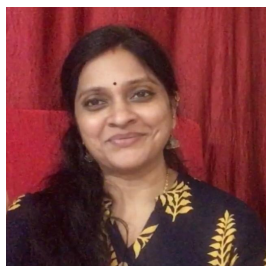


ARTS EXPRESS

Quarterly Newsletter



From the Founder's Desk



Greetings to fellow UCPAians!

Let me take the pleasure in announcing the launch of UCPA's quarterly e-newsletter - 'Arts Express'. The intent of this newsletter is to give you a periodic buzz about us, key events and achievements for the previous quarter. Though this is a quarterly edition, this edition in specific has covered all the key activities of the bygone semester.

As you are aware, we have been experiencing unprecedented times for almost over 18 months now. This situation has made us to adapt ourselves to major changes in our lifestyle, while also opening ways and means of staying connected, digitally.

This inevitable transition has led to opening of a lot of avenues in the field of performing arts by itself. UCPA, being a performing arts institution, has also embraced technology and is effectively handling this situation by ensuring online student training, webinars, online performances and many more with agility. This approach has also encouraged those aspiring students of UCPA, who have not been able to connect due to physical proximity, to digitally connect to us and seamlessly pursue their passion.

As I foresee, the digital trend would be the order of the day with performing arts fraternity also being - a no exception. We shall continue to ride on the digital wave for now until the situation is cent percent conducive for an offline mode.

In addition to the technology as a placeholder, we have been counting on our blessings, as someone above the blue skies has been relentlessly showering his choicest kindness on the Institution, which has not only made us to stay safe and agile, but also increase our footprint in both the Academia and Corporate fraternity.

While I personally thank you for subscribing to this newsletter which is more a throwback into the previous quarter, I would urge you to embrace performing arts as one of your non-negotiable passions. We have proven results which are not only spectacular but also tangible.

Stay happy, safe and connected.

Geetha Ganesan
Founder Director

1. FROM THE FOUNDER'S DESK

2. MEET THE HONCHOS

3. NATYANJALI - 2021

4. WOMEN'S DAY CELEBRATIONS

5. SUSTENANCE THROUGH PERFORMING ARTS

6. INTERNATIONAL DANCE DAY - BHARATANATYAM PERFORMANCE BY GEETHA GANESAN

7. UCPA BUZZ - 2021

8. INDUSTRY CONNECT PROGRAM

9. A NOTE OF THANKS

Meet the Honchos

Leaders become great not because of their power but, because of their ability to empower others

-John C Maxwell

Rishika Venkatesh



Rishika is a Marketing professional with 6+ years of experience in B2B Marketing and Sales Operations. Known for her detail-oriented approach with quick turnarounds, she has been a dependable contributor in multiple and related areas of digital marketing - encompassing branding, outreach, demand generation and market messaging. She embraces an industry-agnostic experience, especially in digital marketing and information technology. Associated for over 20 years, Rishika now heads the Marketing and Global Operations at UCPA.

Navya Sravani

Navya Sravani is a Post Graduate in Mechanical Engineering from Jawaharlal Nehru Technological University, Hyderabad. She has been associated with UCPA since 2006. She was a part of numerous production plays of UCPA, achieved various state and national awards and was a bronze medalist in Bharatanatyam at the National Youth Festival. She is also an avid writer and a voracious reader. At UCPA, she is a part of both Marketing and Delivery wing.



Amrutha Avasarala



Amrutha has been associated with UCPA from the year 2009. She has secured first place in International, National and State-level dance competitions, apart from being a runner-up in a Bharatanatyam reality show, 'Natya Ratna'. She is a CCRT Scholarship holder and has pursued her diploma in Bharatanatyam from Potti Sree Ramulu Telugu University, Hyderabad. She is currently pursuing her bachelor's in Mass Communication from Bharatiya Vidya Bhavan, Hyderabad. At UCPA, she is an integral part of the Delivery wing.

Nihaarika Dontheneni

A Business Management graduate by academics, Nihaarika has been an active participant in various extra-curricular activities throughout her academic pedagogy. She evinced interest in the art form of Bharatanatyam since her childhood and has been trained formally and meticulously at UCPA. In her capacity as the Cultural Secretary of her college, she has been organizing and leading multiple events. Known for her commitment and eye for finer details in dance, Nihaarika strives to bring out the best in herself. At, UCPA, Nihaarika is a core member of the Honchos in the areas of Research and Operations.



