Academic Year 2012 Inauguration

The 2012 Academic Year activities of the School was inaugurated by Dr. P.T. Mathew, Principal General Manager, BSNL, on 23rd July 2012. Swami Amritakripananda Puri, blessed the function at Brahmasthanam Auditorium. Prof. Sunanda Muralidharan, Chairperson, Amrita School of Business delivered the Presidential address. Dr. U. Krishnakumar, Director of the School welcomed the audience. Prof. N. N. Menon, Centre Head, CIR Kochi campus offered felicitations. At 6 p.m., a Devi Puja was organized for the Hostel students to propitiate the blessings of the Divine to gain strength and power of mind and body. The Puja was led by Swami Amritakripananda Puri who also gave a satsang.. The rituals and chanting of mantras created an atmosphere of divine thoughts and was a unique experience to the students.

Inauguration of Vidyamritam 2012
- Extramural Expert Lecture series

The Ninth series of the Annual Extramural Expert Lectures was inaugurated on 9th August 2012 by Dr. P. Venkat Rangan, our Vice Chancellor. Dr. Sarat Menon, a faculty member from Dept. of Sociology, Houston University presided. Felicitations were offered by Senior faculty member Sri. Hari. S. Kartha, Dr. S.K. Ramachandran Nair, Sr. Medical Administrator, AIMS, Kum. Sanjana, an M.Com. Alumni and Meera Nair.

Teachers' day and Sanskrit Exhibition

On 5th September Teachers' day was celebrated and a three day exhibition on Sanskrit was inaugurated. Dr. P.C. Murali Madhavan, an eminent scholar and Former Dean, Sree Sankaracharya Sanskrit University and Prof. Vijayan Menon, Mentor of I.I.Ms and Civil services and Judicial academies were honoured as guests. They both spoke eloquently on teaching as well as Sanskrit.

> ""Love and spiritual values received from parents are the strongest assets for a child to face the various trials of adulthood."
>
> — Amma

Achievements, Awards and Recognition

Awarded Doctorate : Ms. A.S. Ambily, Asst. Professor in Commerce and Management and Sri. P.V. Aneesh, Asst. Professor in Hindi were awarded Ph.D.s respectively by the M.G. University and Cochin University of Science and Technology, during July 2012.

Commendable extra curricular achievement of a Visual media student

Ms. Meera Nair, a student of our second year (4th semester) B.Sc. Visual Media Programme, got selected as the Kerala Correspondent of Uday India (www.udayindia.in), a weekly published from New Delhi. She is also contributing as a Content Writer in Unique Times, a Kochi based entertainment magazine. Even though she is spending time at home, for doing her extra work, after the regular college hours, she is one among the top scorers of the B.Sc. VM programme.

Add on sessions on Skill Development by Dept. of Visual Media and CIR - a best practice

To augment the existing skills of the deserving and needy students, one of the best practices have been implemented. Our keen observation that some students hailing from Malayalam medium background wanted assistance to improve their English speaking and usage skills, prompted us to think of conducting add on evening classes in Spoken English. The classes are being handled by Dr. P. P. Vijayalakshmi, HOD , Dept. of Visual Media and Sri. Rajesh Manayil, Sr. Faculty in CIR. More than 100 students are attending these sessions.

National Conference in Science Communication

The two day conference from Oct 15th to Oct 16th is led by the freelance science journalist Sri. K.P. Madhu. Sudha Nambudiri, Special Correspondent for Science and Environment, The Times of India, Hareesh N. Namboodiri, Visual Design Consultant, were the distinguished speakers.

Distinguished Lectures / Invited Talks

On 23rd July **Dr. Sarat Menon** from the University of Houston conducted an interactive session with all the students of Visual Media and BBM. Focal theme was Media, Culture, Globalisation and Society.

A session on Journalism as a Career: **Sri. Kumar Chellappan**, Senior Special Correspondent, DNA, Chennai conducted an extramural lecture for all the Visual Media students on 13th August on " How to become a good journalist ?"

Vidyamritam Extramural Lecture Sessions

Sri. Ramesh Govind, Software Architect, Real Consulting presented an excellent overview with industry applications on Android Development, on 14th September.

Dr. Vivek Menon, Assoc. Professor, ASB, Kochi, conducted a session on 17th September on Information Systems and Business Processes for the M.Com.

Sri. K. Jayakrishnan, CEO and Directror, Xtend Technologies, presented a seminar on 10th September on CODE COMPLETE and discussed with the Computer Science students and staff on Assembly Language, Advanced C present effective paradigms of programming. On 13th March Smt. Swarupa Kartha, Creative Consultant for Adhere Communications, took a session on 'Women in Advertising'.

Sri. Ranganathan, Team Lead, Wipro presented an overview of Software Project Management on 13th September.

