



National Awareness Programme (Online) On

**Commercialisation of Hobby in Fine Arts (Paintings, Photography, Drawing, Sculpture, Architecture and Design)
@ ATMA NIRBHAR BHARAT**

Organised By
CHANAKYA NATIONAL LAW UNIVERSITY, PATNA
DPIIT-IPR Chair & CIRF-in-IPHD
In collaboration with
College of Arts and Crafts, Patna University, Patna
ON

21st September, 2024 (Saturday) Time: 11:00 AM - 2:00 PM

Platform: Microsoft Teams (MS Teams) App

◆ **Registration is FREE** ◆

Register Here: <https://events.teams.microsoft.com/event/ad51d61e-2cf7-49f3-b91d-25f2f6c69d97@60c982bd-2bea-4257-83ea-27b3c7bd3bd7>

CONCEPT NOTE

Many people have childhood hobby in paintings, drawing, photography, sculpture, architecture and Design. This is a creative work which is appreciated solely for aesthetic, imaginative and intellectual content. But, they seldom find market for the commercialisation of their intellectual product. Many school going children develop such hobby but they are unable to translate their hobby in business transaction and earn money. This hobby can be translated into business/profession. This hobby is a stress buster, develops concentration, patience, eye-hand coordination and sense of achievement. It's useful in problem solving. It has a use in making sketch in police department, in legal area also, it can be helpful. It has a scope in the field of newspaper cartoon making, toy industry, pottery etc. but people lack awareness which causes great loss to the talent and future employability/job opportunities. This awareness programme aims to create awareness towards- creativity and help in finding the ways for commercialisation for self-resilience and further achieving the goal of ATMA NIRBHAR BHARAT.

EMINENT SPEAKERS



Prof. Dr. Manish Arora
Assistant Professor
Applied Arts, BHU
Varanasi



Prof. Dr. Sanjay Srivastava
Director-NIFT
Patna



Dr. Ashok Kr. Sinha
Additional Director,
Bihar Museum



Prof. Brahma Swaroop
Assistant Professor,
Ceramics, BHU



Mr. Sheetal Verma
National Design Head,
Navbharat Times (Times
Group)



Ms. Jaswinder Kaur
Director,
Bharat Kala Bhawan



Dr. Padmaja Singh
Partner- Pathfinders
New Delhi



Programme Coordinator
Prof. Dr. S. C. ROY
DPIIT-IPR Chair Professor
CNLU-Patna
Mob. 7667074426



Programme Moderator & Coordinator
Prof. Dr. Ajay Kr. Pandey
Principal
College of Arts & Crafts,
Patna Univ., Patna

Organising Secretary

Ms. Pallavi Shankar (Teacher Associate, CNLU-Patna)

Research Co-ordinators

Ms. Baishali Jain (Research Assistant, DPIIT-IPR Chair, CNLU-Patna)
Mr. Rakesh Kumar (Research Fellow, CNLU-Patna)
Ms. Smriti (Research Fellow, CNLU-Patna)
Mr. Karan Singh (Secretarial Assistant, CNLU-Patna)

Note:

Mere registration doesn't entitle for E-certificate. Full participation in the workshop is essential. Organisers are not responsible for network failure.