aspects that connect or generate creativity in me.

MY WORK

logo



Art & Method
Advertising

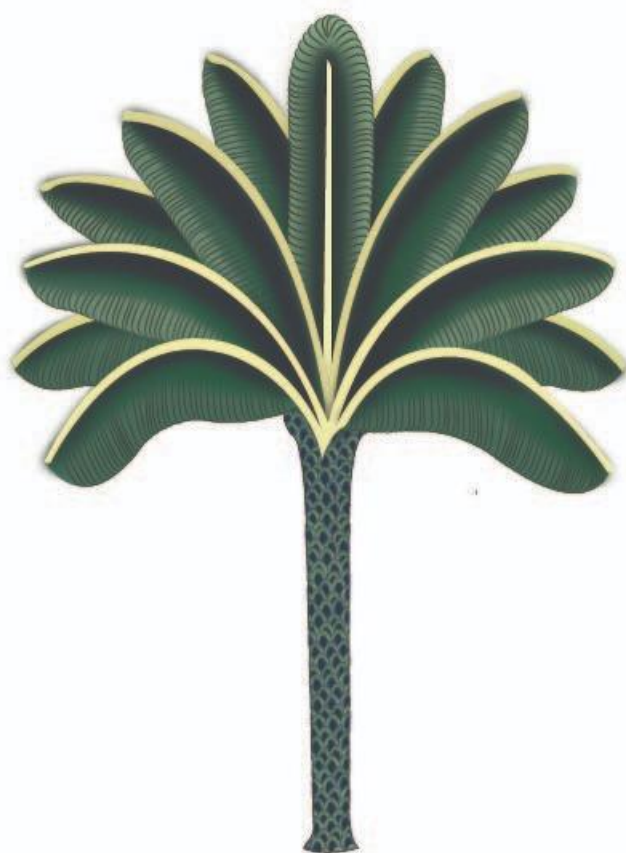


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Report on 6th month internship

Company Name :

Present Company- Pentableu
&

Past Company- Sanyukta The Digital Hub

Submitted by:
Mehul kulshrestha

Submitted to:
Shreshtha Khichi
Asst. Professor
ASFA (AUR)



About Pentableu:

Pentableu was Founded in 2016 Mumbai.

Oriented to be filled as a skilled, self directed and reliable professional company a wide range task ensuring top flight accuracy and precision with the compliance to all the guidelines and regulations.

A mixed bundle of designers, writers, planners, developers, coders, bloggers, marketers and other creative gurus to give you an idea. Rest assured, it's safe to say that we know our stuff and keep to the hustle of bouncing ideas off to one another on a constant basis.

WE ARE A ONE STOP DESTINATION FOR EVERYTHING PERTAINING TO ADVERTISING. RIGHT FROM DIGITAL ADVERTISING TO PRINT MEDIA TO EVENTS OF ALL SORTS, YOU NAME IT AND WE ACE IT. WE KNOW HOW TO MOULD YOUR BABY INTO AN EYE CATCHING PRODUCT, BY GIVING IT EDGE AND FINESSE.

Founders:

1. Surabhi Raghavan
2. Pratik Chhadwa
3. Tarun Nainani

Owned by:



Client:



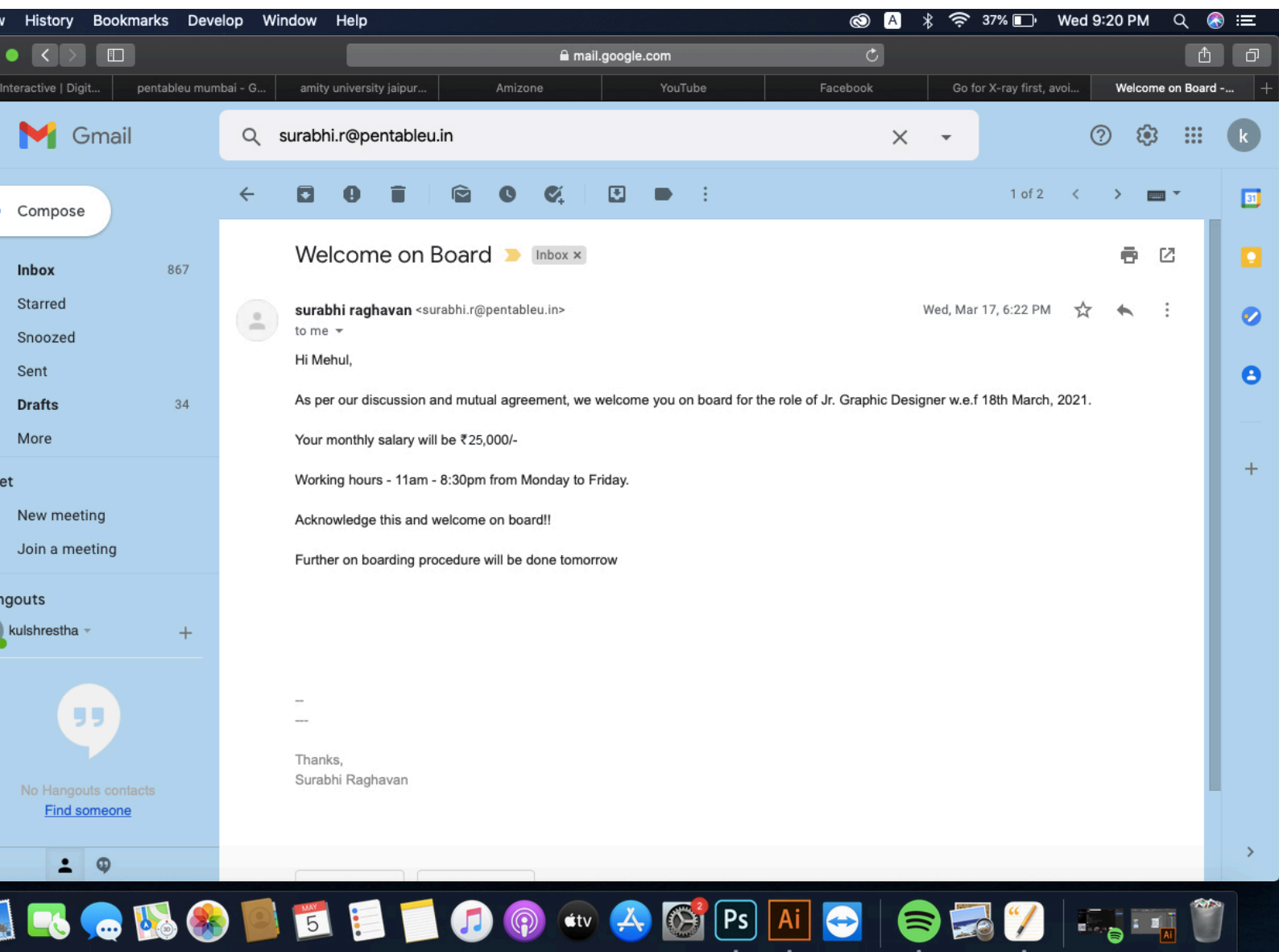
mothercare



TATA MOTORS



Joining E-mail Screenshort



My experience as a jr graphic designer in a company.

- Participating in various design projects from concept to completion.
- Producing drafts, prototypes and engaging design solutions.
- Pitch creative ideas.
- Use feedback from other designers to improve.

Sanyukta The Digital Hub



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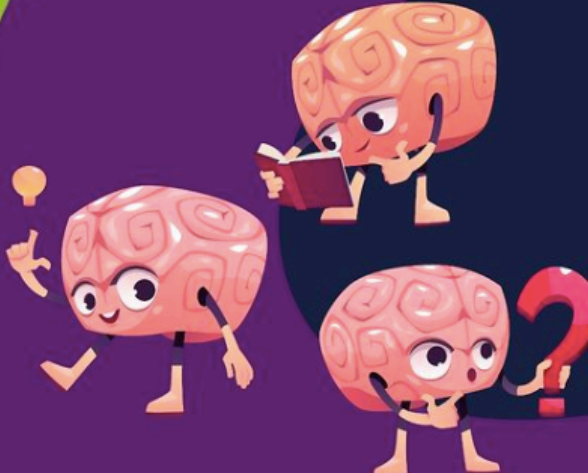
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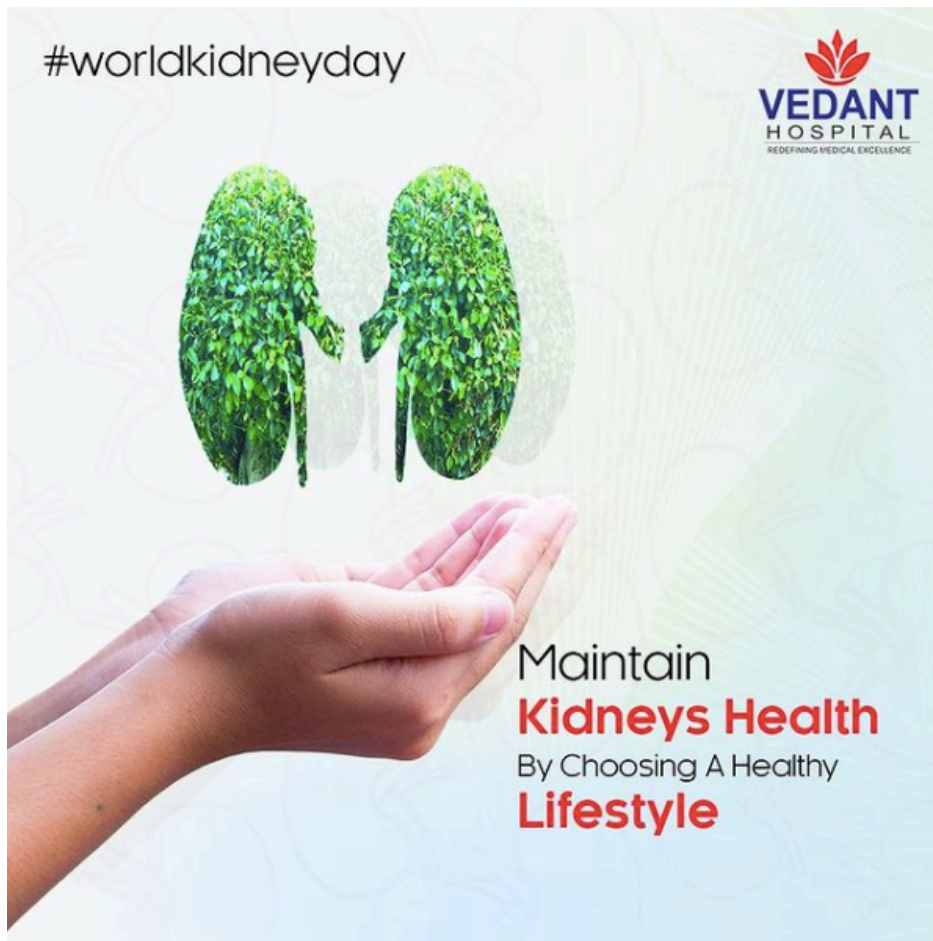


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9571271766, 7073888766, 9887098766

Report On Punjab kesari

MOHIT KAUSHIK

A20605717006

BFA 802

PORTFOLIO DEVELOPMENT AND
PRESENTATION

ABOUT PUNJAB KESARI

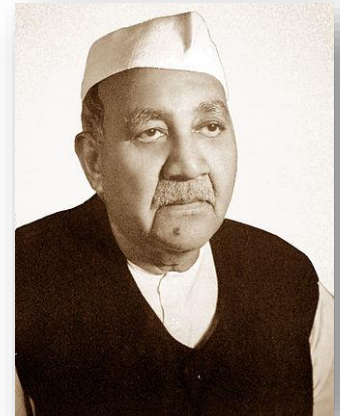
Punjab Kesari is a Hindi-language newspaper published from many centres in Punjab, Haryana, Rajasthan, Himachal Pradesh and Delhi in India. It is owned by the Punjab Kesari group (The Hindsamachar Ltd.). It is one of the four newspapers started by the group; the other three are *Hind Samachar* in Urdu, *Jagbani* in Punjabi languages and *Navodaya Times* in Hindi languages from Delhi NCR.

The newspaper was established by Lala Jagat Narain and later on his elder son Romesh Chander took over the reins. However, during the days of terrorism in Punjab, both were assassinated, in 1981 and 1984 respectively. During those days of terrorism, *Punjab Kesari* continued to work against terrorism. The management also established *Shaheed Parivar Fund* (martyrs' welfare fund) to provide help to the terrorism-affected families.



FOUNDER

Lala Jagat Narain (31 May 1899 – 9 September 1981) was an Indian editor, member of the Punjab Legislative Assembly, Member of Parliament and founder of the Hind Samachar media group.



- Lala Jagat Narain was born at Wazirabad, Gujranwala District (now in Pakistan) in 1899. He graduated from D.A.V. College, Lahore in 1919, and joined the Law College, Lahore
- A chair in the name of Narain was established at Kurukshetra University in 1998.
- On 9 September 2013, Prime Minister Manmohan Singh released a postage stamp in memory of Jagat Narain.



OWNERSHIP

Ownership Structure

The Chopra family is the owner of The Hind Samachar Limited, which publishes the daily newspaper, Punjab Kesari (Circulated in Jalandhar, Ludhiana, Bathinda, Chandigarh, Palampur, Panipat, Hissar and Jammu). Most of the Shares of The Hind Samachar Limited is divided among 4 members of Chopra family: Vijay Kumar Chopra, Managing Director of The Hind Samachar and the head of the family holds 32.67% shares in the company, his wife Swadesh Chopra holds (13.01%) and his sons Avinash Chopra (26.38%) and Amit Chopra (26.37%) shares in the company. The Chopra family is the promoter of the company and holds in collectively 98.43% shares of The Hind Samachar Limited. The remaining shares i.e. 1.55% are divided amongst 144 members (other than promoters). It is important to note here that Ms. Swadesh Chopra, the wife of Vijay Kumar Chopra passed away in 2015. However, as per the MCA records of shareholding pattern (FY 2015-2016), she still holds 13.01% shares. No information is available regarding the transfer of shares to any member of the family.

Individual Owner

The Chopra Family

98.4%

Group / Individual Owner

Others

The remaining shares of 1.55% is divided amongst 144 individuals and companies who are not related to the promoters.

1.6%

THE CHOPRA FAMILY

Vijay Kumar Chopra currently is the Chief Executive Officer and Editor-in-Chief of The Hind Samachar Limited. His father was Lala Jagat Narain, the founder of The Hind Samachar Limited which is the publishing company of the Punjab Kesari.

In 2009 Vijay was elected as the Chairman of the Press Trust of India. In addition to his career in the field of media he is actively involved in social work and received the Padma Shri Award, the fourth highest Indian Civilian Award for Literature and Education in the year 1990.

Besides graduating in 1955 from Doaba College, Jalandhar his educational background includes a training in printing technology first in Germany and later at The Thompson Foundation Newspaper Management in the United Kingdom.

The sons of Vijay Kumar Chopra, Avinash and Amit Chopra are currently handling the business.



IMPORTANT PERSONS

Affiliated Interests Founder

Lala Jagat Narain

was the founder of Hind Samachar Limited. He was born in Gujranwala District, which is now part of Pakistan. He graduated from Lahore in 1919 and soon after joined the law college. In 1920, he left his studies to join the non-cooperation movement, called by Mahatma Gandhi during the Indian freedom struggle. He was jailed for two and a half years and was assisting Lala Lajpat Rai in jail. In 1942 he became the editor of Akashvani, a weekly hindi newspaper. He participated in the Satyagraha (passive resistance) movement and was in and out of jail on various occasions. Both his wife and son were also arrested during the Quit India Movement, a part of the Indian freedom struggle. He was assassinated in 1981. His elder son Romesh Chander too was assassinated by Khalistani terrorists in Punjab in 1994.

