



Department of Visual Arts
Maharshi Dayanand University Rohtak
(NAAC Accredited 'A' Grade)

Strategic Plan (2018-2023)

About the Department

Since the establishment (1991) of the Department of Visual Arts in MDU, it has been found functioning in accordance with the mandate laid down in the Calendar and it could be understood that its performance has never been evaluated or reviewed. The department has been attending to its regular work in a normal manner. The department is one of the most active and vibrant region today. It has continually and systematically revised and updated its syllabi reflecting the changing concern of the discipline and the emerging needs of the society and functional areas of administration. The department runs three courses M.A (Drawing & Painting) , MFA (Painting) 6 years integrated and M.Phil in self finance. The Department invites distinguished visiting scholars and holds workshops, seminars and conferences. The faculty has published extensively in the form of books, monographs and articles.

Vision

To learn serve the field of visual art both at the regional and national front critically expressing through a visual language. It has exhibited their artworks at various national and international venues.

Mission

The Department would strive hard to transform serve the immediate society through its outreach programmers and create an environment which is both culturally rich and stimulating catering to the contemporary times.

Strategic Goals

To achieve its Vision and Mission, the Department will endeavor to improve -

- ✚ Research outcome by publishing good quality of research papers in recognized journals. The faculty members will apply for research grants from different funding agencies
- ✚ Course employability by revising syllabi as per the need of industries and institutions
- ✚ Inclusiveness and social impact by organizing outreach programmes for societal awareness
- ✚ Extension and collaboration by organizing invited lectures, seminars, conferences and workshops. The faculty members will collaborate with co-supervisor and co-investigators of other departments and institutions.

SWOC Analysis

Strength:

- The department has two course carting to contemporary demands of the field.
- Highly qualified & experienced faculty with research knowledge.
- 27 years of inception with contribution and recognition in the university.
- The interdisciplinary nature of the subject and its approach towards social awareness.
- The conducive environment and well-developed infrastructural facilities in the university as well as in the Department which attracts large diversity of the students.
- The department is open and swiftly adopts changes in the art scene.
- The department encourages research on the cultural aspect of Haryana.
- The students are skilled to the level that they can pursue their freelancing and art business and not wait for the govt. & private jobs.

Weakness:

- Well-short of the required number of faculty.
- Lack of government efforts in introducing it in all colleges and lacks of infra-structure.
- Lack of funding for newer projects.

Opportunities

- Increased awareness about art and importance in all spectrums of the society.
- Non- recognition of quality research as the approach practically in clines.
- Increasing craze for specialization in different areas of Visual Arts.
- Use of Information Technology for innovative practices in art creation and art pedagogy.
- Enhanced focus of government on research regarding cultural issues and its contributions in formation of India's identity.

Challenges

- Although the awareness about the field is increasing still there is a lot of scope for improvement especially in the viral belt.
- Recognition of folk culture of Haryana and bringing it in the main stream discourse of the subject.

Action Plan

Department of Visual Arts is one of the pioneers Departments of the state, which is actively serving the art and culture of Haryana by focusing on quality education and research. Following is the roadmap for the coming five years:

Session: 2018-19

Academic / Teaching & Learning Quality

1. Every year Department will arrange different training workshops to train teachers as well as students on new techniques and mediums of visual expression.
2. Invited Talks, Extension Lectures will be arranged every semester to give exposure to the students.
3. Department is trying to make digital learning facility available in the department to improve the quality of education.
4. Value Added Courses are incorporated in the syllabus by the department to excel the students in latest techniques and to give them better job opportunities.

Course Employability/Placement

1. The department has introduced topics like museum studies conservation/preservation of art work etc in the syllabus which would increase the employability placement of students.
2. Department will organize events or field trips for the students to visit art historical sites and contemporary art galleries are how we can make our department known and popular in industry sector.
3. Liaison with Alumni: Connect with the alumni who are in the job/ industry and ask them to arrange on-campus placements.
4. We have included new ways of visual expression in our syllabus.
7. Instead of General English Literature: The department has introduced the subject of communicative English.
8. Encouraging the students for doing their own SWOC analysis and guiding them to minimize the weakness part.
9. Conducting the Group discussions on regular basis to brush up the skills of the students.

Research Quality

“Research decides the destiny of Department & above all Country”

1. Students would be encouraged to choose relevant regional & national topics for conducting research.
2. National Conferences will be organized to give researchers a common platform to share and learn, depending on the availability of resources/budget.
3. Latest facilities tools will be provided to the scholars as per requirements as per budget provided.

Extension Activities

Department also plan to conduct several co-curricular activities to groom the student's skills. Few glimpses of such events are listed below:

1. Induction program will be conducted for the first year students of all the courses to make them aware about the University and Department.
2. Tour will be organized for the students every year.
3. To promote the Indian heritage and culture, different fests will be organized in the Department from time to time like Holi celebration, Diwali fest etc.