Paper presentation by Faculty

Dr. U. Krishnakumar, Director delivered the Keynote address and also presented a paper on " Future Trends in High Performance Computing at the 4th International Conference on Advanced Technologies for High Performance Computing held at the FISAT, Angamally from 21st – 24th June 2012.

Dr. C.S. Jayarman, Professor, Dept. of Visual Media, served as resource person for the National seminar on Philosophy of Perception: A Contemporary Perspective, on March 26th and 27th, 2012.

Presented a Paper on "Modern Art at 'ChitramEzhuthu Camp' organized by Kerala Lalitakala Akademy on 25th March,2012.

Presented a paper titled "Word and Vision:Issues of Film Adaptation"at a Three Day UGC Sponsored International Seminar on'FICTION TO FILM An Interdisciplinary Approach' Organized by the dept. of English in collaboration with The Kerala Chalachitra Academy held at Govt.College for women, Thiruvananthapuram on 14th March 2012.

Presented a Paper titled "Semiotics of Narration" at UGC Sponsored National Workshop on "FilmTheory and Appreciation: The Dynamics of Popular Cinema" in collaboration withKerala Chalachitra Academy held at UC college, Aluva on 16th March2012.

Presentations of **Vinod.L**, Asst. Professor, Dept of Visual Media and Communication: Was invited for the interview panel as Subject Expert for the post of Junior Lecturers of Applied Art for the Govt. R.L.V College of Music and FineArts, Tripunithura on 16th July 2012.

Was invited to review the Exhibition of the portfolio works of Final year BFA Applied Art students of Mahatma Gandhi University in RLV College Gallery.

Was invited as panelist for Viva for project works and dissertations of MFA Applied Art of Mahatma Gandhi University at RLVCollege Gallery, Tripunithura on 8th and 10th August 2012.

Delivered a series of lectures organized by the Prachar Vibhag of Rashtriya Swayam Sevak Sangh, Kerala, based on the relevance of social media in bringing about cultural unity:

Aluva: Social Networking as a Media Tool on 29th July 2012. Irinjalakuda: Networking through Social Media – Establishing Cultural Unity on 18th August 2012. Muvattupuzha: Establishing Cultural Identity and Combating IdeologicalFanaticism through Social Media on 19th August 2012.

Delivered speech at the inauguration of an exhibition of paintings of 12 children titled "Mazhavil Kazhcha" at the Durbar Hall Lalita Kala Academy Gallery, Ernakulam on 26th August 2012.

M.V. Judy, U. Krishnakumar and A.G. Hari Narayanan, "Constructing a personalized e-learning system for students with autism based on soft semantic web technologies" at IEEE International Conference on Technology Enhanced Education (ICTEE 2012), Amritapuri, Kerala, India.

IEEE Xplore, Print ISBN: 978-1-4577-0725-4,INSPEC Accession Number: 12772591, Digital Object Identifier: 10.1109/ICTEE.2012.6208625, Date of Curr-ent Version: 31 May 2012, Issue Date: 3-5 Jan. 2012

M. V. Judy and B Ramadoss,"An Enhanced Solution to the Protein Folding Problem Using a Hybrid Genetic Algorithm with G-Bit Improvement Strategy", International Journal of Modeling andOptimization, Vol. 2, No. 3, June 2012.http://www.ijmo.org/abstract/143-S3025.htm.

Kalamritam 2012

The three day Annual Heritage and Cultural festival, 'Kalamritam 2012' was inaugurated by Sri. Reghunath Paleri, Renowned Literateur and Film Director on 10th October 2012. Smt. Leela Menon, Eminent Journalist and Editor, Janmabhumi presided over the function. Samskriti group set up a food court with Kerala, North Indian and Gujarati dishes. During the festival, the staff and students performed in the art and cultural programs and competitions.

Sumesh S, C Tripthi and M.V. Judy, "A Hybridized Approach for Network Intrusion Detection System", National Conference on Applications of Data Mining in Management of Metabolic and Degenerative Disorders (2012), Amrita School of Arts and Sciences, Mysore.

Hari Narayanan A G and M.V. Judy, "Analysis of Soft Computing Techniques used in Mining Health Care Data", National Conference on Applications of Data Mining in Management of Metabolic and Degenerative Disorders (2012), Amrita School of Arts and Sciences, Mysore, India.

Uma Devi, "Privacy and Security issues in Healthcare", National Conference on Applications of Data Mining in Management of Metabolic and Degenerative Disorders (2012) , Amrita School of Arts and Sciences, Mysore, India.

Faculty Development Programmes (FDPs)

A three day Faculty Development Workshop called "Communication with Students" was organized by the Dept. of CIR on 5th, 6th and 7th June 2012 for facilitating better interaction between staff and students Dr. P.P. Vijayalakshmi, HOD, Visual Media Dept., Senior faculty of CIR, Sri. Rajesh Manayil and Prof.N.N. Menon handled classes. There was an interesting session on Micro- teaching.

Prepared study material for UGC-NET for proposed training programme for PG students of ASAS.