Affiliated Interests Ceo

Vijay Kumar Chopra

is a son of Lala Jagat Narain, the founder of Punjab Kesari. Currently, he is the Chief Executive Officer and Editor-in-Chief of The Hind Samachar Limited. He graduated from Doaba College, Jalandhar in 1955. Additionally, he is trained in printing technology in Germany and later joined The Thompson Foundation Newspaper Management in the United Kingdom. He is actively involved in social work and is also the recipient of the Padma Shri Award, the fourth highest Indian Civilian Award for Literature & Education in 1990. He was elected as the Chairman of the Press Trust of India in 2009.

Affiliated Interests Editor-In-Chief

Vijay Kumar Chopra

Affiliated Interests other important people

Ashwini Kumar Chopra

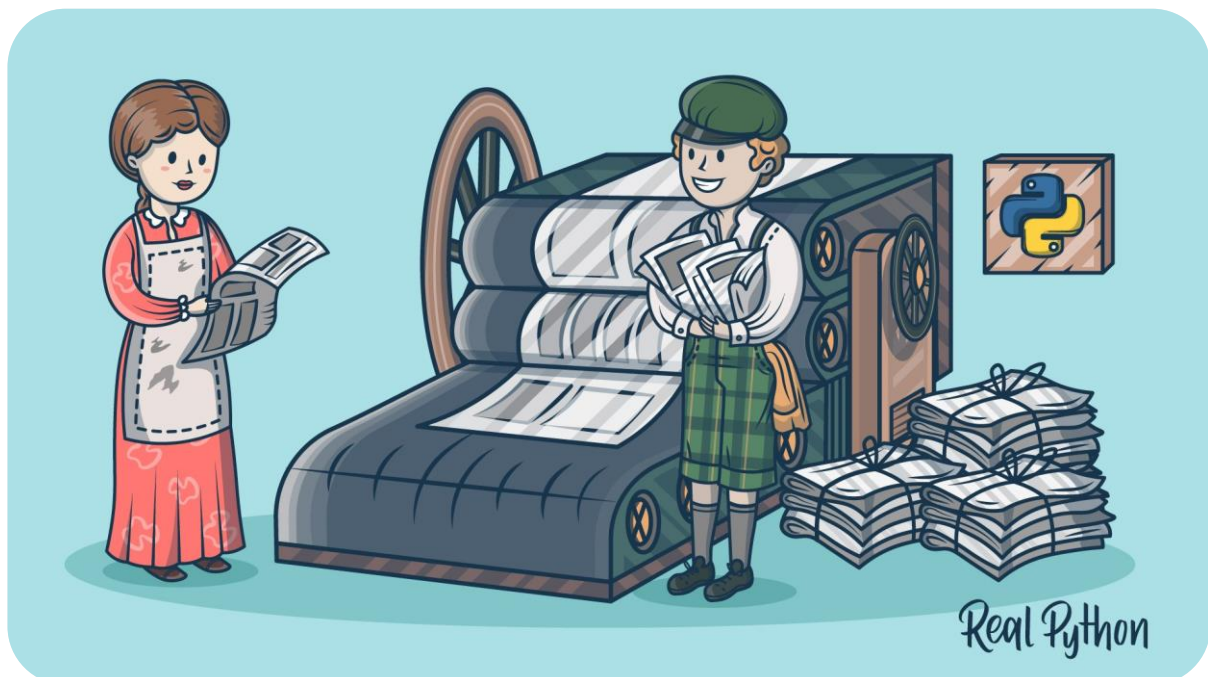
is the nephew of Vijay Kumar Chopra and the son of Romesh Chander and functions as the Resident Editor of Punjab Kesari. He got elected to the 16th Lok Sabha from Karnal as a candidate of the Bharatiya Janata Party and is actively involved in politics. Ashwini Kumar Chopra has a Master's Degree in Journalism from the University of California, Berkeley and thereafter worked for the San Francisco Chronicle for about 6 months and later at the Times Group as publisher of The Times of India, in Delhi.

PUBLISHER

Hind Samachar is a daily Urdu newspaper that is circulated in Mumbai. It was one of the three newspaper started by the Punjab Kesari Group back in 1948. Combined these three newspapers have combined circulation of 975,000 copies on weekdays and 1.05 million copies on weekends. The head office is located in Civil Lines in Mumbai, and the newspaper is printed from Jalandhar, Ambala and Jammu.

At the height of Punjab insurgency in the 1980s, founder Jagat Narain, who opposed terrorism was killed by terrorists in 1981, his son Ramesh Chander, an editor of the paper formed a 'Shaheed Parivar Fund' (Martyr Family Fund) for victims of terrorism in 1983, though a year later he himself was killed by terrorists. In all the newspaper lost 62 newspaper agents, hawkers, sub-editors and senior-sub editors to terrorists. Even today, the 'Shaheed Parivar Fund' continues to disburse funds to terrorist victims across India.

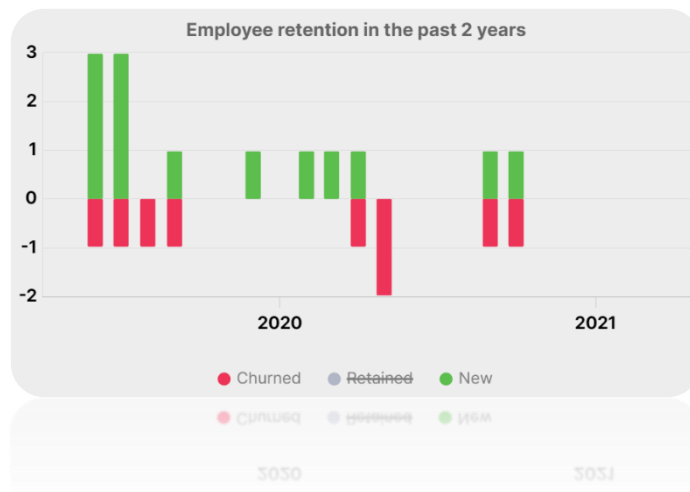
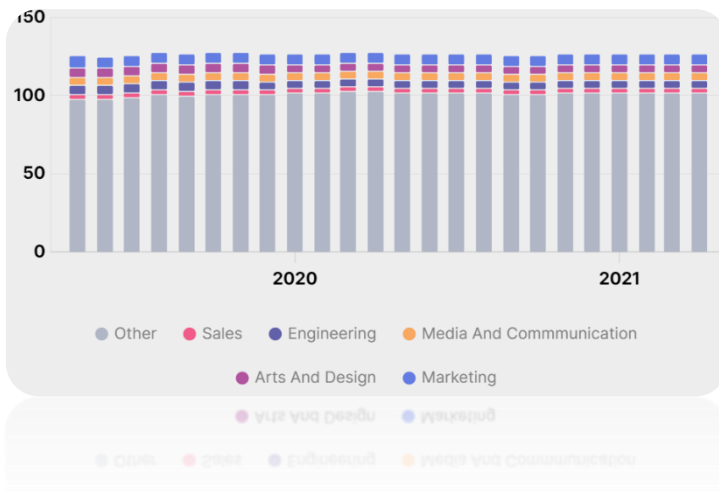
In August 2009, Vijay Kumar Chopra, Editor-in- Chief of the Hind Samachar group, was elected by the Chairman of the Press Trust of India.



COMPANY NETWORK



EMPLOYEE METRICS



SOFTWARE

QuarkXPress is a desktop publishing software for creating and editing complex page layouts in a WYSIWYG (What You See Is What You Get) environment. It runs on macOS and Windows. It was first released by Quark, Inc. in 1987 and is still owned and published by them.

The most recent version, QuarkXPress 2019 (internal version number 15.0), allows publishing in English ("International and U.S.") and 36 other languages, including Arabic, Chinese, Japanese, Portuguese, German, Korean, Russian, French, and Spanish.

QuarkXPress is used by individual designers, large publishing houses and corporates to produce a variety of layouts, from single-page flyers to the multi-media projects required for magazines, newspapers, catalogs, and the like. More recent versions have added support for ebooks, Web and mobile apps.

The first version of QuarkXPress was released in 1987 for the Macintosh. Five years passed before a Microsoft Windows version (3.1) followed in 1992. In the 1990s, QuarkXPress became widely used by professional page designers, the typesetting industry, and printers. In particular, the Mac version of 3.3 (released in 1996) was seen as stable and trouble-free, working seamlessly with Adobe's PostScript fonts as well as with Apple's TrueType fonts. Quark's AppleScript support was a significant factor in both Quark's and AppleScript's success.

In 1989, QuarkXPress incorporated an application programming interface called XTensions which allows third-party developers to create custom add-on features to the desktop application. Xtensions, along with Adobe's Photoshop plugins, was one of the first examples of a developer allowing others to create software add-ons for their application.

Although competitors like PageMaker existed, QuarkXPress was so dominant that it had an estimated 95% market share during the 1990s.^[4] After QuarkXPress 3.3, QuarkXPress was seen as needing significant improvements and users criticized it for its overly long innovation cycles.

The release of QuarkXPress version 5 in 2002 led to disappointment from Apple's user base, as QuarkXPress did not support Mac OS X, while Adobe InDesign 2.0—launched in the same week—did. QuarkXPress also lost marketshare due to an increasing price gap between it and InDesign. InDesign CS cost \$699, while QuarkXPress 6 cost \$945. The later Adobe Creative Suite (2003), which users purchased for access to Photoshop and Illustrator, included InDesign.

In response to a shrinking user base, Quark started to lower its pricing levels in 2004. In December 2006, Quark licensed the Windows version of QuarkXPress 5 to be distributed for free on the cover of a UK computer magazine, *Computer Shopper*, with the idea of enticing consumers to upgrade to later versions.

Having arrived late with a Mac OS X version, Quark took a different approach to porting to Intel-native applications on Mac (Universal Binary), and released its Universal Binary version 7 months before Adobe ported InDesign.

QuarkXPress 9 won Product of the Year in 2011 (MacWorld Awards 2011: Grand Prix Winner).

Since 2015, QuarkXPress has been updated on an annual cycle, with major version releases in May 2015, May 2016, May 2017, May 2018, July 2019



NEWS DESIGNING

News design is the process of arranging material on a newspaper page, according to editorial and graphical guidelines and goals. Main editorial goals include the ordering of news stories by order of importance, while graphical considerations include readability and balanced, unobtrusive incorporation of advertising.

News design incorporates principles of graphic design and is taught as part of journalism training in schools and colleges. Overlapping and related terms include layout, makeup (formerly paste up) and pagination.

The era of modern newspapers begins in the mid-nineteenth century, with the Industrial Revolution, and increased capacities for printing and distribution. Over time, improvements in printing technology, graphical design, and editorial standards have led to changes and improvements in the look and readability of newspapers. Nineteenth-century newspapers were often densely packed with type, often arranged vertically, with multiple headlines for each article. A number of the same technological limitations persisted until the advent of digital typesetting and pagination in late 20th century.

Designers choose photo sizes and headline sizes (both the size of the letters and how much space the headline will take). They may decide what articles will go on which pages, and where on the page, alone or in consultation with editors. They may choose typefaces for special pages, but newspapers usually have a design style that determines most routine uses.

TYPES OF FONT

- CHANAKYA FONT
- YOGESH FONT
- BHASKAR FONT

The logo of the Punjab Kesari newspaper is displayed in a red, stylized font. Below the main text, the website address 'www.PunjabKesari.com' is written in a smaller, black font, flanked by horizontal lines.

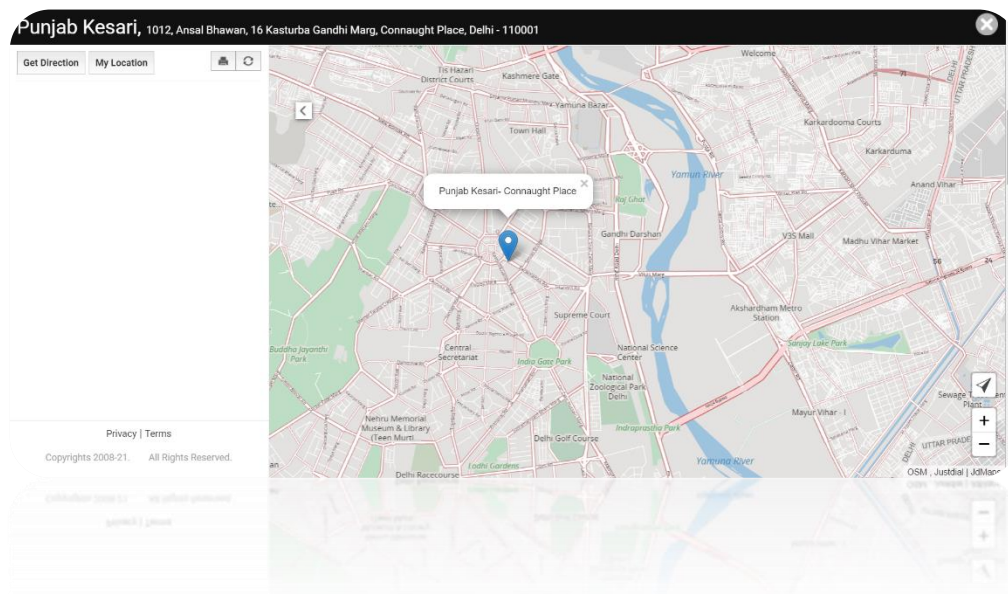
ਪੰਜਾਬ ਕੇਸਰੀ
— www.PunjabKesari.com —

MY MENTOR

CHETAN ARYA
HR MANAGER
PUNJAB KESARI



MY OFFICE



CERTIFICATE

NAVODAYA TIMES ONLINE PVT. LTD.

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16, Kasturba Gandhi Marg,
NEW DELHI-110001
Phones: 011-4351833/30763923
e.mail:navodayanewsdelhi@gmail.com
Website: www.navodayatimes.in

05th May, 2021

To whom it may concern

This is to certify that Mr. Mohit Kaushik S/o Sh. Mukesh Kaushik has completing his Internship in our organization as a Graphic Designer from 07th Feb 2021 to till date. We wish him success in future.

