

Avid Learning: An Essar Group Initiative

Avid Learning, an initiative of the Essar Group has been conceptualized with a vision to provide limitless opportunities to passionate learners. AVID fosters creative learning through workshops, lectures and other programs across three key focus areas viz., Culture & Heritage; Literature; and Art (Visual, Performing & Applied Arts). Avid Learning is present in cities like Mumbai, Delhi & Dubai and now aspires to make its learning platform global with an accessible presence in other cities like London and New York.

In the following month, AVID will presents various workshops like Art of Archiving, an evening session on introducing archiving as an important tool and understanding various aspects of archiving. This session will be the first in the Art of Archiving series, and will be an introduction with more detailed sessions to follow in the upcoming months. Other workshops include Fashion Photography, Art Appreciation workshop, creative writing & food writing workshop. Also, our monthly session on Multipolis Mumbai that will be on Fashion and Our city.

In the two years since its inception, Avid Learning has successfully conceptualized, created and deployed innovative learning programs touching the lives of over 7500 participants with 67 courses and 17 events across four cities. These programs are open to all, including professionals, businessmen, students, expatriates, homemakers, or interested learners, novices or experts in their fields, and are delivered by leading lights from within India and abroad. AVID has supported festival platforms by partnering with Lit Live: The Mumbai Literature Festival 2011 and 2012, The Kala Ghoda Arts Festival 2011 and 2012, India Art Festival 2011 (Mumbai) and India Art Fair 2012 (New Delhi). Some of the collaborations & partnerships include Godrej Archives, Skoda Art Prize, Art Dubai, University of Mumbai, The Times of India, NCPA, British Council and Time Out India.

Attached is a brief presentation on AVID for your reference. For any more information, please feel free to call Vinee Ajmera @ +91 9930136063 or kindly visit www.avidedu.in.

We look forward to your support and patronage.

Best Wishes
AVID Team