



Art of the Week

Under the guidance of Sri. L. Vinod, Senior Lecturer, Department of Visual Media and Communication, an initiative to promote art has been launched. Students from all streams are invited to exhibit paintings and drawings every week to be displayed on the 'Art of the Week' display board. Nearly 75 art works have been displayed so far. The popularity of the movement inspired even some of the staff members to contribute their work.



I A M Technique

The Integrated Amrita Meditation (IAM) Technique, envisioned by Amma, was initiated to all new students. The classes were delivered by Br. Yogamrita Chaithanya, inculcating in the students the essence and relevance of yoga and meditation. The sessions received excellent response from students.

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Editorial Coordination: Dr. U. Krishnakumar **Design:** K. R. Muralikrishnan

Trip to Mathruchaya Orphanage

All new and existing hostel students were taken to a trip to Matruchaya Balbhavan Orphanage on 16th and 17th of September 2010. Sampujya Swami Purnamritanada Puri also blessed the inmates of Madhavam, the orphanage for girls. Several staff members with their families accompanied the students. Later our students and the inmates shared moments of joy by performing various cultural programmes and bhajans. The students collected books, pens, pencil boxes which were distributed to the inmates by Sampujya Swamiji.



KALAMRITAM 2010

Kalamritam 2010, the annual cultural fest is scheduled to be held from 6th to 8th October. While the newcomers are slowly getting accustomed to the festive atmosphere, seniors are enthralled with the professional practice of their events.

VIDYAMRITAM 2010 - A CURTAIN RAISER

School is planning to organize the Seventh popular annual extra mural expert lecture series Vidyamritam during this semester. Preparations have already begun with regard to resource pooling and scheduling of the event. An exclusive feature of Amrita School of Arts and Sciences, Kochi, Vidyamritam 2010 will open up new thoughts of creativity and academic fervor.

Convocation

The 2010 passing out batch of students attended the Convocation at Ettimadai. The rank holders received Gold Medal from the chief guest. Sampujya Swami Amritaswarupananda Puri blessed the function. Our Director Dr. U. Krishnakumar along with Heads of Mysore and Amritapuri campuses presented the degree certificates to the Arts and Sciences graduants.

Amrita School of Arts and Sciences, Kochi

Amrita Kiranam

a snapshot of happenings

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Inauguration

- Academic Activities 2010

The academic activities of 2010 were inaugurated by Dr. Ramachandran Thekkedath, Vice Chancellor, Cochin University of Science and Technology (CUSAT) on 22nd July 2010 at our Brahmasthanam Auditorium. Pujaneeya Swami Amritakripananda Puri, Mata Amritanandamayi Math, delivered the blessing address. Dr. P.P. Vijayalakshmi, Chairperson, Department of Visual Media and Communication, welcomed the gathering. Dr. U. Krishnakumar, presented a curtain raiser on the academic activities of 2010. Presidential address was delivered by Dr. S. Krishnamurthy, Registrar and Dean (Administration), Amrita Vishwa Vidyapeetham. Prof. K.T. Moly, Principal, Amrita School of Nursing, Sri. Hari. S. Kartha and Prof. P. A. Appukkuttan offered felicitations. Dr. M.V. Kamalakshi, Chairperson, Department of Commerce and Management gave the vote of thanks. In the afternoon induction classes were taken for all batches on the academic routine, choice based credit system and examination rules and procedures.



Beauty of Selfless service

"The beauty and charm of selfless service should not die away from the face of this earth. The world should know that a life of dedication is possible; that a life inspired by love and service to humanity is possible."

- Amma



Induction Session

- UG Programme

The fresh batch of UG students of 2010 were welcomed on 15th July 2010. Sri. CA. Venugopal. C. Govind, FCA, a world renowned Rotarian, Philanthropist, Speaker, Chairman and CEO of Verma and Verma, Chartered Accountants, Kochi was the Chief Guest. Br. Anaghamrita Chaitanya, lighted the lamp and blessed the occasion. Prof. T.K. Ajai Kumar, Professor, Dr. M.V. Kamalakshi, Chairperson, Department of Commerce and Management and Dr. P.P. Vijayalakshmi, Chairperson, Department of Visual Media and Communication, were also present. Dr. U. Krishnakumar, Director of the School welcomed the gathering and addressed the new comers later.