Session: 2019-2020

Academic / Teaching & Learning Quality

1. Every year Department will arrange different training workshops to train teachers as well as students on new technologies.
2. Department is planning to start MCA (Five Year) integrated program in the department if sufficient space and faculty is provided by the University.
3. Invited Talks, Extension Lectures will be arranged every semester to give exposure to the students.
4. The department plans to build a rich library.
5. Department will try to make available latest digital equipments.

Course Employability/Placement

1. Primary objective of any professional course is to provide better placement opportunities to the students, to achieve this objective, Department will do all organize different placement sessions in the Department by inviting different industries for conducting interviews.

2. Department will maintain strong bonding with the Departmental Alumni, by organizing Departmental Alumni meet and also inviting them for extension lectures.
3. Different activities that will improve the student's performance will be conducted throughout the year like annual art exhibitions.
4. Detailed list of activities is provided in the Session 2018-2019 will also be conducted in this session.

Research Quality

1. Department will make all possible efforts to improve the research quality in the coming years by arranging renowned title and journals in the library for scholar's reference, depending on the availability of the budget.
2. National Conferences will be organized to give researchers a common platform to share and learn (conditioned to availability of resources).
3. To develop certain sessions that can assess the student's strength and weaknesses and guide them accordingly. Only then can institutional resources can be effectively directed to ensure students stay on track.
4. Department will organize regular research seminars.

Extension Activities

1. Department will focus not only on making the students skilled in art but also on the overall personality of the students. Thus, Environmental & social based events and competitions will be organized by the Department from time to time.
2. For overall grooming of the students Department will also organize different co-curricular activities as mentioned in the Session 2018-2019.

Session: 2020-2021

Academic / Teaching & Learning Quality

1. To improve the quality of the education imparted to the students, the curricula of different courses will be considered as per the requirements of the Industry, as and when required as per budget availability.

Course Employability/Placement

1. Department will actively participate in different placement drives conducted by different Universities.
2. It is an ongoing process and Department will do all the required activities mentioned in the Session 2018-19 in this session also.

Research Quality

1. Special sessions and activities will be organized to aware the student's about the need of quality research.
2. Regular research seminars would be conducted before the faculty & students of the department..

Extension Activities

Department will conduct all the activities mentioned in the Session 2018-19 in this also for the benefit of the students.

Session: 2021-2022

Academic / Teaching & Learning Quality

1. To meet out the demand of industry, new short term courses be started in next five years gradually like certified courses in photography pottery.

Course Employability/Placement

1. Department will organize events or field trips for the students to visit the galleries & heritage sites.
2. Liaison with Alumni: Connect with the alumni by conducting Alumni meet at Departmental level.
3. Other activities mentioned in Session 2018-2019 will also be pursued by the Department.

Research Quality

To promote research in the Department all the activities mentioned in Session 2018-19 will be carried out in this session also, with a provision of appending some new events as per requirements and availability of the resources.

Extension Activities

1. Environmental based events and competitions will be organized by the Department.
2. All the activities included in Session 2018-19 will also be carried out in this session also.

Session: 2022-2023

Academic / Teaching & Learning Quality

1. To improve the quality of the education departed to the students, the curricula of different courses will be revised as per the requirements of the Industry, as and when required.
2. Department will buy latest software to train the students in latest technologies as per budget provided by the University.
3. New appropriate titles will be added to the library every year from the grant provided for purchasing of books.

Course Employability/Placement

1. Activities mentioned in the previous sessions, will also be carried in this session
2. A holistic assessment plan will also be designed that will include an effective measure of non cognitive skills, for identifying both strengths that may help accelerated students and challenges that may impede success .

Research Quality

Department will carry the culture of promoting the research by conducting all the activities mentioned in the previous sessions with a scope of appending it, if required.

Extension Activities

1. Many extracurricular activities have proven to be beneficial in building and strengthening academic achievement, even if the activities are not obviously related to academic subjects. Keeping this in mind Department will conduct different extracurricular activities from time to time as scheduled in the previous year here.
2. Activities mentioned in previous sessions will also be part of this session and few new events may also be appended in the benefit of the students.

Activity Calendar 2018-19

1. The department would organize sketching exhibitions on every Friday.
2. The department would encourage the students to personally visit in Delhi to view the art exhibitions every Saturday, so that they get acquainted with the latest trends in the field. They would have to submit a report about their visit on the following Monday.
3. Annual exhibition- February/March - 2019.
4. Each class would exhibit their artworks in the department every month.
5. The department would organize two extension lectures- one in August - 2018, one in September/November - 2018.
6. The department would organize a workshop for painters- October 2018/February, 2019.
7. Annual study tour- December last week 2018/January first week 2019.
8. The department would organize two research seminars of Ph.D/M.Phil scholars where they would present their research before the students and faculty members of the department - September 2018 & March 2019.