Warm Regards



Human Resources

Navodaya Times Online Pvt Ltd./ Punjab Kesari Group

सिसोदिया ने परिवार के साथ ली वैक्सीन की पहली डोज

[illegible]

दक्षिण दिल्ली की महापौर अनामिका ने शनिवार को तुंगलखामद में बने कोईड टोकाकरण केंद्र में टोका लगाया। महापौर अनामिका ने कहा कि अगर हमें कोरोना की वेन तोड़नी है तो अपनी नदी आने पर वैसीन उत्तर लगाया। दया पूरी तरह से सुरक्षित एवं असहज है। लोगों को घरबने की कोई आवश्यकता नहीं है। टोका अवकाश लगाया।

हो पाया है कि क्या इस
दौर को प्रियमल ने
मंजुरी दी थी ? क्या
इसके लिए छात्रों
के अधिभावकों
की रायमंती दी गयी
थी ? क्या महाश्वरी
के ऐसे समय में इस
दौर के लिए दिल्ली
विश्वविद्यालय और राज्य
सरकार से अनुमति ली गई थी ?
अपने जवाब में बार्गी ने छात्रों
और कर्मियों की जोख रिपोर्ट की
मुद्रित करने के अलावा कहा कि जिस
दौर को लेकर सवाल किया जा रहा
है उसको अनुमति उन्होंने दी थी और
इसके लिए छात्रों के अधिभावकों से
संजोरी की थी गई थी।

3567 नए मामले, 10 मौतें • 4.48% संक्रमण दर

ज्यादा संक्रमण दर

**एक दिन में रिकॉर्ड
80797 टीकाकरण**
दिल्ली में प्रभावित ग्राम 6 बूटो तक

मुड़गांव में अब तक सर्वाधिक 606 मामले
मुड़गांव 3 अप्रैल (ब्यूरो):
मार्च के बाद अब अप्रैल में भी

की हुई कोरोना जांच
नई दिल्ली, 3 अप्रैल (नवोदय लाइव्स):
दिल्ली में एक बार फिर कोरोना
का प्रकोप जारी है। संक्रमण

सावधान

पानी बरतें।
दूरी के नियमों का पालन
नहीं करने वालों के खिलाफ

की दूसरी ओज लगाई गई। हल्के दुग्धभाद के 3 मामले खमने आए। दिल्ली में 739

फिर 398 मिले और अब शनिवार को 606 रिकॉर्ड मरीज पाए गए, जो इस साल कोरोना के एक दिन में सबसे ज्यादा मरीज हैं।

लगातार कार्रवाई की जा रही है। शनिवार को जारी दिल्ली सरकार की रिपोर्ट के अनुसार एक दिन में 1,100 नए मामले सामने आए हैं।

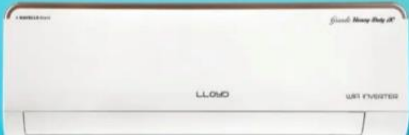
यूथों पर टीकाकरण किया गया। टीकाकरण केंद्रों पर 45 से 59 आयु वालों की संख्या बढ़ने लगी है, जिससे लोगों को अपनी बारी के लिए इंतजार करना पड़ रहा है।



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- 
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WIFI इनेबल्ड
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18 °C 45 seconds में*

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'हिवकी में मैंने पिता की वाकिंग स्टिक का प्रयोग किया था : रानी'

हॉलीवुड की रानी रानी मुरोली ने रानी मुरोली बॉयफ्रेंड के साथ 'हिवकी' में वाकिंग स्टिक का प्रयोग किया था। रानी मुरोली ने 250 करोड़ से ज्यादा की कमाई की थी और रानी मुरोली ने रानी मुरोली बॉयफ्रेंड के साथ 'हिवकी' में वाकिंग स्टिक का प्रयोग किया था। रानी मुरोली ने 250 करोड़ से ज्यादा की कमाई की थी और रानी मुरोली ने रानी मुरोली बॉयफ्रेंड के साथ 'हिवकी' में वाकिंग स्टिक का प्रयोग किया था।



'डांस व्लास में दिखीं डेजी और मौनी, जिम पहुंची जैकलीन'



अमरावत बस्कर ने फिल्म 'कोई जाने ब' में डेजी और मौनी को डांस व्लास में दिखाने के बाद रानी मुरोली ने रानी मुरोली बॉयफ्रेंड के साथ 'हिवकी' में वाकिंग स्टिक का प्रयोग किया था। रानी मुरोली ने 250 करोड़ से ज्यादा की कमाई की थी और रानी मुरोली ने रानी मुरोली बॉयफ्रेंड के साथ 'हिवकी' में वाकिंग स्टिक का प्रयोग किया था।



इंस्टाग्राम पोस्ट



रानी मुरोली ने रानी मुरोली बॉयफ्रेंड के साथ 'हिवकी' में वाकिंग स्टिक का प्रयोग किया था। रानी मुरोली ने 250 करोड़ से ज्यादा की कमाई की थी और रानी मुरोली ने रानी मुरोली बॉयफ्रेंड के साथ 'हिवकी' में वाकिंग स्टिक का प्रयोग किया था।

'स्क्रीन पर जल्द नजर आऊंगी शायद'



रानी मुरोली ने रानी मुरोली बॉयफ्रेंड के साथ 'हिवकी' में वाकिंग स्टिक का प्रयोग किया था। रानी मुरोली ने 250 करोड़ से ज्यादा की कमाई की थी और रानी मुरोली ने रानी मुरोली बॉयफ्रेंड के साथ 'हिवकी' में वाकिंग स्टिक का प्रयोग किया था।



'लंदन : दिल का सामना है..'



लंदन में रानी मुरोली बॉयफ्रेंड के साथ 'हिवकी' में वाकिंग स्टिक का प्रयोग किया था। रानी मुरोली ने 250 करोड़ से ज्यादा की कमाई की थी और रानी मुरोली ने रानी मुरोली बॉयफ्रेंड के साथ 'हिवकी' में वाकिंग स्टिक का प्रयोग किया था।



68,912 नर मामल
। के बाद संक्रमितों की
। बढ़कर
717 हो गई है। इसके
जील को पछाड़ कर
संक्रमण के मामले में
स्थान पर आ गया है।
स्वस्थ मंत्रालय के
ने सुबह आठ बजे जारी
अनुसार देश में
। मरीजों की संख्या
अधिक हो गई है
और लोगों की मौत
। संक्रमण से अब तक
गो की कुल संख्या
70,179 हो गई है।
। लोगों की संख्या
। घूट 10 कालन 6 घंटे)

ई बोल त : मोदी पूरा साफ कर दिया

सताओ, माटी को लुटो
और मानुष का रक्त
वहाओ' का रास्ता
चुना। जैसे-जैसे चुनाव
आगे बढ़ रहा है ममता
बनर्जी को कश्वाहाट,
उनका क्रोध और
उनकी बीखलाहट
बढ़ती ही जा रही है।
ऐसा इसलिए है क्योंकि
बंगाल ने आधे चुनावों
ल कोशिस को पूरा साफ
। भाजपा की सीटों को
ई है। जो आपके साथ
। घूट 10 कालन 7 घंटे)

जाएंगे ड बेड

निवेशकों को घबराहटपूर्ण बिकवाली के बीच बीएसई
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प्रतिशत के नुकसान से 47,883.38 अंक पर आ गया।

निफ्टी 524.05 अंक या 3.53 प्रतिशत के नुकसान से
14,310.80 अंक पर बंद हुआ। सेंसेक्स के 30 शेयरों
में सिर्फ डॉ. रेड्डीज 4.83 (शेयर घूट 10 कालन 5 घंटे)

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DCGI ने देश में तीसरे टीके का मार्ग प्रशस्त किया

ममता बनर्जी के 24 घंटे

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सबको मिले टीका और गरीबों को 6000 रुपए

अब घरेलू से जादा फायदा

67 दुर्गम पर्वतीय जिलों में से कन 'रखी सहेली' अभियानिक रॉक रिम लाइवस्टॉक है।

आयुर्वेदिक

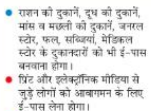
निकाले जिंदगी दाग 1 धुलाई में

परफेक्ट वॉश

ARIEL PERFECT WASH

1 kg

कपूर्यु का पालन नहीं किया
तो 2 हजार का चालान



- अगर आप एक्सपोर्ट, रेलवे स्टेशन, बस टर्मिनल जा रहे हैं तो आपको वैध टिकट टिकट दिखाने पर कम्प्यू से चूट मिल जाएगा।
- प्राइवेट डॉक्टर, नर्स, पैरामेडिकल कर्माचार्य को
- रात में वैसीन लगवाने के लिए घर से निकलने की छूट रहेगी। लेकिन, इसके ई-पास बनवाने
- इलाज के लिए



पेट्रोल पंप, सोएनरी व एलपीजी आउटलेट के कर्मचारी, बिजली उपकरण से जुड़े लोग, कोल्ड स्टोर्स व फ्राइजर्स रिफिलरों/रिपैरर्स के कर्मचारी व किसी प्रकार के प्रोडक्शन वुटिंग में काम कर रहे लोगों को भी ई-पास दिखाना होगा।

आवश्यक सेवाओं से जुड़े कर्मचारियों को वैध आई कार्ड दिखाना होगा।

- बैंक, बीमा व एटीएम से जुड़े कर्मचारी, टेलीकॉम व इंटरनेट संबंधी काम से जुड़े लोग, ई-कॉमर्स कंपनियों में कार्यरत लोग को घरों तक सामान को डिस्ट्रीब्यूट करने, लॉजों में रातों रातों

10 बजे के बाद मेट्रो में सबकी एंटी नहीं

जिनको कपूरू ने छूट होगी, ई-पास या आईकार्ड दिखावे पर मिलेगा प्रवेश

रात्रि कर्ष्य और
लॉकडाउन में अंतर



सरकार ने कसी कमर
हर जिलामें कम से कम 10 टीमों को खड़ा किया गया है। ये टीमों रात भर घूरे क्षेत्र में घूमें और कार्रवाई करेंगी। जो लोग कपड़ों के लिये पालन नहीं करेगे उनका 2 हजार रुपये जमाना काटा जाएगा और एफआइआर भी दायर की है। बाईर के इलाकों में टीमों को 3 घण्टा तक रोकिया किया गया है जो इलाकों की पुलिस साथ मिलकर काम करेंगी।

भोजन कर सकते हैं। सभी क्षेत्र के अधिकारियों को डीडीएमए आदेश को लागू करने में सहायता प्रदान करनी चाहिए। सभी क्षेत्रों में सुरक्षा के लिए अपने अधिकार क्षेत्र में उपलब्ध रहनी चाहिए। दिल्ली पुलिस ने कहा है कि सभी रैलवे स्टेशन पर सख्ती सहायता को निर्देशित किया है वे इस गाइडलाइन को सख्ती से पालन करें। ऐसा न करने वाले अधिकारियों के खिलाफ मुकदमा और सख्ती कार्रवाई की जाएगी।

महिलाकर्म के पीछे छिपकर बचते नजर आए सिविलकर्म

कार से टकरा गई। एक्सीडेंट होने के कारण कार चालक को सिविल डिफेंसकर्मियों ने बलमुर्बो हो गई। वहाँ का सिविल डिफेंस वाले ट्रक को गए और उन्होंने वेस्ट निकालकर कार चालक को पीटना शुरू कर दिया। बदले में वहाँ पर लोगों को पीटा गया



गई और जब उनको पुरा मामला पता चला तो उन्होंने भी सिविल डिफेंस वाले की पलटरी मानी और लोगों ने सिविल डिफेंस लोगों के बालों को

पीटा
सिवल
कर
एक
क

लक ने कई जवानों
झाड़ू-झाड़ू कर पीटा
झड़ट पर कार को रोके
ए सामान्य कुदृष्ट पुरुष
सिर्फ चिकित्सकी
के बाद कार को ठहरा दिया
झालक को वेस्ट से
पर भाग्य गई आम
को देख
चिकित्सकसमयों को घायल
मन में भीतर कराया गया
। बाद में दोनों लक से
को का एक ही घर आने दर्शन
की आ रही है। दोनों ही
को भी श्रद्धांत हत्य को
भी भाग्य है।

**महिलाओं के पीछे
रूढ़िवाद बघाते नजर
आए सिलिकॉन**

सिलिकॉन डिफेंस वालों द्वारा ये चलेली ये लोग इस कदर नजर बंध सिलिकॉन डिफेंस कार्मियों को दो-तीन बार पीछे छोड़ चुके हैं। लेकिन सिलिकॉन डिफेंस में पाके हैं हाइकाल्टे नभ हैं महिला डीएनए कीजिए पीछे नजर आया है। इस बयाने हुए पत्र पर सिलिकॉन डिफेंस पर आगे सीबीडी बायरल हो रहा है, जिसमें सीबी डिफेंस के जवान एक महिला सीबीडीआरमियों के पीछे छोड़ दिए हैं। महिला जवान लोगो ने मार्को मारी रखा। उसके बावजूद नज़र आ सिलिकॉन डिफेंस को लगातार गलती रहे। हालांकि घटना स्थल डिफेंस कार्मियों को भी मायूस ये लेकिन उन्हें किसी को नहीं चले रहा। हटा में किसी तरह से मामला आ हुआ। उसके बाद पाया सिलिकॉन डिफेंसमियों को उपचार के लिए देर तक नहीं भेजी कारणा नभ

एक की मौत, दो घायल



कार्य साल 2014 से रखा हुआ
किया कारणों से यह काम ठप
था, पुलिस हम बिंदु को अ
बेरफाई कर रही है। पुलिस ने
घटना के भीतर लपारकाली
हई सीत का यकदमा दर्ज कर

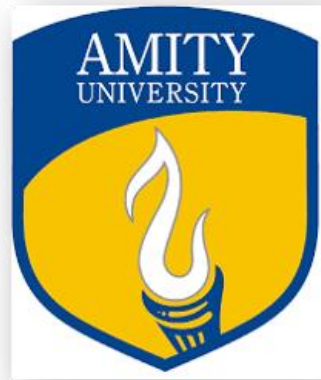
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Internship Report
In
Graphic Designing
Under the Supervision of
Sir Deepak Kumawat
(Creativedude)

SLIDE SHOW BY- DEEPANSHI SHARMA
(SEMESTER-VIII- BFA- APPLIED ARTS)

AMITY UNIVERSITY , RAJASTHAN



GUIDED BY :

MS. SHRESHTHA KHICHI

ASST. PROFESSOR

ASFA

SUBMITTED BY:

DEEPANSHI SHARMA

BFA 8TH SEMESTER

A20605717008

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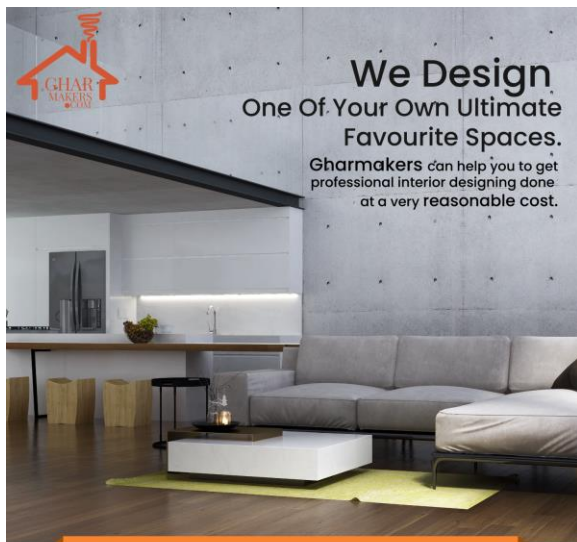
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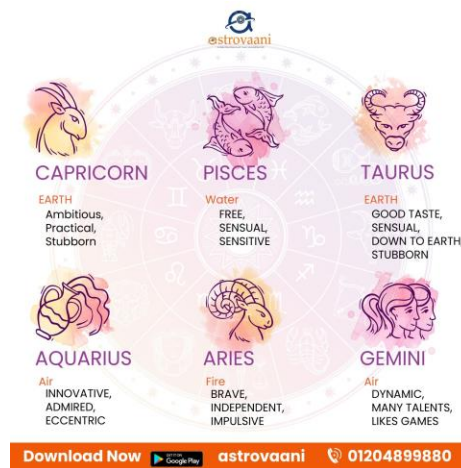