Durbar Hall Art Gallery visit

On 10th March students from the 2nd semester and 4th semester B.Sc. Visual Media attended an Art Camp organized by Srishti Art Gallery, Hyderabad under the guidance of Smt. Remani Nambiar. Abstractions from the renowned painter Sri. Achuthan Kudalloor were exhibited. Most of his works - acrylic on canvas, oil on canvas and consisting colors like combination of black, brown, warm red and a few combination having blue, green, yellow were displayed. Sri. Adoor Gopalakrishnan, Film Director, inaugurated the Camp. Sri. Achuthan Kudalloor interacted with our students.

Study Tour

- B.Sc. VM and MFA

The B.Sc. Visual Media and M.F.A. students were taken on tour to visit the major media organizations at Thiruvananthapuram such as All India Radio, Doordarshan, Amrita TV, Chalachitra Academy, Chitrnjali Studio, Vismayas Max Studio, Prasad Studio during the month of April 2010. The Preview Theatre at Vismayas Max Studio turned out to be a real experience. The B.Sc. Visual Media students got a chance to be the audience of a reality show shot at Amrita TV Studio named 'Kathayallithu Jeevitam' which was telecast later. They were fortunate to see the shooting of some movies at the Chitrnjali Studio and to interact with some of the cine stars. Sri. G.P. Nair, Head-Engineering and I.T., Amrita TV took a session for the MFA students. News Room, Graphics Room, Edit Suite were shown to the Visual Media students.



Trip towards Divinity

All the 2010 freshers and senior students were taken to Amritapuri for receiving Amma's Blessings and Grace immediately after Her foreign tour during the month of August.

Department of Computer Science and I.T.

Sri. A.S. Mahesh, Smt. Ranjitha Pramod, Senior Lecturers and Sri. Sanal Chandran, Junior Lecturer, attended a Conference on Free and Open Source Software, 'ICE FOSS' 10', in FISAT from 19th - 21st April.

Sri. A.S. Mahesh, Smt. M. Soumya Mahesh and Ms. K.G. Gaina, Senior Lecturers and Sri. C.V. Prasanna Kumar, Lecturer attended a National Conference on Software Engineering, 'MC SOFT' 10' in CUSAT organized by the Computer Science Department of CUSAT and CSI Cochin Chapter, on April 24th and 25th.

The Department of CSE, Amrita Vishwa Vidyapeetham, Ettimadai Campus organized Amrita ACM-W Celebration of Women in Computing. This was a unique event and first of its kind in India. A number of prominent women speakers from Industry and Academia delivered talks in the conference. The aim of this conference was to provide a platform for women students and budding women researchers to meet their role models in computing.

About 26 students of MCA and three faculty members Dr. M.V. Judy, Asst. Professor, Senior Lecturers Smt. Ranjitha Rajan and Smt. K.G. Gaina from our department attended the two day seminar. Two student teams of our MCA final year batch presented their posters in the seminar.



Ms. P. Reshma of MCA 5th semester won the award "Best outgoing MCA girl student of Amrita".

Department of Commerce and Management

Smt. K.G. Rajani and Smt. K.V. Vijayalakshmy Senior Lecturers attended a One Day National

Seminar on 'Quality Higher Education' organized by XIME, Bangalore on 2nd January 2010 at the IMA House, Kaloor.

Sri. K.M. Vineeth, Sr. Lecturer, attended a National Conference on 'Emerging Trends in Capital Markets' at the Rajagiri College of Business, Kalamassery. He also attended a National Seminar at the Chavara Cultural Centre on 'Foreign Universities in India: Prospects and Challenges' organized jointly by the Rajiv Gandhi Youth Centre and Chavara Cultural Centre.

