

**SOCIETY OF THE SACRED HEART**  
**PROVINCE OF INDIA**  
NEWSLETTER



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**NEWSLETTER FROM SOPHIA POLYTECHNIC, MUMBAI**

***INDIAN ARTRYST (24<sup>th</sup>-27<sup>th</sup> September 2019) – a Golden Jubilee Programme of Sophia Polytechnic***

The foundation stone of the Sophia Polytechnic building on Sophia Campus, Mumbai, was laid on 20<sup>th</sup> May 1969 by the then Prime-Minister of India, Mrs. Indira Gandhi. In June 1970 Sophia Polytechnic started functioning, offering professional courses mainly geared to empowering women. In the academic year 2019-2020, we at Sophia Polytechnic are celebrating our Golden Jubilee. A number of programmes have been planned for the year, the most important of which was ***Indian Artryst*** (24<sup>th</sup>-27<sup>th</sup> September 2019) during which each of the departments of Sophia Polytechnic focused on one or other aspect of Indian art and culture.

**The Social Communications Media Department (SCM)**

The Social Communications Media Department (SCM Sophia) organised **#Changemakers: Celebrating 50 years of Women in Art and Media**, an evening of short and powerful presentations by 12 prominent and influential SCM alumni from across the media who have been responsible in bringing about change. This event took place on Tuesday, 24<sup>th</sup> September 2019 from 5.30 to 8.00 p.m. in Sophia Bhabha Auditorium.

The speakers included photographer Poulomi Basu, actor Richa Chaddha, Senior Journalist Maya Mirchandani, author and filmmaker Minnie Vaid, columnist, writer and filmmaker Paromita Vohra, journalist Shalini Singh, entrepreneur and marketer Durga Raghunath, motivational speaker Dilshad Master, film director and script writer Reema Kagti and future changemakers Aniketh Mendonca, Aparna Shukla and Kajri Babbar. Magsaysay award winner P. Sainath gave the keynote address and Jeroo Mulla, former head of department, highlighted the large number of other change makers and achievers of the department.

Actor Richa Chaddha said, “Good stories are bound to make a difference, eventually”.

Senior Journalist Maya Mirchandani spoke of her coverage of various conflict zones around the globe and emphasized the following “Peace means different things to different people. I know what it means to me”.

Author and filmmaker Minnie Vaid spoke of her journey post SCM and credited SCM for giving her an understanding of the need to give a voice to the marginalised. She said, “All the work I do involves shining a torch on people and stories that are relatively unknown, by giving them a voice of their own, in a way, I found my own voice”.

Writer and filmmaker Paromita Vohra feels art helps improve society: “I really believe that art changes us as people. When we see something beautiful it stays in our hearts and minds”, said Paromita.

Young and upcoming journalist Shalini Singh spoke about the importance of being grounded and illustrated it with a personal example stating: “Some of the biggest highlights of my career happened at times of my most personal lows”.

Entrepreneur and marketer Durga Raghunath, reiterated, to succeed, “You have to fail somewhere. It has to mean something to you”.

Motivational speaker and cancer survivor Dilshad Master spoke about facing challenges and the need to accept and take risks.

Award winning film director and script writer Reema Kagti, thanked SCM for inculcating the habit of rigour and talked about the power of media and said: “Minds can be changed. Regressive notions can be shattered by progressive ideas.”

Young changemaker Kajri Babbar spoke about the fact that our consciousness also determines our existence; while Aniketh Mendonca feels Sports can bring about change and it is a tool that is easily accessible to all. It helps children develop life skills.

“You are a changemaker if you are simply kind in the next human interaction you have”, said author Jerry Pinto, urging the audience to take small steps to create positive change.

Emphasising the responsibility of the media’s role in society to bring about change, Magsaysay award winner and senior journalist, P. Sainath said: “I think what we desperately need is talking truth to power but also talking truth about power”.