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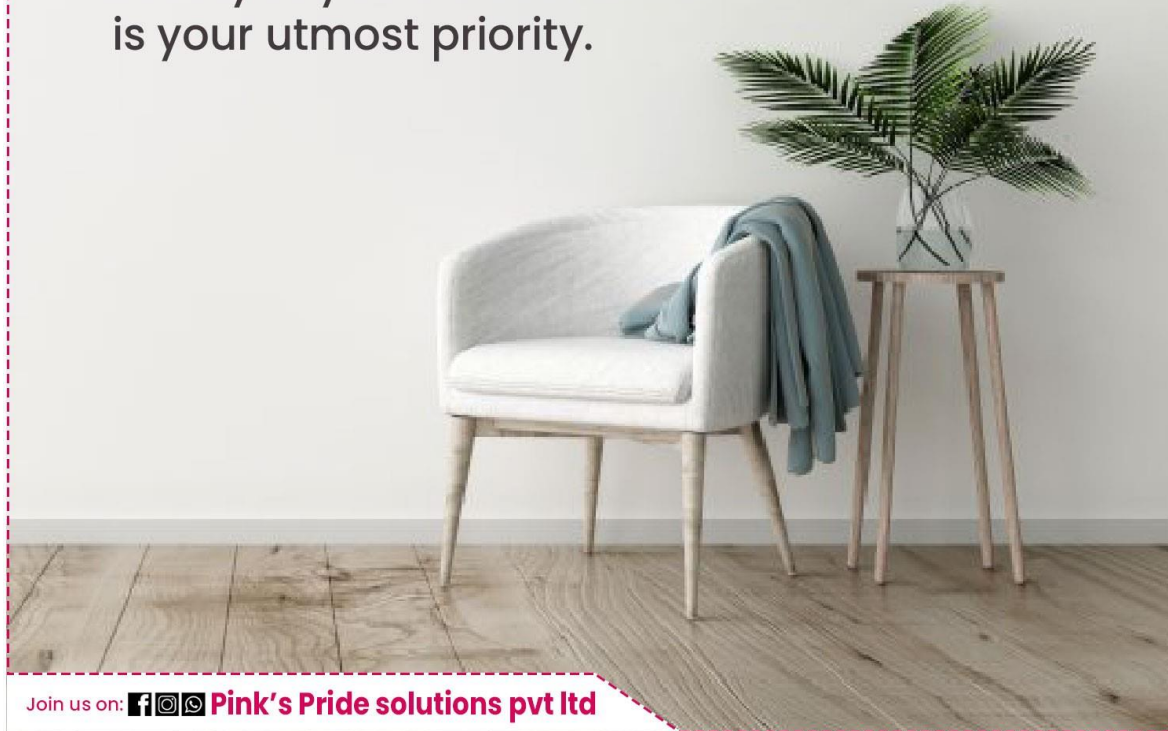
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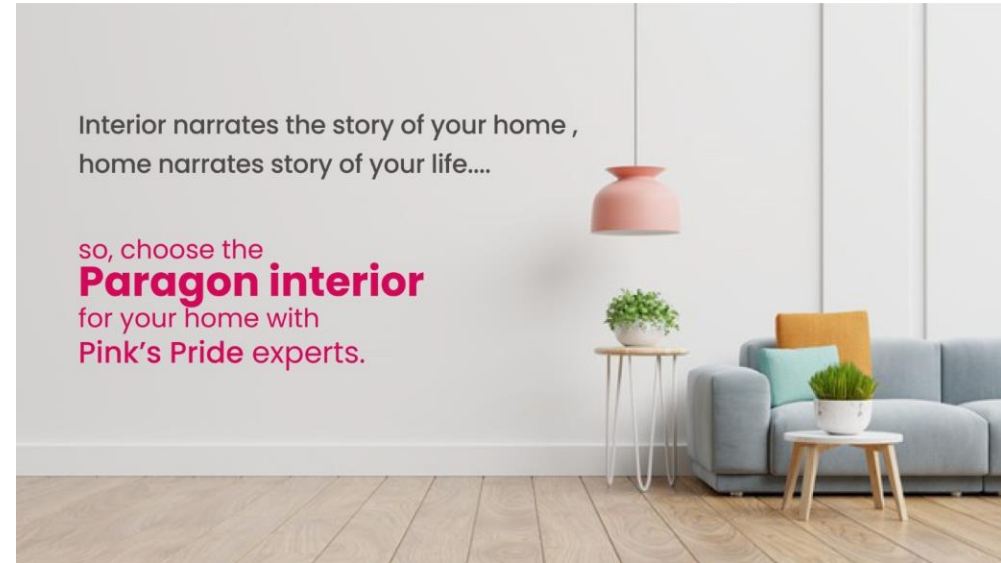
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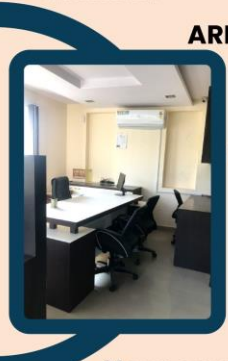


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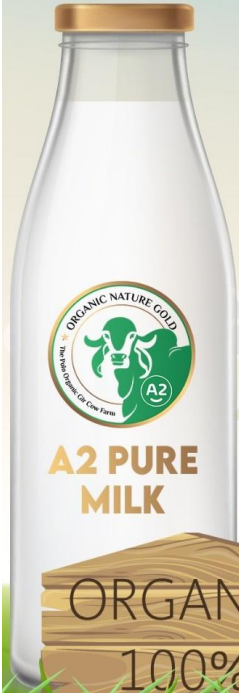
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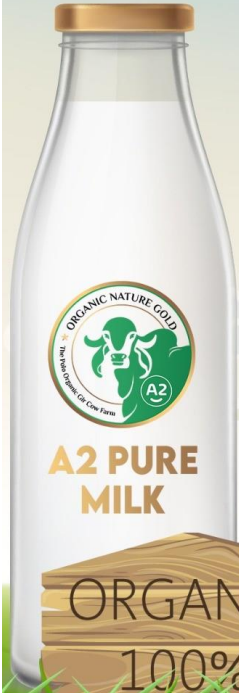


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To Whom It May Concern

This is to certify that DEEPANSHI SHARMA was working at Creative Dude Advertising Company As Graphic Designer

Intern from 10th December 2020 to 10th May 2021.

During this period, she has demonstrated her skills with self-motivation to learn new skills. Her services were found to be satisfactory in carrying out the job duties, her responsibilities

were to:

Contributing to the evolution and success of diverse design projects, such as poster and brochure layout, photo editing, and logo creation, Social Media post and presenting new ideas.

Communicating consistently with clients, discussing their specific design goals, presenting unique visual solutions, and modifying as necessary until achievement of full client approval

and consensus.

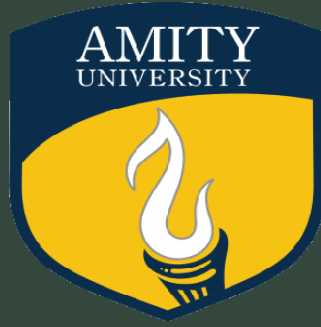
Demonstrating proficiency in all Adobe programs.

We wish him/her all the best in her future

Deepak Kumawat

(Authorized Signatory)

Thankyou.



AMITY UNIVERSITY JAIPUR

Internship Report Training under guidance of Professor Shuvankar Biswas (artist)

GUIDED BY :
MS. MANISHA PRAJAPAT
ASST. PROFESSOR
ASFA

SUBMITTED BY -
JYOTIKA SINGHAL
BFA (PAINTING) 8TH SEMESTER
A20605717003

C.O.I
DR. GAUTAM SINHA
H.O.D
ASLA

ABOUT THE ARTIST

Professor Shuvankar Biswas basically belongs to Kolkata, presently working in Jaipur city as a freelance artist and Professor at IICD institute.

Graduated from one of the best known universities in India in the field of Visual Arts, Shanti Niketan (kala bhavan).

Instagram page – **shuvankar1985**

The artist mostly works in realistic style with a sprinkle of surrealism in few artworks.

Although he has mastered all the mediums, usually prefer working in oil colors.



My experience with the artist

It was my first experience working under an Artist. I learned many new things from Professor Shuvankar Biswas sir. He taught and cleared my basics in Figure Drawing and in Portrait Painting.

Apart from sketching, drawing and painting I had interesting conversation with other fellow mates about various topics like what's new in Art Industry, particular artists, artists styles, mediums and many more.

Areas of focus

During the period of my training, I majorly worked in the mediums-: **graphite, charcoal, ink, soft pastels, and oil colors.** Under the guidance of Professor Shuvankar Biswas I majorly focused on improving the areas of **figure drawing, portraits, and landscapes.**

However in the spare time I continued my experiments by working in the field of printmaking. Due to unavailability of a studio set up, woodcut is the only medium I worked in.

FIGURE DRAWING

Every artist who wants to master their skill **NEEDS** to practice figure drawing.

Even if your desired art career won't be focused on drawing realistic figures, it is still an absolutely essential skill you can't just brush off!

It is the key to unlock our potential in the art field as it brings confidence in strokes and flow in lines.



One of the challenges of drawing figures is that it is a problem solving activity that requires us to be flexible in our approach.

Because no two drawing scenarios are the same, we must learn to creatively think of various solutions to solve each individual “drawing problem”.

When working from life, we also face the added challenge of having to do this *quickly*, as we rarely have unlimited time with the model.

For example, if the line of the shoulders is very prominent, you may choose to begin your drawing there. Perhaps there is a dynamic movement essential to the gesture of the pose that you start with. Very complicated poses can be simplified by beginning with an “envelope” to indicate the area that the figure occupies, as well as the major angles of the pose. These are but a few examples of the possibilities.

There is usually more than one correct answer. After all, drawing figures is not solely an analytical activity, but an interpretive and intuitive one as well. However, within the myriad of possible correct answers, there may be a most efficient and effective way of beginning a drawing, which will become easier to identify with practice.

Ways to Start Drawing Figures

1. You can begin drawing figures with the head and neck.

Perhaps the most common and logical way to begin a figure drawing is to work from top to bottom - to initially indicate and place the model's head.

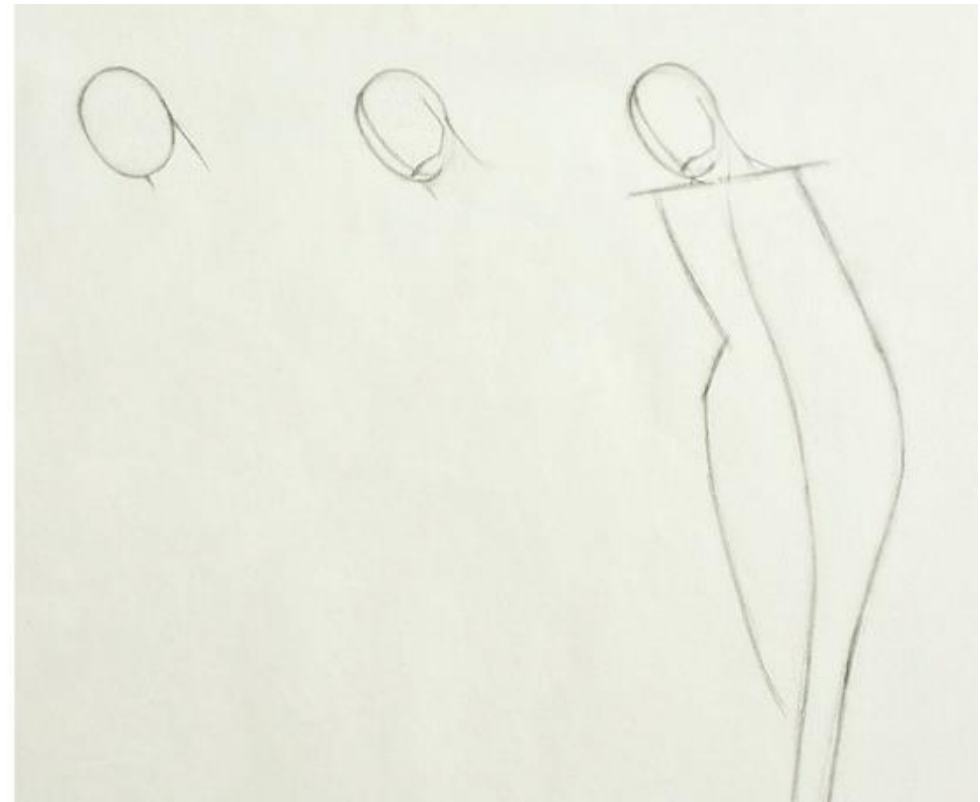
If I were to draw a pose such as the one in the above drawing, I would begin by indicating the general shape and angle of the head with a simple oval or egg. Notice that my oval does not include the hair. The egg shape represents the skull, upon which the hair will be added later on.

Once I have established the general shape, I give the oval the correct tilt and a sense of perspective by drawing the center line of the face and indicating the chin and jaw lines.

It is good practice to build up all areas of a drawing simultaneously so that there is ample opportunity to compare the proportions, angles and accuracy of the drawing before delving into further detail.

Following this principle, I leave the head at this point to move on to the line of the shoulders, paying particular attention to the angle of the shoulders and the distance between the chin and the shoulder line.

When I am confident in the angle of the shoulders, I move on to drawing the main action line and gesture of the pose, and placing the feet.



Advantages of Beginning a Figure Drawing with the Head

There are some distinct advantages to beginning your drawing by blocking in the head, such as:

- The tilt of the head and angle of the shoulders are often important in establishing the gesture of a pose.
- You can extend a plumb line from the head to determine how far in each direction the body extends.
- The head can also be used as a unit of measurement to determine the height and width of the pose, as well as many of the smaller proportions on the figure.

2. You can begin drawing figures with the shoulder line.

In poses where the shape of the head is partially or completely obscured and the line of the shoulders is a more prominent feature, the latter can be an ideal place to begin the drawing.

How do you find the line of the shoulders?

When viewing the figure from the front, the line of the shoulders is found along the visible line created by the clavicle bones, **below** the triangular outline of the shoulders created by the trapezius muscle. Muscles lie on top of the skeletal structure of the body. We can mimic this order in our drawings by indicating the line of the clavicles first, and adding the trapezius muscle on top of that construction line later.

When viewing the figure from the back, look for the point of the shoulder where the clavicle meets the acromion process of the scapula. This is usually fairly easy to locate because there is a protrusion which can often be seen on the surface of the body, right where the clavicle ends and articulates with the scapula.



THE

3. You can begin drawing figures with a gesture line

When a pose has a very distinct, expressive movement that you want to communicate, you may choose to begin with a gestural line that describes the major action occurring in the pose. An easy way to identify this major action is to ask yourself, "What is the figure doing?" or "What is happening in this pose?"

Once I have established this movement, I can find the angle of the shoulders, the shape of the head, and where the torso ends. The arms and legs can be indicated initially with gestural lines.





4. You can begin drawing figures with a shape.

Poses that are compressed or foreshortened (for example, when the figure is seated or reclining) may not have a long, sweeping major action line. Instead, their gesture may be best communicated by drawing the shape that the pose fits into.

You can start these types of figure drawings by blocking in a specific shape, paying close attention to its proportions and angles. Then, imagine that you are a sculptor chiseling away excess areas of the triangle to reveal the form of the figure.



5. You can begin drawing figures with an "envelope".

As the title of this strategy suggests, an “envelope” envelops the pose. The envelope is used when drawing a challenging pose that we want to begin more analytically rather than intuitively, in order to increase chances of drawing it accurately. Similar to the above shape method, the envelope shows us the area that the figure occupies. To draw the envelope you can use straight lines, curved lines, or a combination of the two to map out the boundaries of the figure.

No matter how we begin our drawing, the essential information that we should try to find as quickly as possible in the first 10 or so lines is:

- the general shape and tilt of the head
- the line of the shoulders
- the main action line and gesture of the pose
- the placement of the feet
- the approximate height and width of the pose



My experience

I was fully aware of the basics of figure drawing all I needed was practicing. In my first few classes , he taught basics of Figure Drawing and told to practice on the basis of time. In which a model will sit for 5 min and we have to make his figure sketch.

In the class we practiced Figure drawing for at least 2 to 3 hours. Then in few classes we increased the time so we could focus on details.

My work

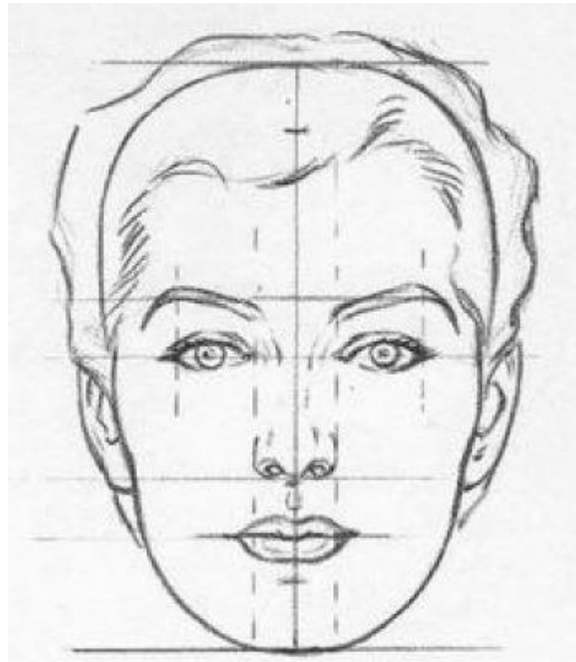




PORTRAIT

In my opinion portrait drawing is one of toughest skill to achieve in the field of fine arts. Portrait drawing establishes a very personal contact with the model.