Events | January to June | 2021

Natyanjali 2021

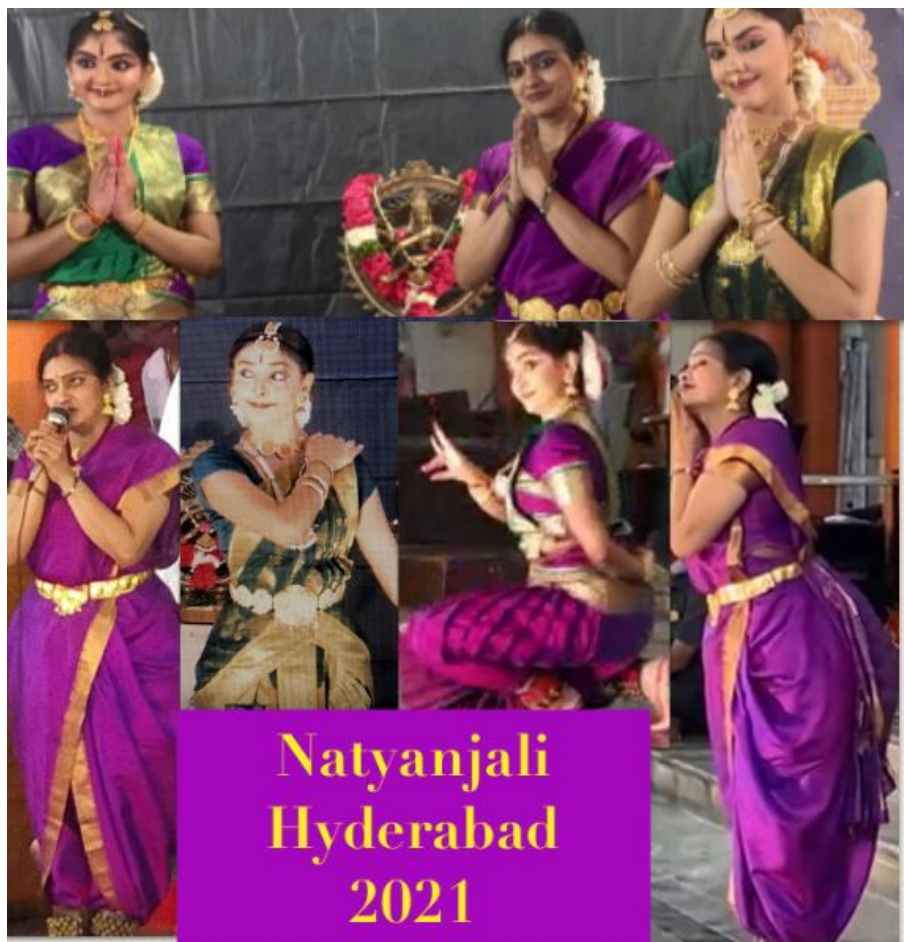
UCPA, in collaboration with Sri Shringeri Shankarmutt, Hyderabad successfully organized the annual event 'NATYANJALI HYDERABAD', for the 5th year in succession.

On the occasion of Mahasivaratri, 'Natyanjali' (an offering to the Lord through dance), which encompasses performances in various Indian classical dance forms, has been a great attraction among devotees and art lovers.

Keeping the current conditions in mind, as also ensuring that the continuity is preserved, the event this year, was conducted on a low scale with minimum participation and utmost safety measures.

Geetha Ganesan, Amrutha Avasarala and Shambhavi Sabarish presented solo numbers from the Bharatanatyam repertoire which was concluded with a Shadakshari on Lord Shiva. The audiences felt a divine connect with the artists and took back pleasant memories.

UCPA looks forward to hosting Natyanjali Hyderabad 2022, in all its grandeur!



Events | January to June | 2021

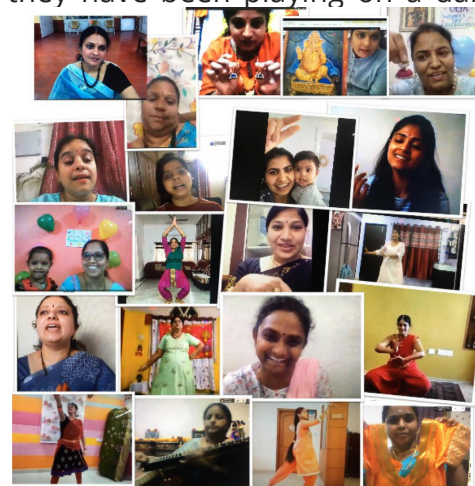
Women's Day Celebrations

What do we call them - **Wonderful** wife, **Outstanding** friend, **Marvellous** daughter, **Adorable** sister or a **Nurturing** mother? They have every relationship embedded within them. They can play all the above roles at any given point in time, without any formal training or rehearsals, unlike in the field of performing arts. They are agile and adaptable. They can take any form just like water and have the power to touch lives with an emotional quotient.