Life orientation sessions by Brahmachari Manoj

All the U.G. 1st and 2nd Year students attended the Motivational Life Skills Development Session by Brahmachari Manoj during September 2012.

National Conference and Workshop on Internet Advertising and Planning

The Conference cum workshop has conducted on 3rd, 4th and 5th October 2012. Sri. Sankaran Nampoothiri a renowned Advertising and Web Technology Architect and Consultant on Chennai was the Principal Mentor of this totally interactive and practical workshop. He was assisted by Sri. Vinod Laxman our faculty member. Dr. Madhavan, Head of the R & D, and Dr. Renjith from the Nagarjuna Ayurveda Group joined Sri.Nampoothiri for presenting live cases which were done by all the participants. All our Visual Media students and the external participants left the campus totally contented by gaining deeper insight into all the nuances of the core subject.

Amrita Veechi Music Club

Under the tutelage of Prof. C.S. Jayaraman who teaches orchestra classes in Violin, classes in Mridangam, Tabla, Keyboard, Harmonium, Keyboard, Guitar and Carnatic Vocal have also started. M/s Shyam, Vechur Jaykumar, Chottanikkara Ajaykumar are the other teachers. The induction Guru vandanam session was blessed by Pujaneeya Swami Purnamritananda Puri. This year more than 40 new students have joined the chorus.

Classes by Swamiji

Q & A sessions and value development classes for the students by Pujaneeya Swami Purnamritananda Puri are in full swing, for the academic year 2012.

Development of Expense Tracking System (ETS)

Discussions are going on about developing an ETS for the various sponsored projects. Sri. Ranganadh, a senior professional at the WIPRO, Kochi and ardent devotee of Amma is guiding and helping a team of faculty members and MCA students led by Dr.M.V. Judy, in realising this.

Ramayanam Day

The Ramayanam day was celebrated on 6th August. About 20 students participated in the recital competition. Prizes were awarded to the winners. Dr. S.K. Ramachandran Nair, Sr. Medical Administrator, AIMS, was the chief guest. Swami Purnamritananda Puri blessed the students staff by talking about the spiritual relevance of Ramayana in modern times.

National Conference in Niche Journalism

National conference in NICHE Journalism was conducted on Oct 16th and 17th 2012 as a part of Vidyamritam series 2012. Sri Manoj. K. Das Resident Editor, Times of India, Kochi, inaugurated the session and delivered the keynote address. M/s V.S . Shine, Chief Photographer, Mathruboomi, Kumar Chellappan, Special Correspondent, The Pioneer Chennai, Sabu John Bureau Chief, Deepika, T.C Mathew, Associate Editor, Rashtra Deepika, Antony John, Bureau chief, Malayala Manorama, Poornima Sreekanth FCI Kochi, Nanditha Nair, Chief Editor, Designpius Detail, took the sessions.

Internships arranged by C I R

The MFA final year students did their final semester internship in reputed national and internatinal media organizations such as CNN - IBN, O&M, McCann Ericson, Publicis, Aim High Consultancy, Malayala Manorama TV, Kairali TV, Jeevan TV, Amrita TV, Marine Biz TV, Jai Hind TV, The New Indian Express, Moulis Advertising Services Pvt. Ltd., Concept Communications, Jellitta Communications, Malayala Manorama daily etc.

The B.Sc. Visual Media students also did internships in reputed media industries such as Jai Hind TV, Big Synergy Media Pvt. Ltd., NDTV, The Hindu, Kairali TV, Manipal Advertising, Circle Communications, R.K. Swamy - Bangalore, Mind Mine Communications, Format Studios, O and M, DRAFT FCB, Amrita TV, FCI Technologies, Toonz Animation, Maitri Communications etc.

I AM Meditation Camps

Camps were conducted for all the batches of students from 30th July 2012 onwards. Instructions were given by staff Ms. Supriya Rajendran (Department of Maths), K.G. Gaina (Department of Computer Science and I.T.) and other staff instructors. Regular daily training and practice of I AM Meditation began which is being attended by about 100 students.

Convocation 2012

Onam Celebrations

Onam was celebrated in the campus on 17th August 2012. A grand Onam Sadya was served. Floral Decoration Contest, Thiruvathira Kali, performances such as Mahabali, Hanuman, Vamanan etc. were conducted.

Placement Summary

Out of the 236 students presented for selection processes from various disciplines of UG and PG, 216 were placed by more than 40 companies through campus recruitment realizing more than 90 percent placement.

Infrastructure Development

Installation of Cloud Computing Platform is over. Exam and Registration systems completely switched over to the AUMS. Digital Library connectivity also established.

The new Recording and Post production Studio set up for Programme anchoring and news reading by the Visual Media Dept., was inaugurated by Pujaneeya Swami Purnamritananda Puri on 29th February 2012.

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(F O R P R I V A T E C I R C U L A T I O N O N L Y)