The important thing to keep in mind while drawing portraits is to catch the exact or nearest tonal value of the face. Lights and shades plays the most important role, later comes the features. **It is a continuous process of observation.**

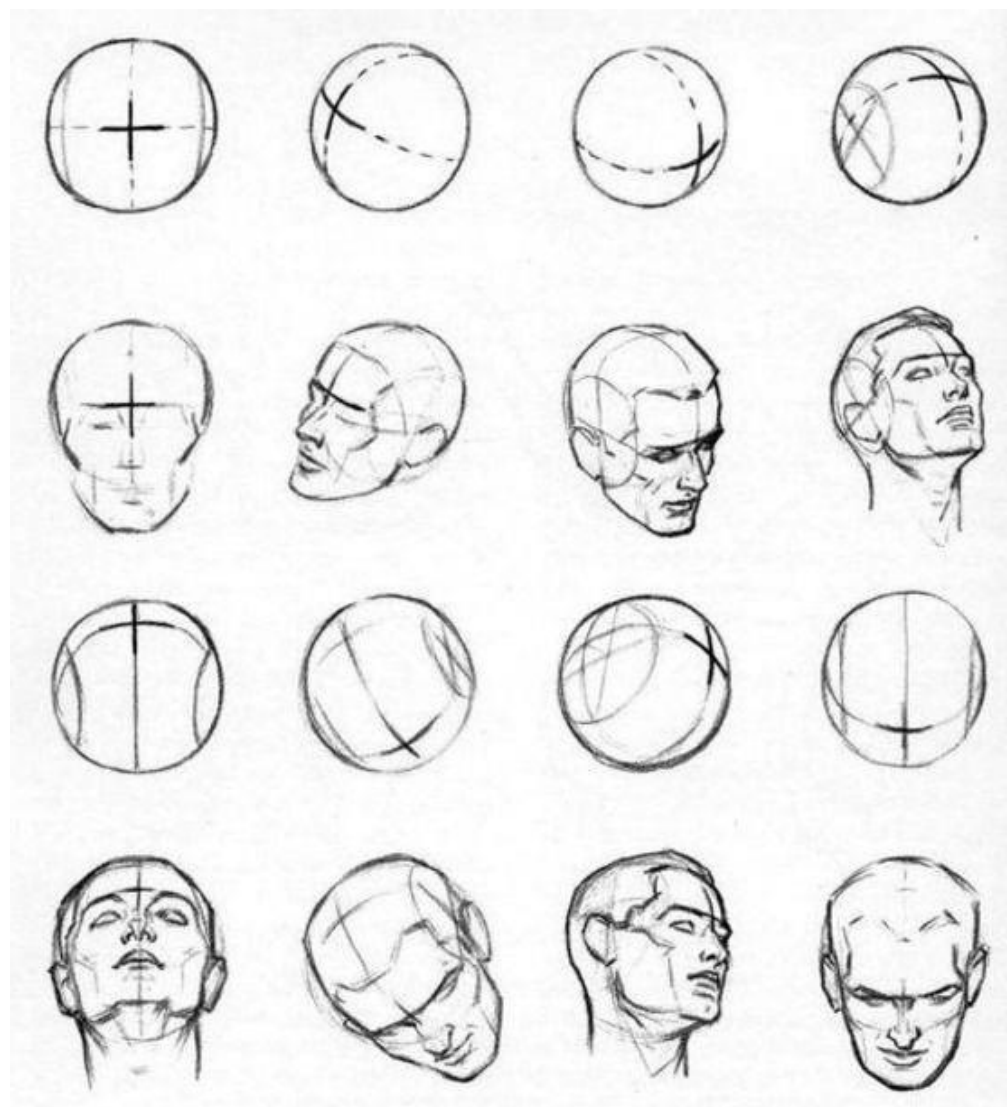


1. First step

Begin with measuring the main proportion of the model's head – its width-to-height ratio using a pencil or by eye.

This proportion varies depending on the view angle. Make sure to get it as accurate as you can.

Make that perfect oval shape according to the face structure of model.



2. Second step

Draw eyes in the right spot.

Eyes will be made approximately at the center of the circular form.

The thing to be noted here is that both the eyes are to be made usually of same size.

Eyelids

An eye is a ball about one inch in diameter and eyelids wrap around this ball. Despite an eyelid is a very thin muscle, it has certain thickness that has to be depicted.

3. Draw a proportionate nose

The shape of the nose can be simplified as a prism. The base of the nose is already marked at the same level as the bottom edge of the ear and the bridge of the nose is curving between eyes. The width of the nose can be double-checked by comparing it to the distance between eyes.

The lower plane of the nose is in shadow and its tonal value can be blocked in light tones.

4. Placing the lips

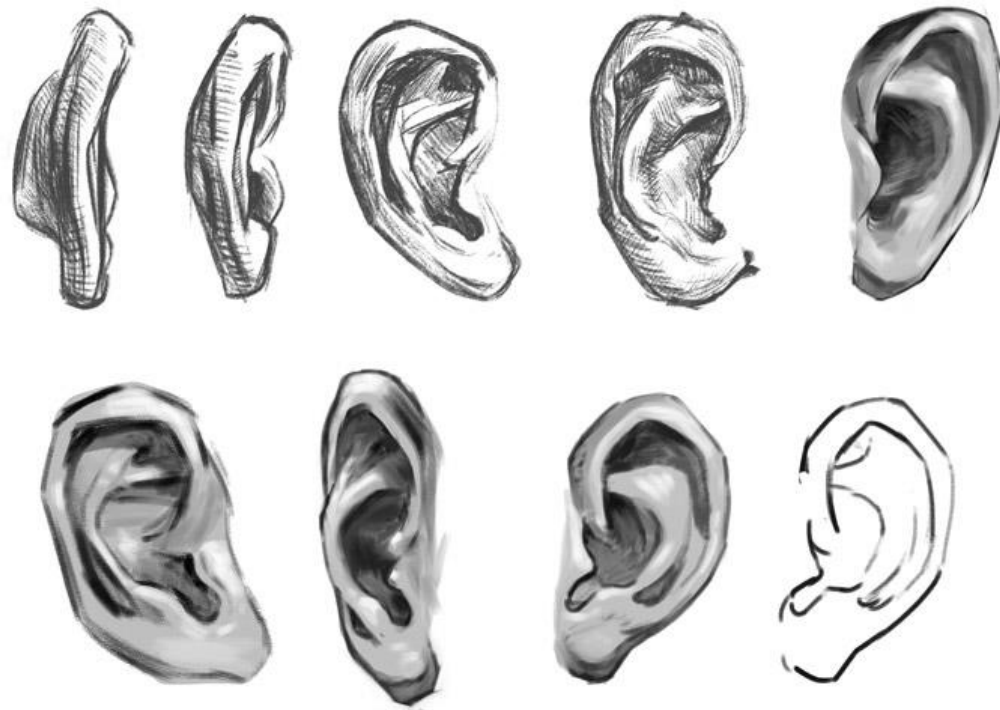
We begin with placing the line between lips. This line is located one-third from the base of the nose to the bottom of the chin. This is an ideal proportion in real life it can differ, so you can measure this distance and adjust if required.

This is the time to observe model's mouth shapes and depict its individual shape, trying to achieve the necessary likeness.

5. Ear drawing

It's a good time to double-check all the main proportion, which is the height of the ear is equal to the height of the nose or the distance between the line of eyebrows and the base of the nose.

The ear's height divided in half will give us a dimension of the ear's width.

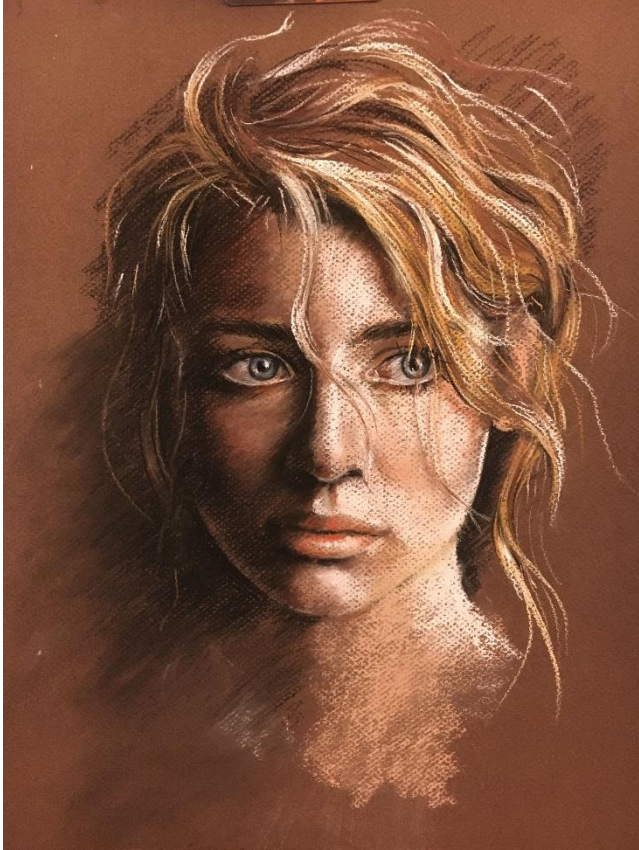


6. Adding tonal values

- It is better to start from rendering big areas with the darkest tonal values.
- The process can develop gradually in multiple layers.
- The aim is to keep the drawing getting darker simultaneously in all places without finish one area before others.
- While shading, you need to keep an eye on relative values, comparing different areas to each other.
- When drawing in graphite pencil, the pencil tip should be sharp at all times.
- Avoid going the full strength a drawing tool can provide from the beginning.
- Apply pencil strokes along the contours of objects.
- Reveal the volume of an object with strokes.
- Avoid 90-degree cross-hatching unless you draw a drapery.
- Keep the gamut of pencil strokes rich and wide – use various directions of strokes.



Mediums used in portrait practice



Soft pastel



Charcoal

Oil paint



WOODCUT

The oldest form of printmaking, woodcut is a relief process in which knives and other tools are used to carve a design into the surface of a wooden block. The raised areas that remain after the block has been cut are inked and printed, while the recessed areas that are cut away do not retain ink, and will remain blank in the final print.

The wooden block is usually made from pear wood, which is sawn along the grain and planed smooth. The block is then seasoned to reduce the moisture content in the wood, which prevents warping and cracking. The size of the woodblock is determined by the image, but is ultimately limited by the size of the printing press. This means that for a large-scale print, multiple blocks are cut and printed separately, after which the image is assembled. Smaller blocks are less likely to crack due to age or the pressure placed upon them during the printing process. The thickness of the block is also important for ease of use and the prevention of wear; the ideal thickness is around one inch.

Process

Once the woodblock has been prepared, the design can be drawn directly onto the surface of the block or a sketch can be pasted on to it. Alternatively, the design can be transferred from a sheet of paper directly onto the surface of the block by applying chalk or graphite to the back of the sheet. The design is then placed onto the surface of the block and its lines are traced by the printmaker with a stylus, which transfers the chalk and thus the design onto the block.

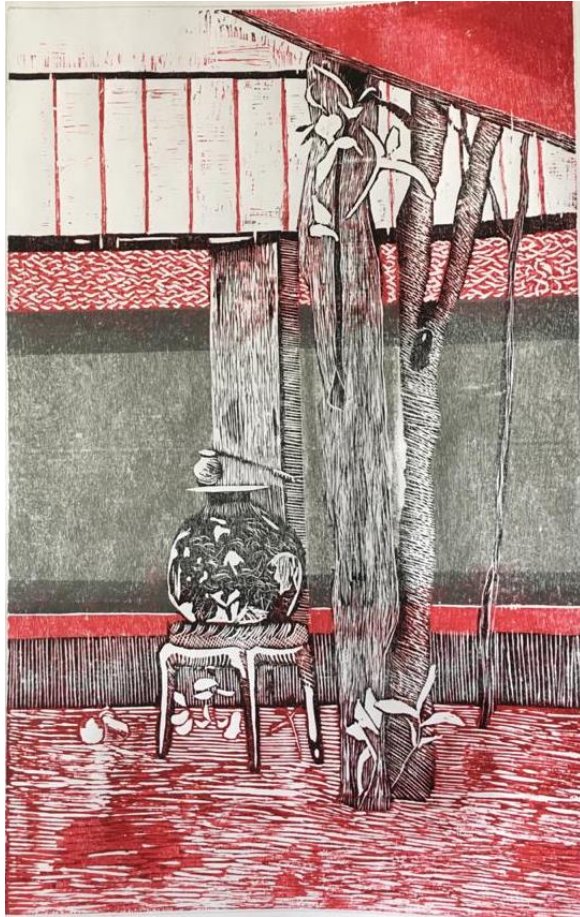
Woodblocks are most often cut by a professional block cutter/artists, who uses a chisel, gouge, or knife to carefully cut away sections of the block that will not receive ink.

The lines that comprise the image then stand in relief to the rest of the block (which is why woodcuts are in the group of printmaking techniques called relief prints).

The block is then inked evenly by using a dauber (ink ball) or a roller, taking care not to spill ink into the recesses.

The block is then placed on the bed of a press and a sheet of dampened paper is placed onto the inked surface of the block. Printmakers can use either a platen press or a roller press. Although some early relief prints appear to have been produced by simply pressing the paper against the block with one's hand, the use of a press is preferable for the consistent distribution of ink.

Once printed onto its paper support, the woodcut's design appears in reverse of the original on the block.



Woodcut

2/3



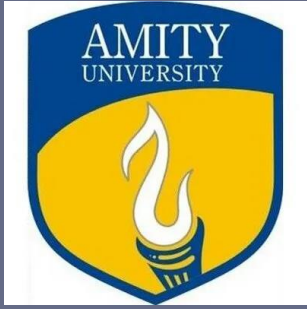
Woodcut

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Woodcut

THANK YOU



AMITY UNIVERSITY JAIPUR

Internship Report

Training Under the Supervision of
Prof. Shuvankar Biswas

Guided By:
Ms. Manisha Prajapat
Asst. Professor
ASFA

Submitted By:
Ashish Kaur Bhatia
BFA Painting
4th year (8th semester)
A20605717004

ABOUT THE ARTIST

In this internship I am Training Under the Supervision of Professor Shuvankar Biswas. He basically belongs to Kolkata, presently working in Jaipur city as freelance artist and Professor at IICD Institute.

Graduated from one of the best know Universities in India in the field of Visual Arts, Shanti Niketan (Kala Bhavan)

He basically work in realistic style and he enjoy working in oil paints.

ARTIST'S WORK





MY EXPERIENCE WITH THE ARTIST

I learned many new things from Professor Shuvankar Biswas sir. He taught and cleared my basics in Figure Drawing and in Portrait Painting and Drawing. In his classes I not only sketched or did painting, but me and other students had interesting conversation about various topics like what's new in Art Industry, or about history whether its about any Artist or and medium, etc. I not only learned there but even met new people, which made very new and different environment in class, we all helped each other and learned new things from each other.

Unfortunately I couldn't complete my training with him, as we all aware about COVID 19 Pandemic because of which I had come back to my city for safety purpose.

But overall I had a good experience and would like to learn more things from him.

FIGURE DRAWING

WHAT IS FIGURE DRAWING?