A woman neither needs an introduction nor a specific day to celebrate. They are those special gifts from the heavens, well equipped to take care of the rest and make this world, the best place to live. Respecting and recognizing women, has been one of the greatest cultures that UCPA preaches and practices the most, apart from the performing arts chores.

To commemorate this day and recognize the women force, all the beautiful women at UCPA, comprising of students and their lovely mothers, were cordially invited to join the women's day celebrations which were digitally held on 20th March 2021. The objective of the event was to celebrate their achievements and acknowledge the extraordinary roles that they have been playing on a daily basis.

While the entire event was moderated by Geetha Ganesan, discussions took place regarding the importance of "me time", being the core highlight. It was observed that many of us have been so engrossed in fulfilling our duties and moral obligations, that we have often neglected our own physical and mental wellness. UCPA believes that it is equally important that women take time out for themselves, follow their dreams and pursue hobbies, which have been lost somewhere in the process of balancing people around.



The fun-filled evening had many presentations which included music, dance, painting, sketching and other artwork. It was a wonderful treat to watch our own very students and extended families perform with great enthusiasm and joy.

UCPA takes a moment to thank all the participants who proactively expressed their willingness to participate and came forward to showcase their unexplored talents.

A lot of women have inherent talent but do not step forward. They think that this talent is insignificant. No talent is insignificant and this event has provided an avenue for women and encouraged them to showcase their unexplored talent.

- Ms. Manjula Kannan, Partner - Vantage Consulting

I have only spent time with my family until now. From now on, I would like to dedicate some quality time to myself and start rediscovering all my hobbies.

- Ms. Marudvathi, Homemaker

Events | January to June | 2021

International Dance Day - Bharatanatyam performance by Geetha Ganesan

Geetha Ganesan, a disciple of Guru V.S. Ramamurthy and an 'A' grade artiste of Doordarshan in Bharatanatyam, was invited to perform in the 'Nrutyangana Festival', a festival of Indian Classical Dances, as part of the International Dance Day celebrations. This online festival was conducted by the South Central Zone Cultural Centre (SCZCC), Nagpur, on the 29th and 30th of April 2021, in collaboration with Singdi Cultural Organisation, Hyderabad.

Geetha's performance received great appreciation from fellow artists as well as connoisseurs of performing arts.



Everything happens for a reason. The current circumstance has paved way for a better outreach and access to an artist through varied social handles. The digital platform was an enticing experience for me and I expect this to be a convenient gateway going forward.

- Geetha Ganesan

Events | January to June | 2021

Sustenance through Performing Arts

9th of May 2021 witnessed UCPA write a page in the history of its Honchos.

UCPA's very own second in command – 'The Honchos' came forward to share their experiences on building sustenance through performing arts. While sustenance is a resilience to many facets in life, in performing arts – it's an art of retaining the talent and putting into the best practice at the right time. There is no 'one stop shop' formula for building sustenance. It's a combination of perceived and believed experiences, and person independent in one's life.

While there are various definitions on recipes to build sustenance, performing arts is an ongoing multi-vitamin without any adverse effects, unlike popping a pill. An unquestionable passion with utmost humility at some point in time in an artist's career needs to pave the way in building sustenance, which would help the artist in handling some of the toughest challenges in areas, not necessarily in performing arts. While the topic remains intense and deep-rooted, the event was curtain raised and orchestrated by Geetha Ganesan, who spoke about the finer nuances of performing arts and its hidden benefits, in building resilience in one's life. The objective was to bring forward the Honchos team, to share their experiences with a heterogeneous audience, emphasizing the importance of performing arts in their respective lives.



Art isn't just a performance to the audience...its a way of life...and can significantly impact day to day activities, when imbibed.