The evening also included the launch of our student book: *Lives Of The Women* Volume III, The book features the lives of four women achievers: child artiste and screenwriter Honey Irani; filmmaker, author and curator, Madhusree Dutta; actor and theatre director, the late Rekha Sabnis and the communicator and innovator, Shama Habibullah; it was edited by author Jerry Pinto.

The event was hugely successful. The audience was enthralled by the stories of change and widely appreciated the line-up of speakers. More than 350 people attended the event. This event was followed by the SCM Alumni Dinner which was held in the basket-ball court.

### **The Art and Design Department**

India has an unparalleled diversity of traditional craft and art forms of every region reflecting their own distinct cultures. Through these art forms religious epics, village folklore and the great myths are communicated aesthetically and efficiently by artists through simplified and stylized visuals, which reflect the humble lifestyle of the village artisans and artists who took inspiration from life and created stories using different art forms. At Sophia Polytechnic we believe that these art forms should be recognized, appreciated and celebrated so that they do not become extinct.

Therefore, Sophia Polytechnic’s Art & Design Department thought of bringing traditional art forms to life through two workshops and a competition which aimed at adding a new dimension to these traditional art forms through performance. Thus it provided a tremendous opportunity for students of various art colleges to participate, compete, and interact with each other.

On 24<sup>th</sup> September the Tapestry Jewellery Workshop was conducted by Ms Malvika Andrews for 28 students. The Tie and Dye Workshop was conducted by the Diploma Textile Design students with the help of their faculty members, Mrs. Kaveri Shelar and Mrs. Riya Modani. 29 students from different colleges participated in it. The participating students enjoyed doing tapestry neckline jewellery and tie & dye stoles.



10 colleges and 165 students across the art colleges from Mumbai and Pune took part in the performing arts competition. The theme of the competition was “Bringing Traditional Art Forms to Life”. The competition which was held on 25<sup>th</sup> September 2019 began at the registration desks at 7.30 a.m. Besides the participants in the competition, students from their colleges also showed up in huge numbers. Sophia Bhabha Auditorium was packed with students and faculty. The programme started with a dance depicting the cultural diversity of India; this was followed by the lighting of the Samai by all dignitaries present to grace the event, including our Chief Guest Mrs. Neela Lad, Regional Director of Ministry of Tourism. Eminent artists, such as Mr. Achyut Palav, Ms Collete Austin and Mrs. Aarti Dhanipkar, were the panel of judges.

The first performance was based on Pichwai Painting. Pichwai paintings portray the life of Lord Krishna. The next performance was ‘Madhubhan mein Gopiyani’ by students of Nirmala Niketan who took us to the gardens of Vrindavan.



The Vasai Vikasini students performed a unique act on Indian art and sculptures which dates back to the Indus Valley Civilization of the 3<sup>rd</sup> and 2<sup>nd</sup> millennia BC. The Model Art Institute from Mumbai performed a play on ‘Pinguli Chitrakathi’; everyone was astounded to see this almost lost art-form of India. The J.K Jadhav Academy of Art and Design performed ‘Prakrutik Shwetatulika’ on Warli tribal art. Their performance was based on the harvest season and the celebration of wedding and other rituals by the Warli tribals as depicted in their traditional art.



of a Madhubani painting.

The audience enjoyed this authentic and real information about Warli Art. The Asmita School of Art presented a show on Gond paintings, highlighting human beings’ close connection with their natural surroundings. Students of Sir J.J School of Art presented “Katha Mithila Kalaya”. The Abhinav Kala Mahavidhyalaya presented “Ettirparappu”. The Sophia Polytechnic Foundation students performed on the Pahari miniature “Madhav Parikatha”. The climax was the presentation by the Viva College of Applied Art on “Madhubani Yatra” through an innovative and brilliant fashion show inspired by the forms

Samiksha Said, Samta Godse, Pooja Shinde, Akansha, Hitaishi Chitte, Shreya Ranade and Rohit Yeram entertained the audience in between the performances.