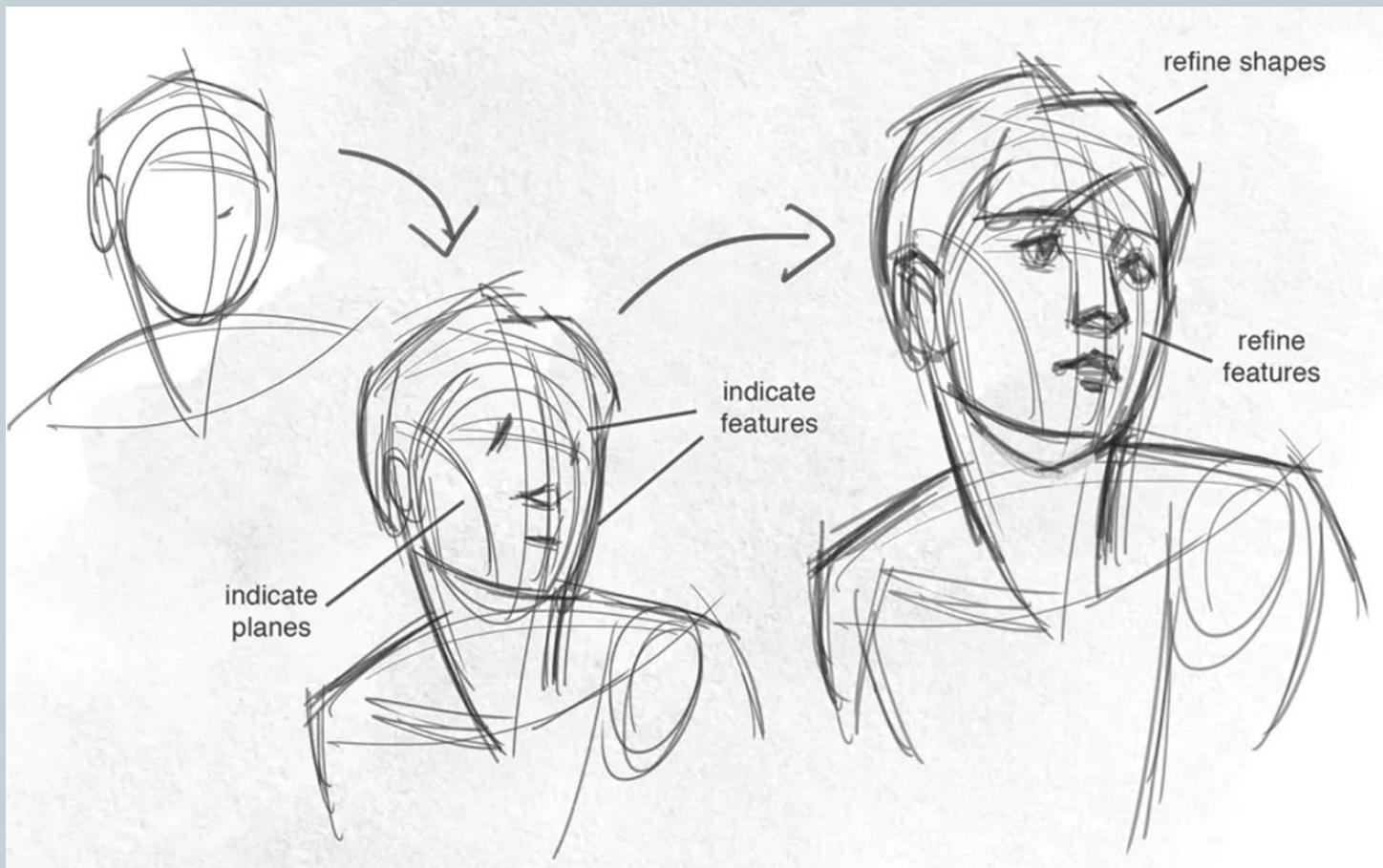
- Figure drawing is the practice of drawing from a live model in different poses. Typically this is done with real models and working from life(not photos).
- Many artists use the phrase “life drawing” interchangeably with “figure drawing”. These both mean the same thing, but can be confusing to newer artists who are often told to draw from life. When you attend figure drawing sessions you’re always drawing from life because you’re working from a real reference. But you can also draw from life by drawing an apple, a chair, or a car without a photo.
- The phrase “drawing from life” does not mean the same thing as “life drawing”. The idea of drawing from life is just drawing from the real world.
- But life drawing and figure drawing are basically synonyms and mean the same thing: to practice drawing from a live model in various poses in a model room.

- When you draw from life you're attempting to capture the world as it really is. This means studying forms, proportions, perspective, shading, and [all the fundamentals](#) that go along with learning to draw. Every artist needs time in front of the model.
- It trains your eye to see things that photographs just can't capture. This makes you more perceptive in all of your work—and that includes animation or illustration where exaggeration is crucial.
- The biggest reason we practice with the human figure is because it has **so much to offer**. Mastering the figure is about more than just shapes and muscles and bones.
- It's about movement, weight, balance, and tension. It's about studying the model's weight-bearing leg or how they position their hips to hold a certain pose.
- As you study these minor details through figure drawing you'll learn to see them everywhere.
- In animals, in objects, and certainly other humans. But drawing humans fully clothed makes it tougher to see the full scope of each pose. Most artists begin figure drawing with [quick gestures](#) and sketches from photos. And really, that's a great place to start. Much better than not drawing at all.

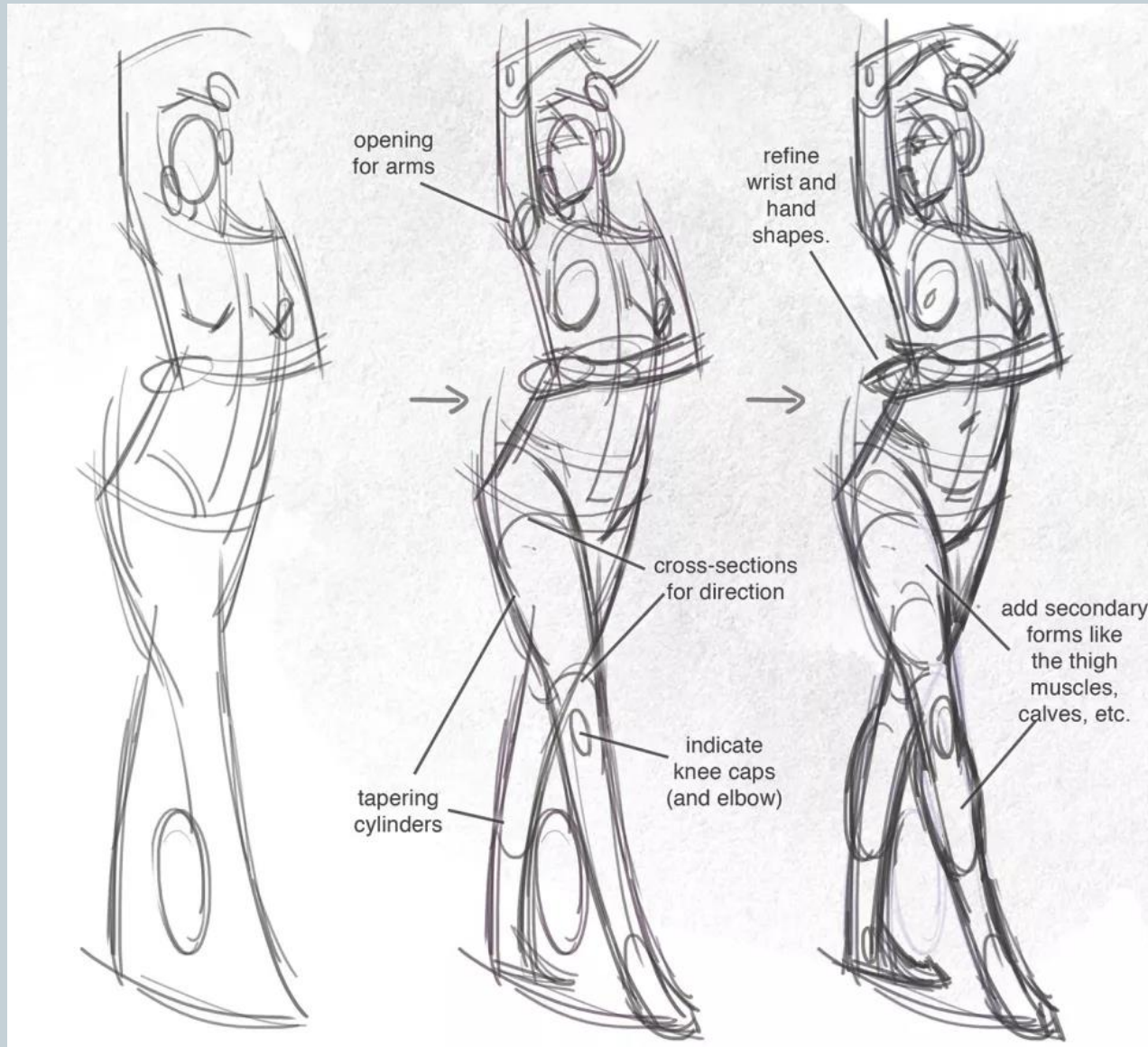
- But eventually you'll want to find a local figure drawing class and get to it as often as possible. It helps if the class is guided since you may feel uncomfortable and anxious entering the room as a newbie.
- Figure sessions typically last for 30-120 minutes each and more expensive classes can go all day.
- Some classes have the model hold the same pose for many weeks or **even months** at a time. This gives you a chance to render a very detailed realist drawing(or painting) and bring it to completion.
- Other classes have the model change poses frequently. It may be one pose per session or even multiple poses per session.
- But once you get past the absolute basics you'll feel a lot more comfortable drawing from a real model. Even if you've never done "real" life drawing before you can still enter the room with confidence knowing you have an idea of what to do.

STEPS TO START DRAWING FIGURES

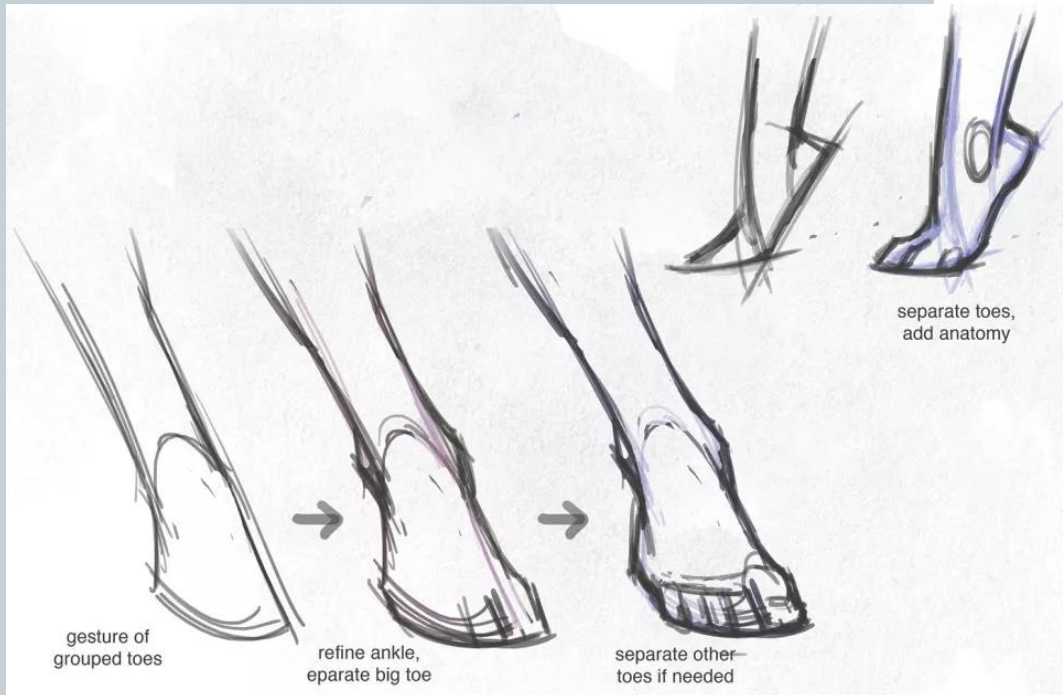
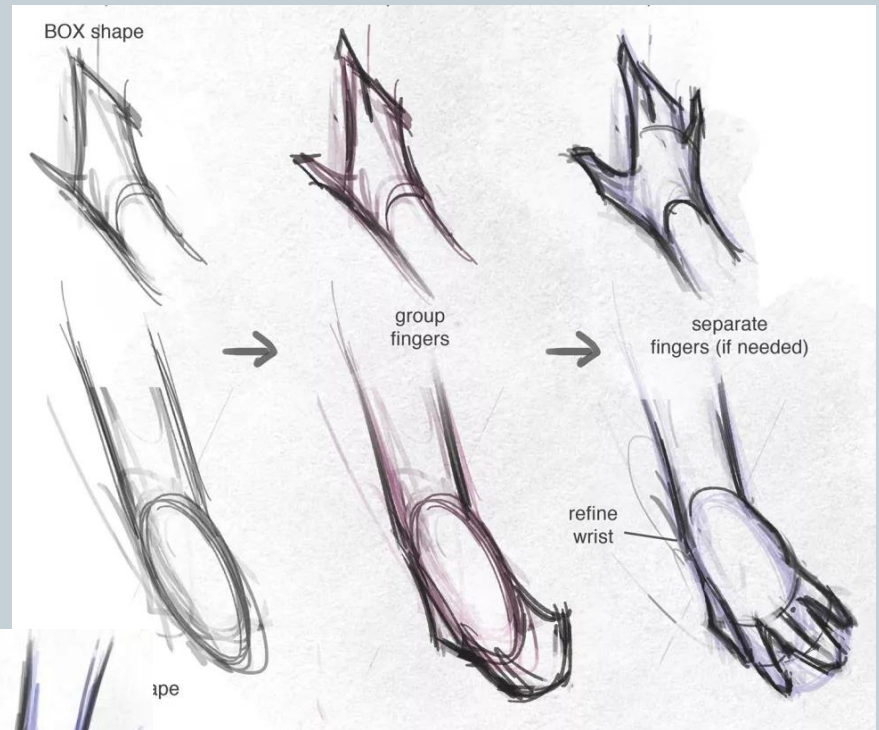
1. You can begin drawing figures with the head and neck.