- Dr.Sushmitha Anantha Murthy, Medical Practitioner

Events | January to June | 2021

Sustenance through Performing Arts

While their talk mesmerized the audience, a few noteworthy excerpts have been outlined as beneath:

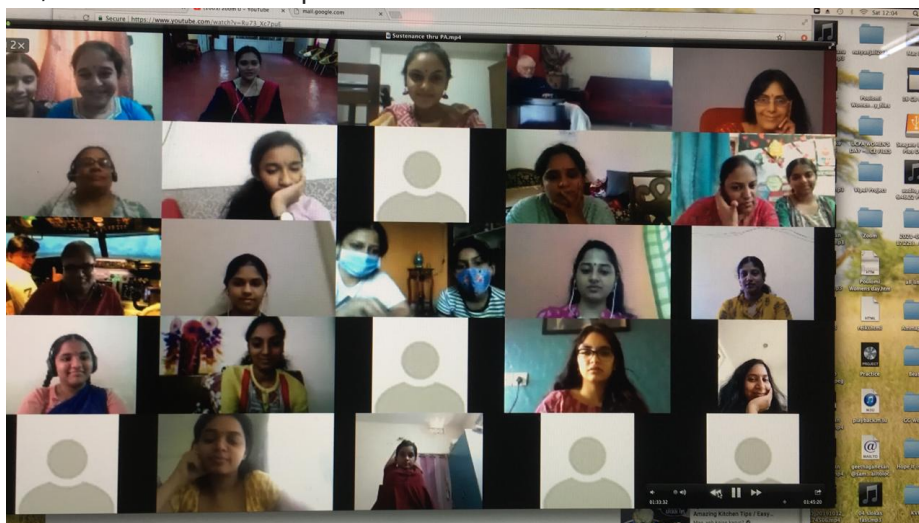
Navya Sravani: An initial reluctant dancer who used to learn dance only for the sake of her mother's desire, went ahead to make a powerful statement that dance has been an intangible driving force which has helped her over the years.

Amrutha Avasarala: A committed dancer who met with an accident just a week before her show, believed that dance was her only true companion which instilled tremendous confidence and motivated her to perform amidst her bruises.

Rishika Venkatesh: A graceful dancer who was once advised by a legendary artist (Ms Rajam Ganesan) to embrace an attitude of an empress in every performance, helped her to win accolades and appreciation, in addition to diversifying her art form into music, as also - weaving this attitude even in her professional dossier.

Nihaarika Donthenini: A compassionate dancer who never forgot to remain grateful to her parents for all their relentless support, was thoughtful enough to extend a 'return gift' to her parents in the form of an exclusive dance performance on the occasion of her parent's wedding anniversary.

The event was an inspiration to many, who took back great learnings and testimonials from our very own – hyper-talented, inimitable and super committed **Honchos**



My three major takeaways from the session were:

1. To be independent in dealing with my emotions
2. To feel everything I listen and dance
3. To be contented with whatever I have

- Ms. Sanjana Chinamuthevi, Student and Performing Artist

UCPA Buzz- 2021

Amrutha Avasarala



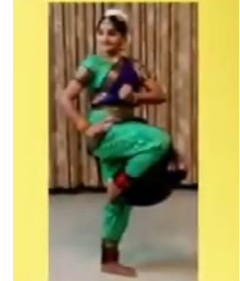
Performed at Centre for Cultural Resources & Training (CCRT), Regional Centre, Hyderabad

Sanjana Chinnamuthevi



Participated in 'Chitram' - CBSE schools' meet on - Art Integrated Education

Shambhavi Sabarish



First Runner-up in Kalasourabha2k21 international competition

Sarvani Gundlapalli



Participated in Republic Day celebration, at TIME school

Nihaarika Dontheneni



Performance for an exclusive family event in Hyderabad

Nandini Katta



Secured 2nd Prize in Trisham Kala Sangam competition

Harini Saranyan



Women's day celebrations at UCPA

Manjula Kannan

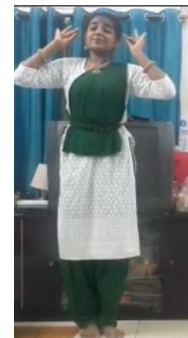


Yoshita Biswas



Republic Day celebrations, Little Flower High School, Hyderabad

Manasvini Darbha



Science Exhibition, DAV Public School, Hyderabad

Congratulations to each one of you who have actively participated in competitions and events during these uncertain times. We wish you all the best.

- Team UCPA

Industry Connect Program

An unprecedented growth in the Indian Economy for almost a decade now, has put up a huge challenge for the academia to produce quality students, to meet the hustle of both the Corporate and Entrepreneurial demands.