Sri. K.M. Vineeth and Sri. K.R. Shabu Sr. Lecturers attended the National Conference on "SPECIAL ECONOMIC ZONES AND ECONOMIC DEVELOPMENT: OPPORTUNITIES AND CHALLENGES" Jointly Organized by the Cluster of Colleges, M.G. Unievrity and the PG Department of Commerce and Research Centre of The Cochin College, Kochi-2 on 15th and 16th September 2010 and presented their research papers on "Social and Taxation Aspects of Special Economic Zones"

Department of Visual Media and Communication

Sri. L. Vinod, Senior Lecturer, Ms. Divya V. Shenoy, Lecturer and Sri. M.A. Krishnakumar, Multimedia Developer attended a seminar on '3D Virtual World' organized by ASSYST International at the Renaissance Hotel, Palarivattom. Sessions were handled by Sri. Vijay Nair, Enterprise Architect, Assyst International Pvt. Ltd., on 'Introduction to 3D Virtual World', and Sri. Somnath Banerjee, Chief Technology Officer, Assyst Inc. on '3D Virtual World Applications'.

Campus Connect by Infosys

Prof. N. N. Menon, faculty in our Centre for Corporate and International Relations attended the 'Campus Connect' programme to train the trainers conducted by Infosys at Bangalore from 22nd to 24th September. He profoundly shared his training experience which was highly appreciated by the participants bringing laurels to our school.

Faculty initiatives outside :

Dr. U. Krishnakumar, Director and Sri. L. Vinod, Sr. Lecturer were invited to deliver Lectures on Personality Development, Indian Culture and Art to the participants of the Youth Camp 'Ignited Minds' organized by the ABVP and Vidyarthi Seva Trust at the Ramakrishna Sevashram at Kaloor.

Dr. U. Krishnakumar was invited to the Amrita Vidyalayam, Mangalore on 10th July to inaugurate "Introspections", a camp organized for the teachers of Mangalore, Bangalore, Karwar and Mysore Schools. He also delivered a talk on "Emotional Intelligence and Teaching".

Election Contest

Our students took part in the Election competition conducted by the Jaycees International. Ms. Namrata Vinod of BCA 1st semester won the second prize and silver medal competing with more than 60 speakers.

Fresh Appointments

The following new staff members joined our service:

Dr. M. V. Judy (Asst. Professor in Computer Science)

Ms. R. Vidya (Lecturer in Visual Media and Communication)

Sri. M. Rajesh (Officer - Learning in the Centre for Corporate and International Relations)

Prof. N. N. Menon (Officer - Training in the Centre for Corporate and International Relations)

Sri. C. V. Praveen Kumar (Office Assistant)

Sri. Arun Kumar N (Junior Lecturer in Computer Science)

Ms. Manju R. Nair (Asst. Instructor - Computer Lab)

A one day visit

- Mattanchery Palace and Jewish Synagogue

The B.Sc. Visual Media 2nd semester students under the guidance of Prof. C.S. Jayaraman, Senior Professor were taken to Mattanchery Palace Museum and the Jewish Synagogue on 10th April 2010. The first among the visit was to the Durbar Hall Art Gallery where a Sculptor Exhibition was held by Smt. Anita Jacob. Her works were a mixture of bronze and copper medium. Thereafter, the students visited the Mattanchery Palace which contained several information regarding the ancient architecture, Palak ornaments, costumes etc. The students gained knowledge of the present trends in ornament making evolved from the roots of these ancient traditions. The culture, tradition and various rituals practiced by the royal family were printed on the walls of the palace. Smt. Geetha R. Pai, Lecturer, Department of Visual Media and Communication also accompanied the group.

Thrissur - Kalamezhuthum Pattum

Under the guidance of Prof. C.S. Jayaraman, Faculty Member, Visual Media Department, the students specializing in Broadcast Journalism and Video Production, from the MFA Visual Media batch, were taken to Thrissur for the documentation of Kalamezhuthum Pattum, organized by the Lalitha Kala Academy. The programme was a unique experience to the students. Students gained valuable information from the artists and organizers regarding the event. Beginning from the drawing of the 'kalam' of ecstatic beauty, depicting the Serpent God, to the playing of the 'pulluva veena' and 'paattu', the event was captured on camera by the students of the Visual Media in their attempt to make a documentary on the same. The documentary is on the verge of completion.