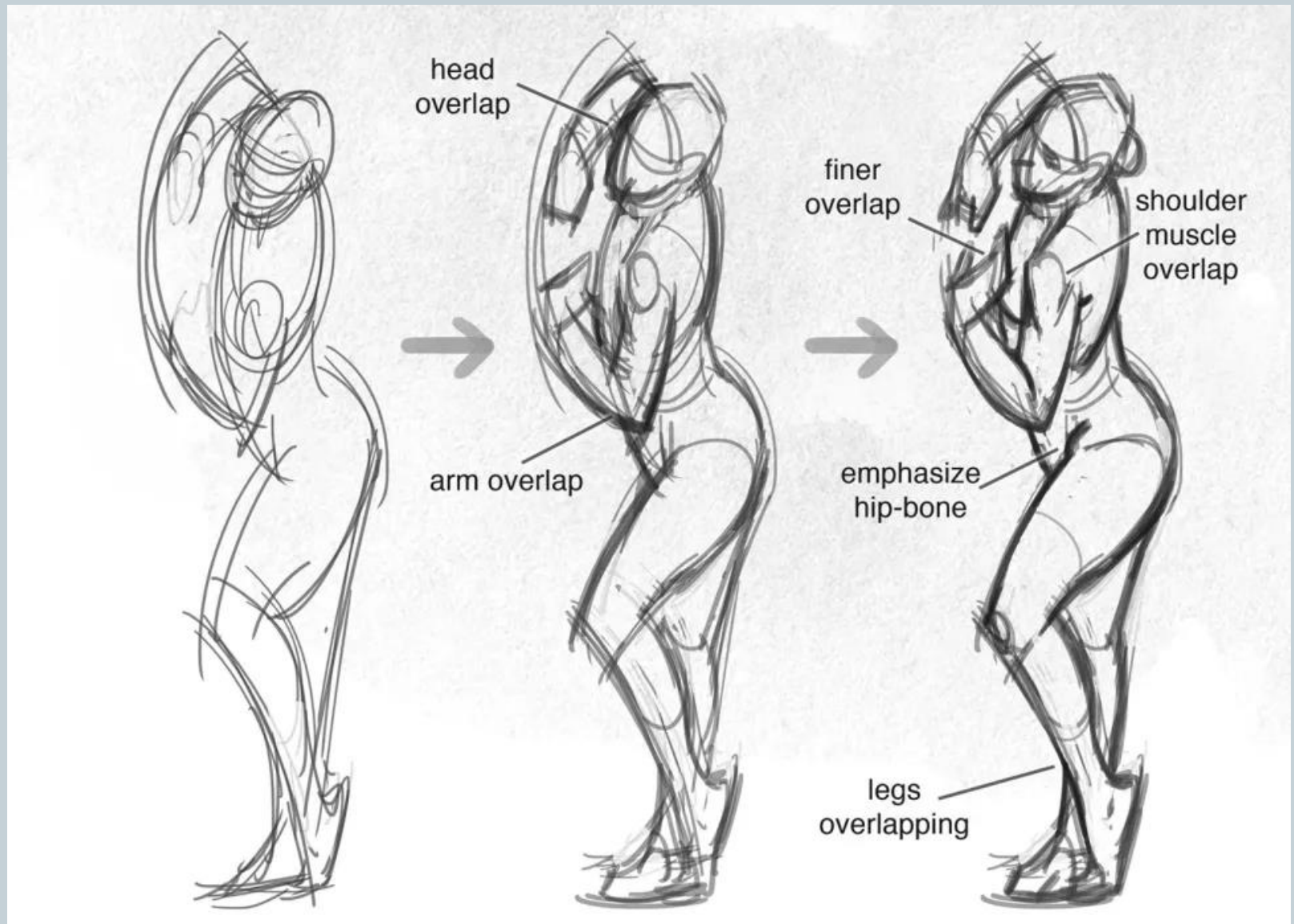
2. Construct the torso and Define the limbs by simplifying the anatomy



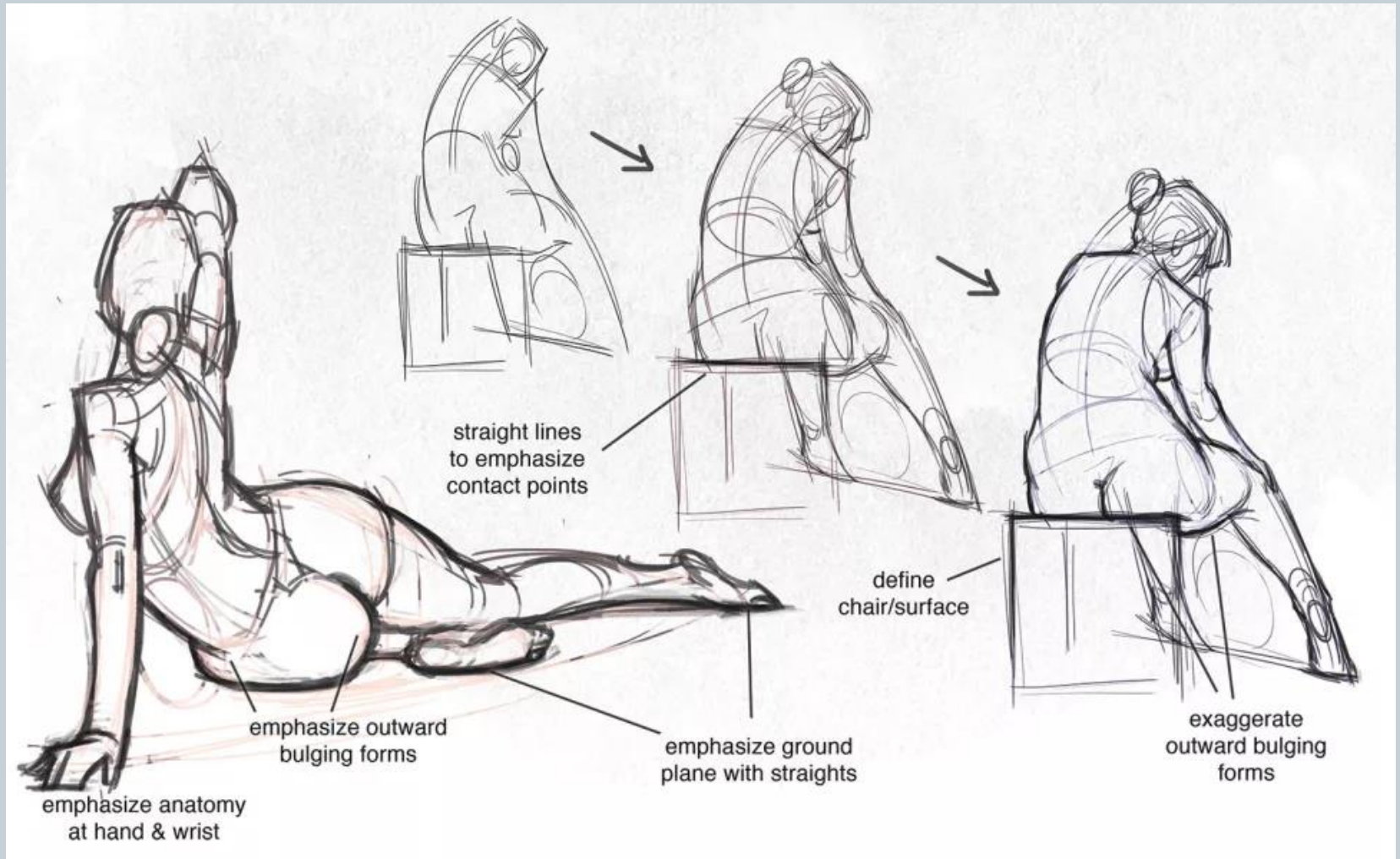
3. Sketch the hands and feet



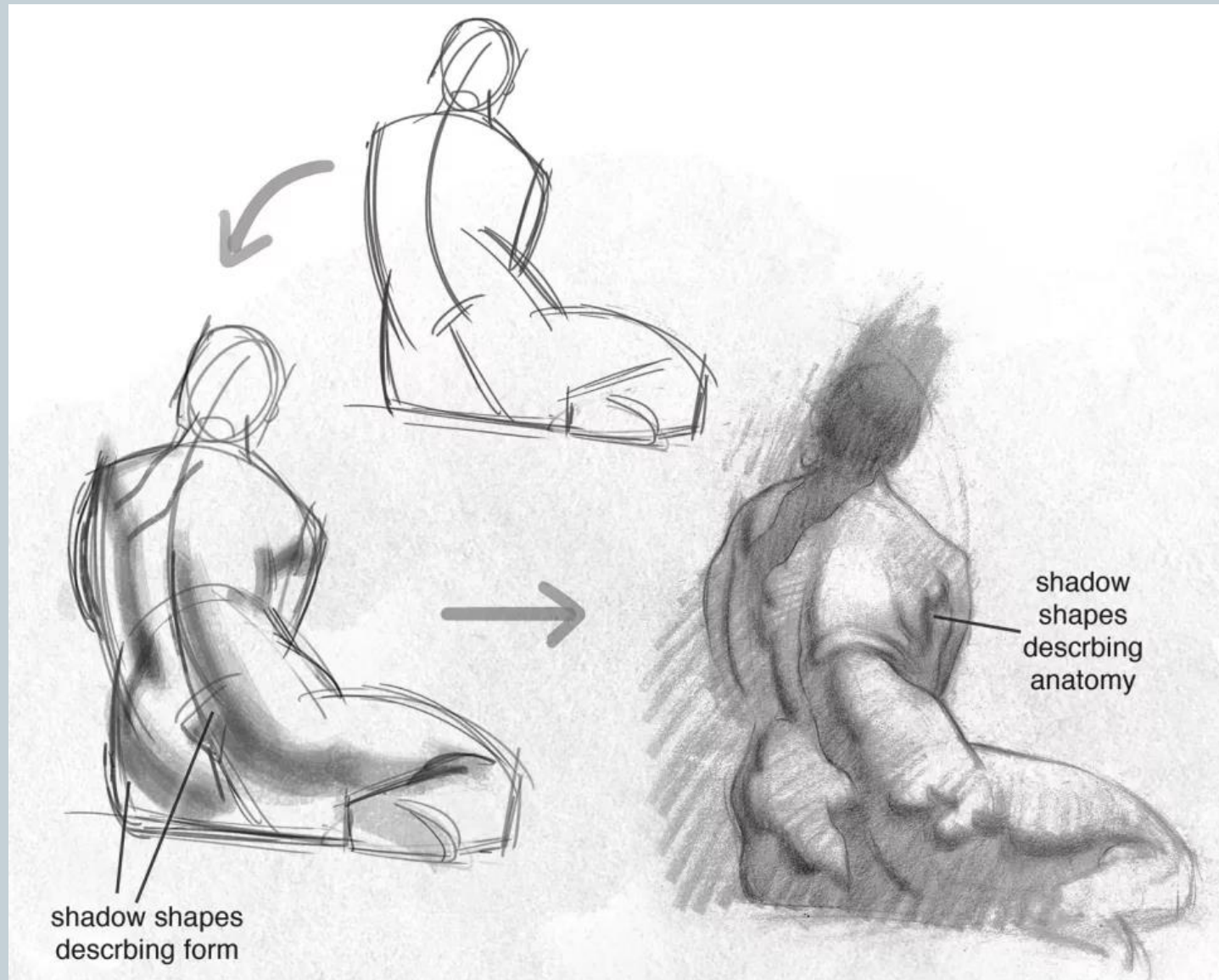
4. Exaggerate overlaps in side view poses and foreshortened poses



5.Focus on contact points in reclining poses



6. Add tone to the figure

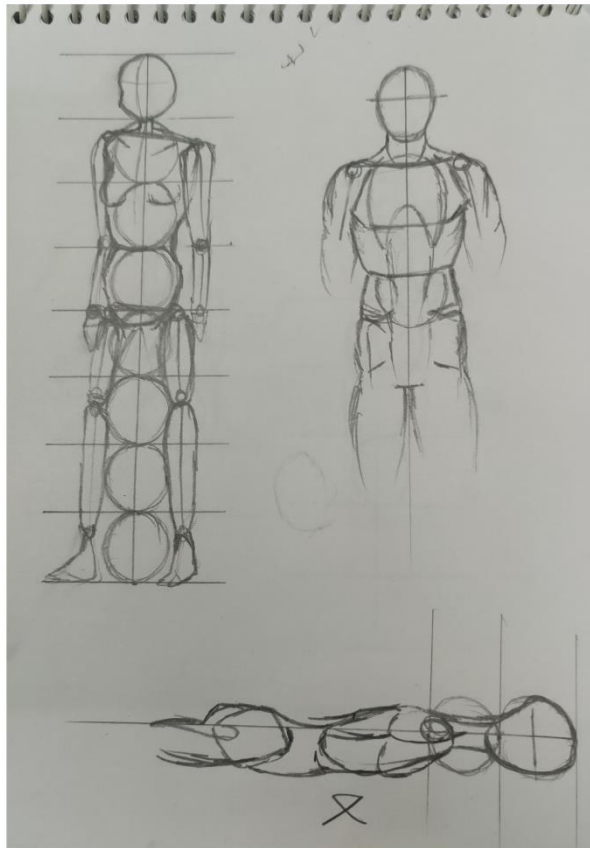


MY EXPERIENCE

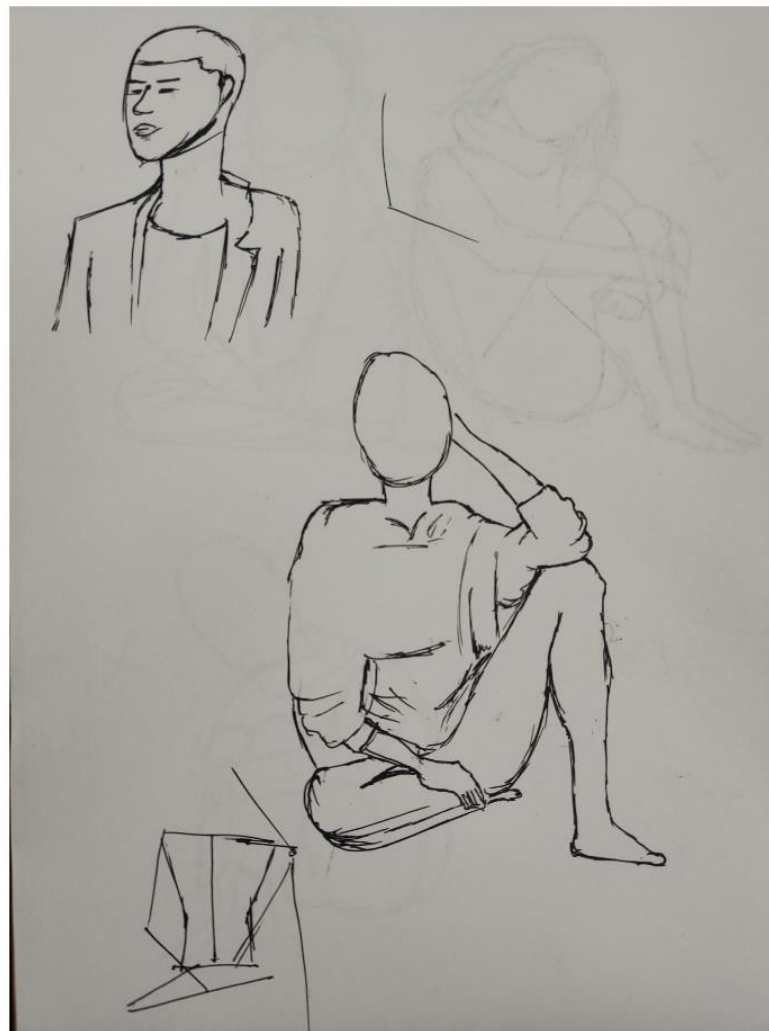
In Figure Drawing, I was already very much familiar with the basics of it. But I personally never liked working on any kind of human drawing, because of which I never took initiative in practicing more. But in training with Sir I did things in a bit different way which I already knew but never tried it.

In my first few classes, he taught basics of Figure Drawing and told to practice on the basis of time. In which a model will sit for 5 min and we have to make his figure sketch. I practiced this in two different mediums charcoal sticks and ink. It was kind of difficult but eventually with help of sir I started learning. In the class we practiced Figure drawing for at least 2 to 3 hours. Then in few classes we increased the time so we could focus on details.

MY WORK







Portrait Drawing and Painting

WHAT IS PORTRAIT PAINTING AND DRAWING?

- A portrait painting or drawing depicts the image of a particular person or animal, or group thereof.
- The subject of a portrait is usually called a "sitter", because traditionally people would sit in front of the artist to have their portrait painted. Nowadays, of course, artists can work from a photograph, so not everyone has to "sit" for a portrait.
- Portraits are effective and compelling when they tell us something about the person. A good portrait is not just a visual representation of a person; it will also reveal something about the essence of the person.
- A strong portrait captivates viewers, draws them into the painting, and engages their attention. Such a portrait painting causes the viewer to wonder about the person depicted.
- In this way a portrait painting or drawing can function as a biography - telling the story of that person's life.
- The artist will carefully craft visual clues to tell the story of the person in the artwork.