The judges were happy to see the performances and enjoyed the combining of visual art forms with performing art, including the incorporation of music and dance. All the performances were lively and were enjoyed with enthusiasm by the audience that marvelled at the informative presentations that were done so creatively.

Viva College of Applied Art won the first prize for their 'Madhuban Yatra', J.K Jadhav Academy of Art and Design came second for their act 'Prakrutik Shwetatulika'. Nirmala Niketan stood third for their performance 'Madhuban Mein Gopiyam' and the Model Art Institute won the Merit Certificate in appreciation of the efforts put in their presentation.

### **The Dress Designing and Garment Manufacturing Depart (DDGM)**

The department had organised two events on a grand scale during Indian Artryst, namely a conference on 'Green Fashion India' and the annual fashion show – 'Tvashtar'.

#### Pre-Launch Conference on Sustainability

The department, in association with School of Fashion Technology (SOFT), Pune, organised a Pre-launch conference on 'Green Fashion India' which is an initiative of SOFT. This conference was held on 26<sup>th</sup> September 2019. The theme for the conference was "Leading Sustainability through Collaboration and Co-Creation", which highlighted a meaningful association in the form of Collaboration and Co-Creation between Academia, Industry, Crafts and NGOs to enhance the future of the fashion industry in a meaningful, sustainable way. The objectives of the conference were to study the impact of Fast Fashion at various levels, including manufacturing, packaging and display, which have created an adverse impact on the environment and social well being. The Retail, Prêt and High End Fashion business of India has no doubt created huge employment opportunities, but those committed to Green Fashion intend to strengthen these by bringing in Collaborations and Co-Creations in more meaningful ways which will create garments that are both eco-friendly as well as marketable.

The chief guest and the key note speaker for the conference was Mr. Kumar Rajgopalan – CEO RAI (Retailers Association of India) and the other main speaker was Mr. Sudhir Soundalgekar – Project Head, Raymonds. Esteemed persons from the fashion world such as Architect Ms Mohana Kadam –



President Green Fashion India, Ms Krishna Mehta – leading Fashion Designer, Mr. Rahul Bhajekar – Managing Director of Global Organic Textile Standard, Mr. Hemang Agrawal – Designer / Creative Director of Surekha Group, Ms Nivedita Saboo – Fashion Designer, Mr. Jagdeep Shokeen – Vice President (Design & Product Development), Eastman Exports, Ms Ruma Devi – President Gramin Vikas Evam Chetna Sansthan, Barmer, and Ms Daina Linda – Fashion Designer graced the conference with

their presence and many of them were on the panel discussion on the topic of 'Sustainability' in the field of fashion.

The conference got a very good response from the industry as well as from the fashion institutions all over the country. A total of 21 institutions across India participated in the conference. We had 635 registrations from students of the various institutions as mentioned above ranging from the age group

of 18 to 25 years. Apart from student participants, approximately 100 guests, including academic professionals and well wishers, were invited for the conference. Through this conference we were very happy to bring the awareness of reducing the use of chemicals right from growing crops to manufacturing fabrics and garments. This conference highlighted the damage caused to the environment due to chemicals and it also guided students not to get attracted towards Fast Fashion.

One of the panelists was Ms Ruma Devi, an artisan from Barmer in the Thar Desert region of Rajasthan. She was a great source of inspiration for the students present. Ruma Devi has only passed Std. VII; yet, though she has never completed high school education, she is today a highly successful entrepreneur who not only has made a living for herself but also provided employment for 22,000 women. It was eye opening for our students to learn how the existing art and crafts of India have been used creatively by artisans like Ruma Devi in the designing of garments. A role model and initiator of change, Ruma Devi has been successful in generating continuous income for artisans and their families. Her business model in the field of innovation has won her critical acclaim at the national and international levels and has helped women artisans reach out to new clientele. A crusader for justice, Ruma Devi today is the face of rural women's empowerment. Her story has inspired numerous other women to stand up and question male dominance. Today she is successfully leading artisans, both men and women, training them and making them small scale entrepreneurs in their own right through Self Help Groups, providing them with financial security, better health and education facilities, and a promise for a better tomorrow for them and their children. For her pioneering work, Ruma Devi has won numerous awards including the "Nari Shakti Puruskar 2018", the highest civilian honour for women in India.