Amma's 57th Birthday

More than 500 students and staff did volunteering at the 57th Birthday Celebrations of Amma at Amritapuri from 25th to 28th September. Students of Amrita University took a pledge in the presence of Amma, to keep the environment clean.

Amma in Ernakulam

Amma's visit - Brahmasthanam Festival 2010

The year long awaited annual Brahmasthanam festival was celebrated in the Divine presence of Her Holiness Mata Amritanandamayi Devi, on 23rd and 24th April. The students and staff members did yeomen volunteering service for the two day programme. Amma was greeted to the venue by the chanting of Vedic Mantras by our students.



Photography Exhibition on Nature

A photography exhibition on 'nature' was conducted as part of Amma's programme. The students from all batches participated in the contest. Swami Purnamritananda Puri, inaugurated the exhibition. The winners got the prizes from Amma.

Thanjavur Programme

Our students participated in the South zone inter-university Youth festival at Thanjavur from 23rd to 25th August. They won prizes in Fine arts items.

Ramayana Recitation

The 'Ramayanamasam', was celebrated on 2nd and 3rd August. In an atmosphere charged with the divine thoughts of Lord Sri Rama and the spiritual values propounded by the great epic Ramayana, students actively took part in the Ramayana recital competitions. Function was blessed by Br. Anaghamrita Chaithanya and Bri. Bhatipriyamrita Chaithanya. Prizes were awarded by Sri. Hari. S. Kartha and Dr. S.K. Ramachandran Nair (Sr. Medical Administrator, AIMS). Hostel students participated in the month long recital of Ramyana during the evenings.



Asianet Programme

Two students from MFA 3rd Semester, Sri. Mithun Surendran and Sri. Ragesh Vijay were invited to participate in a talk show organized by Asianet Television during the month of August.



IISH Programme

As part of the Cultural Education Dr. N. Gopalakrishnan, Director, Indian Institute of Scientific Heritage spent two days on 22nd and 23rd September at the school delivering four lectures attended by all the staff and students on Indian Culture, Ethos and Values in Life.

Screening of Documentaries and Classic Movies in the Hostel

Under the guidance of Prof. C.S. Jayaraman, Films and documentary screenings are being done during the evening for the hostel inmates followed by discussions and presentations. Regular news viewing has also begun. This has boosted the academic morale and professional perception of students.

Onam - celebrated in a unique way

Onam was celebrated on 16th August 2010. A colourful item was the Pookkalamatsaram by the staff and students at the Brahmasthanam Campus Auditorium. There was a procession of Puranic characters like Sree Mahabali, Vamanan, Sree Rama, Seetha, Hanuman etc., which was followed by tug-of war and , thiruvathirakali. Onam feast was served. Sampujya Swami Purnamritananda Puri blessed the celebrations. As in the previous years, tree saplings were planted. The celebration ended with a campfire organized by the students and staff members. During the celebrations tree saplings were planted by Pujaneeya Swami Purnamritananda Puri, Dr. S. K. Ramachandran Nair and Sri. Hari. S. Kartha.





**Session on Transmission
by Sri. G P Nair**

Sri. G.P. Nair, Technical Head - Engineering, Amrita TV, took sessions on the different aspects of Video transmission and Studio Floor for the 2nd semester MFA and 4th semester B.Sc. Visual Media students. His session was followed by a visit to the Amrita channel by the students in April.

A class on Indian Values

As part of embedding Indian spiritual values, a class on Sree Lalitha Sahsrnama was given for the benefit of hostel students by Sri. L. Girish Kumar, Director, Sreepuram Tantric Research Centre. He delivered an inspiring lecture on the scientific aspects of Indian rituals. He enlightened the students on the benefits of chanting Lalitha Sahasranamam. The session was interactive, which inculcated in the young minds the harmony of the Indian tradition.

**Expert Lecture - Commerce
by Sri. P.J. Johney C.A.**

Sri. P.J. Johney, Chartered Accountant, took an introductory session to the B.Com 1st year students on the topic 'Introduction to Finance' on 16th July 2010. The class by an expert on the very first day gave a deep insight on the subject.