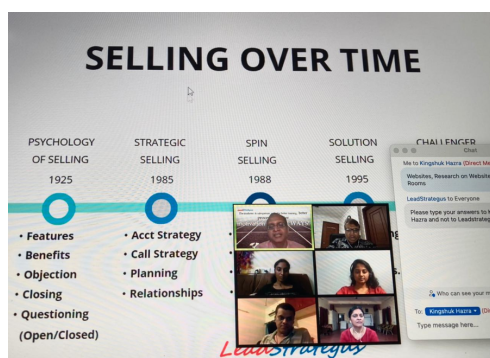
India is the fourth-largest unicorn base in the world with over 21 unicorns collectively valued at US\$ 73.2 billion, as per the Hurun Global Unicorn List. By 2025, India is expected to have ~100 unicorns which will create ~1.1 million direct jobs - according to the Nasscom-Zinnov report 'Indian Tech Start-up'. As a result, India needs to increase its rate of employment growth and create 90 million non-farm jobs between 2023 and 2030, for productivity and economic growth - according to McKinsey Global Institute. Net employment rate needs to grow by 1.5% per year from 2023 to 2030 to achieve 8-8.5% GDP growth.

While we have a huge target before us, a linear way of growth in terms of adding more Universities, finishing schools, other infrastructure expansions etc., can take us to a certain point. But unfortunately, this kind of a model is not scalable.

Worldwide, it is proven that artists have a holistic approach to deal with a given circumstance. It is important to tap the creative minds and give them a platform to interact with the Industry with real time operational scenarios, which not only helps them to upgrade their intellectual capital, but also rally themselves, to cope up with the incessant demands of the Industry. In parallel, the Industry too, is so welcoming to explore creative minds from performing arts institutions, that they feel - such minds can help them in employee retention and drive the company's growth taking a transformative approach.

Going forward, UCPA has lined up exciting engagement models with the Industry & Academia - which not only contributes in extending an interactive platform for its students, but also introducing an integrated performing arts platform "ANTARANG. This platform shall be focused on building resilience amongst employees and students, and thereby contributing towards leading a better lifestyle.

Though being a performing arts institution, UCPA has taken a sweet detour towards building a "Community Of Sustenance"



Team UCPA participating in one of the Industry Connect Programs conducted by the renowned Company - LeadStrategus.

LeadStrategus helps companies to hyper grow their sales funnel and demand generation through social handles.

We truly appreciate the vision and concept of UCPA in being the trendsetters to the Academic fraternity and aligning performing arts to academics.

This is a very innovative model and I would like to congratulate UCPA in envisioning such a novel concept for UCPA. This kind of an approach has made us to partner with UCPA.

**- Deenababu, Chief Financial Officer,
University of Silicon Andhra, San Francisco, USA**

A Note of Thanks



At the outset, many thanks for subscribing to “Arts Express”

Change is the only constant if one has to embrace the cult of diversity and walk through the trajectory of success.

Change has not spared the human race. One of the classic used cases being – the adaptability and agility that circumstances have been teaching us during the current times. I am sure you would all agree with me that mankind has made innumerable negotiations with themselves, families, friends, relatives, customers and others. Today, living with these challenges has become a way of life.

Drawing a parallel, UCPA also underwent a significant change in 2017 and diversified itself to adding a musical feather in the cap. As you all know, for three consecutive years, all the three musical shows progressively gained massive outreach and visibility, not only amongst the stakeholders within UCPA but also at the global level. We have been privy to new talents within UCPA who have anchored and performed in these shows – which has culminated unity and diversity in performing arts. We shall soon plan to conduct both the annual dance and musical shows, digitally too – going forward.

In addition to the music wing, UCPA acquired its first international customer “The University of Silicon Andhra” in the United States of America in the year 2017, which made UCPA, an exclusive business and performing arts partner in the field of Bharatanatyam. We are in business with them to date, which only shows our commitment and quality of deliverables as a Performing Arts Institution of Class.

Our frequent industry connect platform has been giving an edge to UCPA to stay abreast with the current industry trends, new technologies and ride along the learning curve for a couple of us who have expressed interest to reside on nothing less than a vantage point.

Exciting times are ahead for UCPA, and you shall keep witnessing diverse stories in the days to arrive.

Stay safe and tuned.

Guruprasad Deshpande

Mentor of Change & Co Founder (UCPA)

UCPA

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