The students who attended this conference went back with lot of confidence in our traditional craft & art forms and also a lot of awareness regarding sustainability. Through this conference the following two strong messages were communicated to bring about changes most needed in today's society:

- Awareness about saving the environment
- &
- Promoting the traditional artisans

#### The Annual Fashion Show – 'Tvashtar'

The annual fashion show of the department was held on 27<sup>th</sup> September 2019. Dr. Abhay Wagh – Director of the Directorate of Technical Education, Maharashtra, was the chief guest for the occasion. The theme for this year was "Leading Sustainability through Collaboration and Co-Creation". As per the theme, our students of the final year had travelled across India in order to interact with traditional artisans and weavers. The class was divided into 13 groups and each group visited different states of India such as Karnataka, Rajasthan, Uttar Pradesh, Orissa, Sikkim, Bhuj and Kutch in Gujarat, Tamil Nadu, Goa and Bihar to collaborate with artisans and co-create fabrics which were then used in their creations. In all, 13 beautiful collections were created representing the art & craft of various states of India. The students not only learnt the various traditional art forms but they also spent quality time to use them in a contemporary form for the global market.

The students were mentored by Ms Vishwa Shah, an industry expert who is also a visiting faculty in the department. The students had to go through several rounds of jury from the industry before presenting the final collections. The final jury comprised the eminent personalities from the fashion world like Ms Amy Billimoria – Couturier and Bridal, Ms Ami Patel – renowned celebrity stylist and Mr. Palash Bose – a fashion photographer par excellence.



We had the presence of many Bollywood celebrities and renowned persons from the fields of fashion and retail at the event. To name a few: Ms Mughda Godse, Ms Diandra Soares, Mr. Kunal Thakur, Ms Meher Castelino and Mr. Lawrence – Director of Retailers Association of India (RAI). Many other eminent persons were also present at the show to encourage the young budding designers.

The trendy garments, made from eco-friendly natural textiles and using traditional art forms for embellishments, were very much

appreciated by the industry and guests. These collections will be displayed during our annual exhibition in February 2020.

### **Hospitality (HAFT) Department**

The HAFT department of Sophia Polytechnic organized the following events as a part of the Golden Jubilee year celebration and in synchronization with the theme selected 'Indian Artryst': four workshops on traditional Indian cuisines (in order to popularize and promote them) and a sale of popular Indian street-foods.

Teams of four students each from reputed hospitality colleges of Mumbai were invited to participate in the four workshops on traditional Indian cuisine that was organized by the department, namely on Gujarati and Awadhi cuisines on 24<sup>th</sup> September, and on Maharashtrian cuisine and Indian Halwai on 25<sup>th</sup> September.



On 27<sup>th</sup> September 2019 a food stall was set up and managed by the third year students of the department with support and help given by the first year batch. Snacks and mini meals such as Chicken Momos, Kabab Pav, Pav Bhaji, Aloo Parathas, Egg Roll, Paneer Kathi Roll, Dabeli, Lassi and Seb Sherbet as well as a Chaat Counter comprising Pani Puri, Dhai Kachori and Sev Puri were the delicacies of the day and were made fresh in our in-house kitchens under the direction of our food production faculty members, keeping in mind the theme 'Indian Street Food'. The stall was a grand success with the items being sold out as soon as they were being replenished.

The events of 'Indian Artryst', spread over four days, were not only colourful, varied and enjoyable, but they were also very educative; they creatively promoted *JPIC* values.

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