



Uka Tarsadia University

SRIMCA MBA

Art Therapy workshop on “The Mandala Matrix” Orientation Program 2024-25

Date: August 06,2024

Venue: Shrimad Hall, UTU

Time: 12:30pm to 02:30pm

Total no. of Participants: FY MBA (60) and SY MBA (100) Students

Name of the Expert: Ms. Heta Shukla

Profile of Expert: Teaching Assistant at SRIMCA-MBA and Therapeutic art facilitator.

Program Objectives: The objective of this art therapy workshop is to empower students by guiding them through the process of self-discovery and personal growth using the Mandala as a creative tool. Through the integration of SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats), participants will explore their past experiences and future aspirations, identifying personal strengths and weaknesses. By engaging in Mandala creation, they will express emotions through color, gaining insight into how different shades and patterns reflect their inner world. The workshop aims to help participants connect their artistic expressions with real-life goals, using their identified strengths to overcome challenges and leverage opportunities. Ultimately, this workshop fosters a deeper understanding of oneself, promoting resilience and goal-setting through a unique blend of art therapy and strategic self-analysis.

Program Outcome: By the end of the session, Students developed a comprehensive understanding of their personal strengths, weaknesses, and emotional landscape through the creative process of Mandala making. They will have successfully applied the principles of SWOT analysis to their personal lives, gaining clarity on how to leverage their strengths and address their weaknesses in pursuit of their goals. Students has enhanced their ability to express and manage emotions through the use of color and artistic techniques, leading to a greater sense of self-awareness and emotional resilience.

Schedule of Events in a tabular format:

Time	Activity
12:30 pm to 02:00 pm	Art Therapy workshop “The Mandala Matrix”

The session on "The Mandala Matrix," led by Ms. Heta Shukla, offered a comprehensive exploration of various art forms to enhance their skills and self-awareness by doing SWOT analysis through Mandala for MBA students. The session focused on the integration of widely used art techniques and color analogy to create and reflecting on the strengths to enhancing and improving inner self to achieve future goals.

Key Topics Discussed:

Introduction of Art therapy: Workshop began by highlighting the importance of essential of different art forms and therapeutic approach to it.

- Overview of art therapy and its benefits in personal growth.
- Explanation of the Mandala as a symbolic tool for self-discovery.
- Introduction to SWOT analysis and its relevance to personal development.

Psychology of Colors: The session covered several concepts of colors and their importance.

- Exploration of how colours influence emotions and thoughts.
- Understanding the psychological impact of different colors.
- Discussion on how colors can be used intentionally to express and manage emotions.

Connecting Mandala to SWOT Analysis: Ma’am emphasized the importance of realising of stress

- Application of SWOT analysis within the Mandala framework.

- Identifying personal strengths and weaknesses through Mandala creation.
- Using Mandala art to visually map out opportunities and threats in achieving goals.
- Final reflection on how the Mandala serves as a holistic tool for strategic personal planning.

Ms. Heta Shukla concluded the session by emphasizing the evolving nature of art in the digital age. She urged students to embrace lifelong learning, adapt different art forms as a coping tools and improving their strengths.



Report Prepared by: Ms. Heta Shukla

Date: August 10, 2024