Charcoal



Soft Pastel

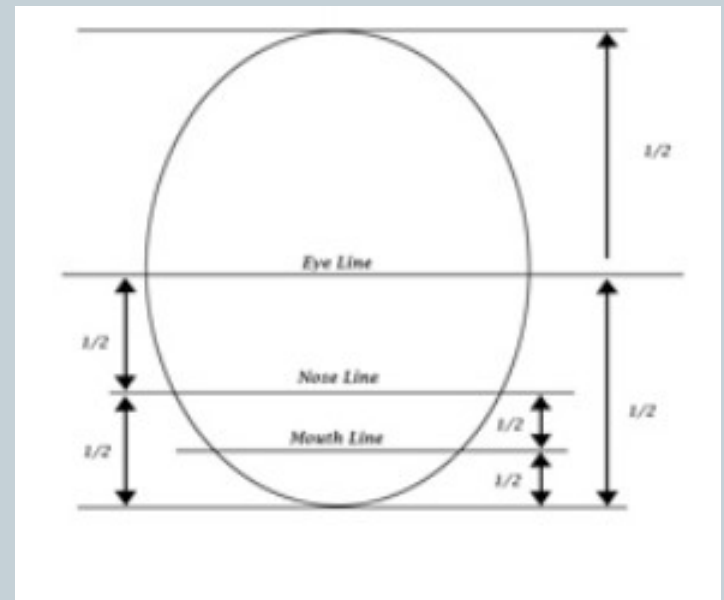
STEPS TO START DRAWING PORTRAITS

1 - We start with an oval or egg shape.

Generally the oval is about a $\frac{1}{3}$ taller than it is wide. If you are having trouble with drawing ovals practice drawing ovals free hand at least 20 to 40 will go a long way in helping you get more comfortable drawing the shape.

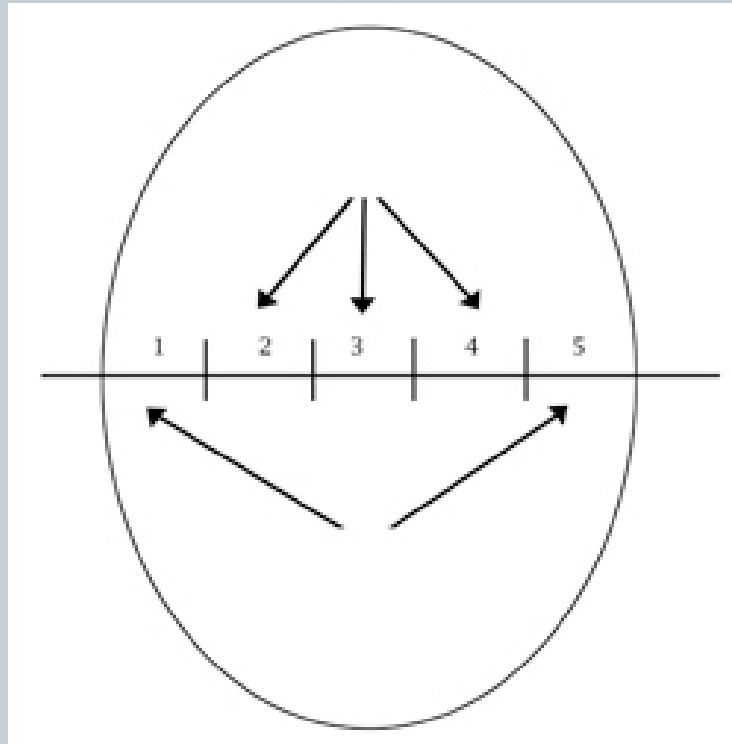
2 - Once we have drawn our oval we will cut the oval in half with a horizontal line.

This is the “eye line”. From the “eye line” to the bottom of the oval we will divide this space in half to mark where the “nose line” is located. From the “nose line” to the bottom of the oval we will divide this space in half once again to establish the “mouth line”. One very important note the mouth line is where the bottom lip will touch or close to it.



3 - Head width and Eye spaces

The width of the head is measured in “eye spaces”. The head width is generally 5 eye spaces wide along the “eye line” which should be the widest part of our oval. Eye spaces 2, 3, and 4 are always the same width. This is the two eyes and the space between your eyes sometimes referred to as the “third eye”. Eye spaces 1, 5 can vary depending on the person’s face how round or how thin they are and so forth.



5 - The Eye Line Measurements are Key.

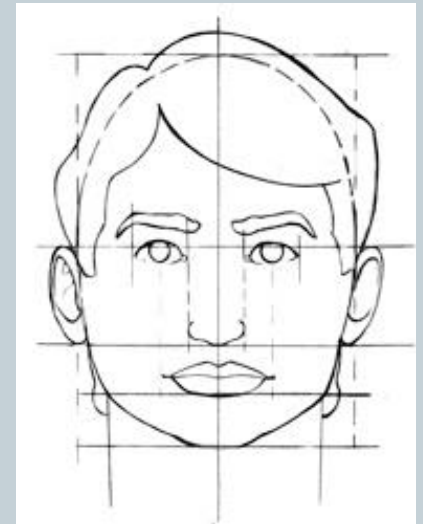
The five spaces help us locate all other measurement of the face.

Nose– drop straight lines from the side of eye space “3” to give you the width of the nose. Corners of the Mouth. Drop line from approximately the middle of eye spaces “2” and “4” for the width of the mouth. Remember the “Bottom of the Lip” touches the “Mouth Line”

Ears – The Ears are in the space between the “nose line” and the “eye line”

Hair – Your hair grows off and from you skull so the illustration show the original oval or egg shape as a checked line and the hair line out and off the skull.

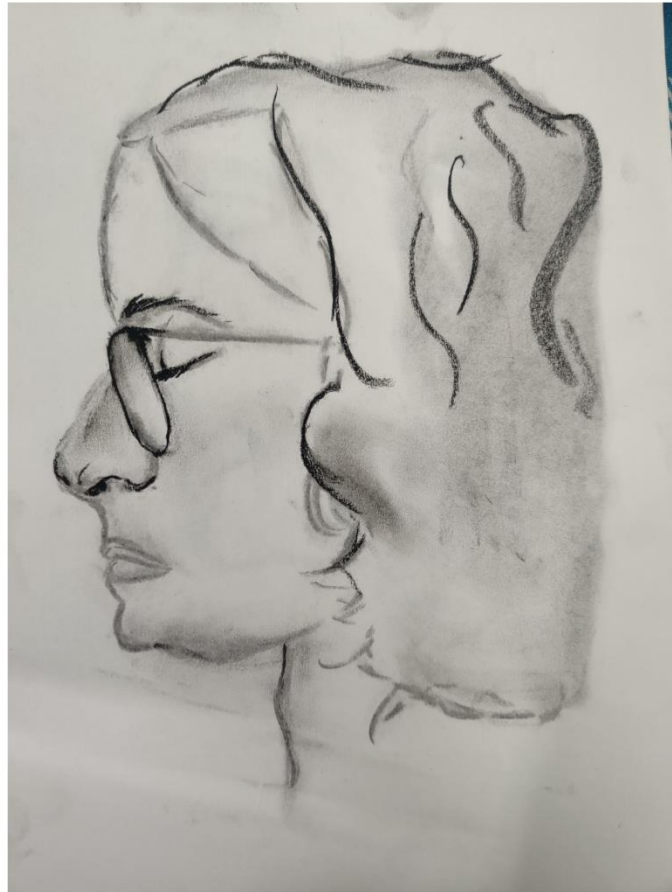
Neck – Use a cylinder for the neck. Now the neck can be dropped straight down from the ears if the person is a line backer or something. If it's in too far from the jar it looks like a cartoon neck so somewhere between those extremes are where the neck will be.

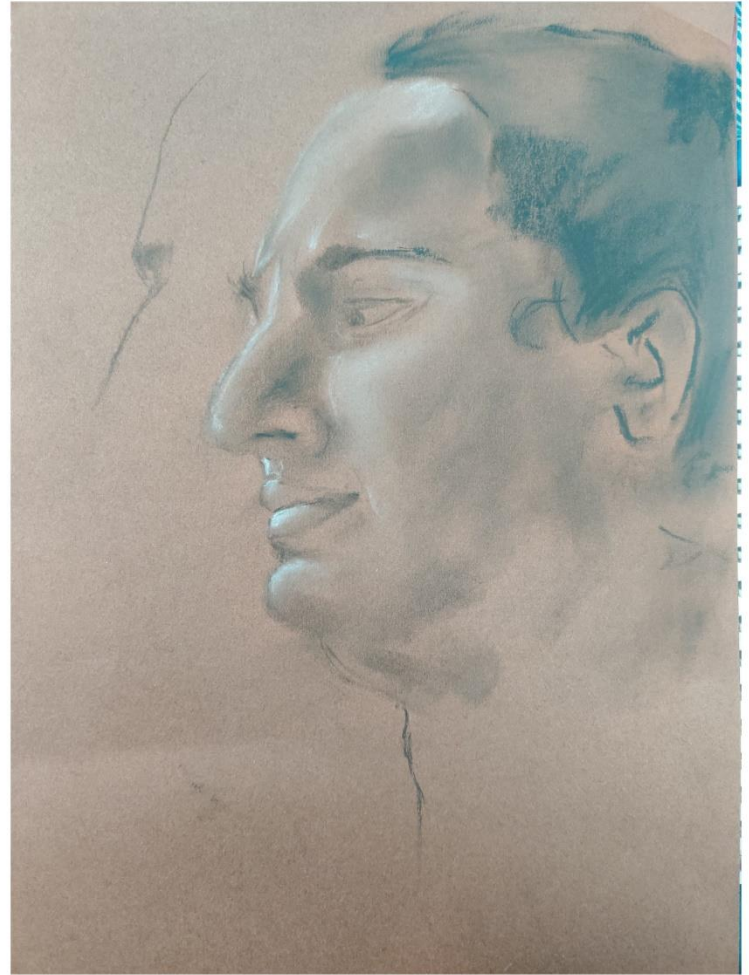


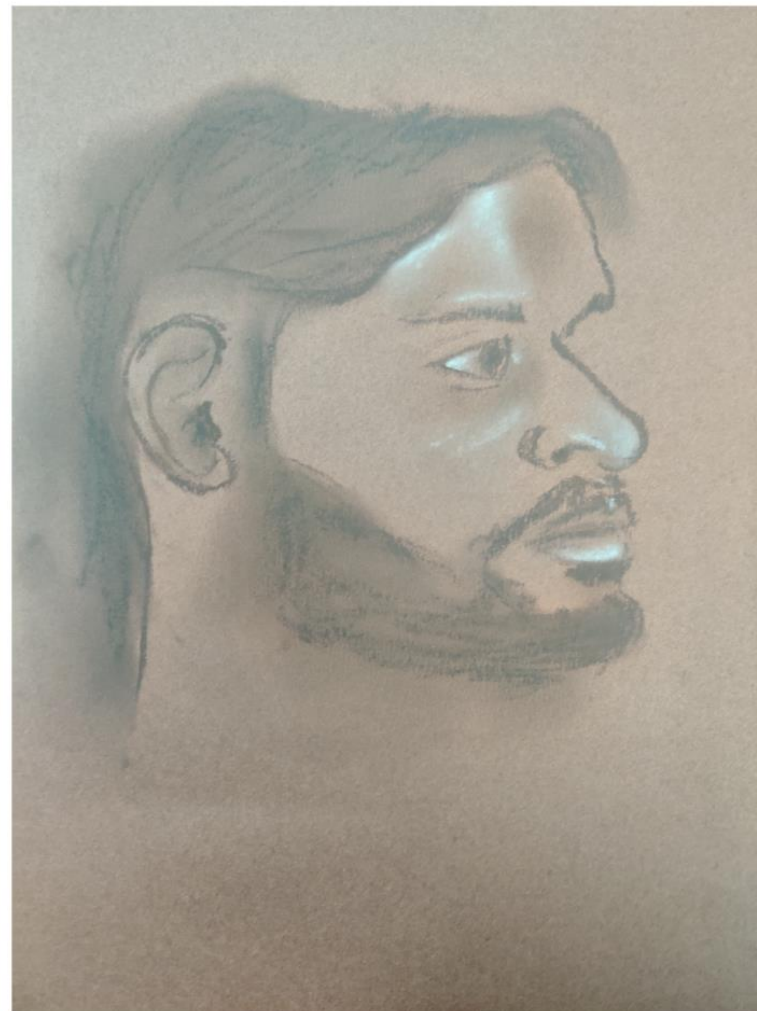
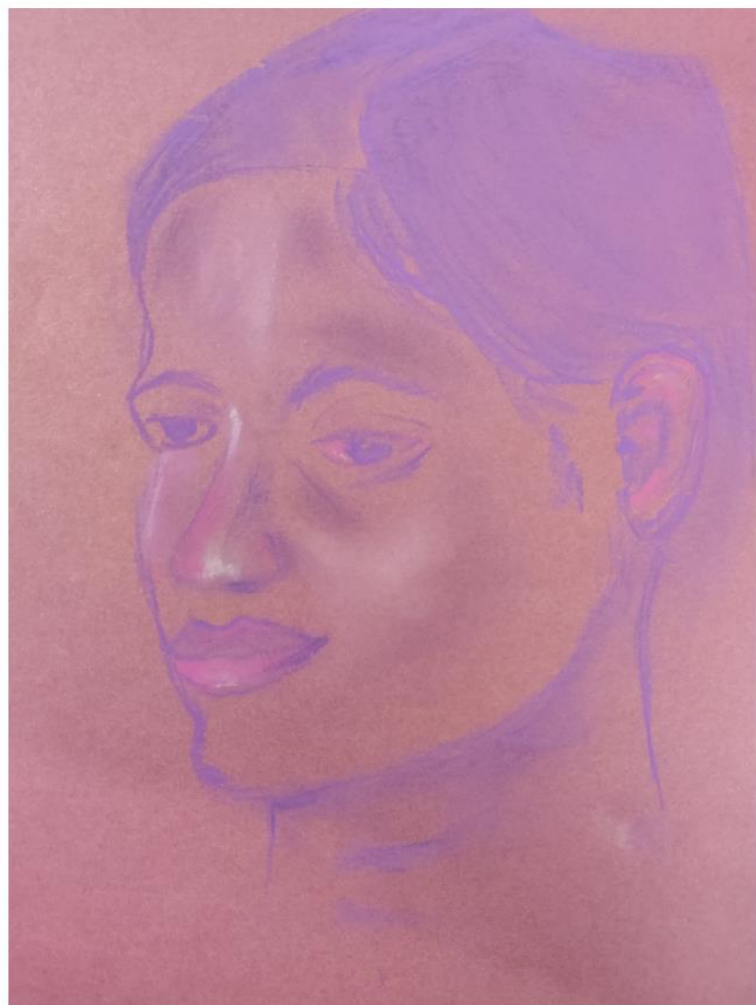
MY EXPERIENCE

In Portrait, sir started with its basics how to start with a face, its proportions, its toning of light and dark, etc. In starting, as we did in figure drawing on the basis of time same thing we did in portrait but the time limit was increased to 10min and after every few sketches sir increased time so we can focus on more details. I did portrait drawing in different mediums like charcoal sticks, ink pens, soft pastels and oil painting. We even practiced self portraits from picture.

MY WORK







THANK YOU



Date: Monday, April 5, 2021

TO WHOEVER THIS MAY CONCERN

This is to certify that Mr. Anurag Jareda has done his internship at The Printroots, Jaipur from December 20, 2020 to April 13, 2021

He has worked on a number of projects including research, product photography, short video, animation, and creative photoshoot.

During the internship he demonstrated good digital skills with a self-motivated attitude to learn new things. His performance exceeded expectations and was able to complete the project successfully on time.

We wish him all the best for his future endeavours.

Thanking You,

For THE PRINTROOTS


Proprietor 13/04/21