Placements

Sri. Aswin J. Kumar, got placed as Correspondent, Education Plus of The New Indian Express at Thiruvananthapuram. Sri. Nikhil Joy, Sri. Rithesh (Asianet TV), Sri. V.K. Vijish Kumar (Marine Biz TV), Sri. Rajesh, Ms. V.P. Pournami (Amrita TV), Sri. S.R. Anuj (Surya TV), are working as Programme Producers. All are students from the MFA batch.

6 students from BCA in Wipro, 3 BCA students in TCS, 5 M.Sc. IT students in Zerone Consulting, 6 BCA students in iGate, 13



**Videography Classes
using Crane, Track and Trolley**

As in the previous years, special practical classes on Videography were conducted. Sri. Radha Ramanan, an eminent Cinematographer and Guest Faculty at the Visual Media Department, took demonstration classes using Track and Trolley and Crane for 4th Semester B.Sc. Visual Media and 2nd Semester MFA students.

News Story Making

Under the training of Smt. Smitha Nambiar, an expert advertising and branding professional, news stories are made by students of B.Sc. Visual Media 5th semester batch.

BCA students and 3 M.Com students in Ahalia Money Exchange, 4 M.Com students in HDFC Bank, 1 BCA students in Collabra, 1 M.Sc. IT student in Optilogic, 5 M.Sc. IT students in Infovista, 1 BCA student in Sand Blue were placed.

Spectrum Soft Tech Solutions, SIT Mobile Softwares, OPI Global, Carillon Media, an Animation Company, Atlas Group (from Emirates) and U.S.T. Global recruited BCA, B.Com. M.Com.and MFA students during the campus interviews.

Sports Day



Annual Sports was held on 7th and 8th April. Dr. K.N. Unni, Principal, Amrita School of Dentistry Inaugurated the event. A variety of items, both indoor and outdoor, like cricket, chess, badminton, caroms, etc. were played. Cricket tournaments were separately held for UG and PG students. Sampujya Swami Purnamritananda Puri, General Secretary, Mata Amritanandamayi Math awarded the prizes.

Major accomplishments by students

Ms. M.P. Ambily, 2008 B.Sc. Visual Media 4th Semester student, bagged the first prize in 'The Annual All India Essay Writing Event of 2009' organized by Shri Ram Chandra Mission in collaboration with United Nations Information Centre for India and Bhutan and conducted by Sahaj Marg Research and Training Institute in commemoration of International Day of Youth on 12th August and the 2009 UN International Year of Reconciliation.

A documentary film made by MFA 2nd Semester students, 'Tangled Roots - A documentary on Mangroves (Kandal Kadukal)' won the First Prize in 'Aitreya 10', The 3rd Intra-University Literary Fest, organized by Amrita School of Engineering, Ettimadai. The short story 'Monkey's Paw' by W.W. Jacobs was enacted on the stage by 4th SemB.Sc. Visual Media students during the drama competition.

An Ad film created by our passed-out MFA student Sri. K Chandrasekharan bagged the first prize of Rs. One lakh for TATA DOCOMO's 'Do Year Animation Contest'.

Internships during semester vacation

During the semester holidays, the students of B.Sc. Visual Media 5th semester and M.F.A. 3rd semester batches have undergone internship training in major media organizations such as Amrita TV, Jai Hind TV, India Vision, Kairali TV, ACV, Malanad TV, Asianet, Marine Biz TV, Doordarshan, All India Radio, Mathrubhumi, Malayala Manorama, The New Indian Express, Desabhimani. Ms. Parvathi S. Nair, Ms. C.K. Shabina, Ms. Sarika Suresh and Ms. A.P. Anju had their articles published in the leading dailies such as The New Indian Express, Desabhimani and Malayala Manorama. Apart from these some of them underwent internship training at the major advertising companies such as Mind Mine Communications, Maitri Communications, Draft FCB+, Stark Communications, McCann Ericson, Chennai, Trendz Advertising, Bangalore etc. The students gained practical experience while working under the maestros of the industry. Ms. Laya Blassy and Ms. Priyanka Jayaraj, both MFA students, who were doing internship at Mc Cann Ericson, Chennai, were sent to Kerala for making an analysis on IPL Cricket Series.