

# Amrita

## KIRANAM

a snapshot and journal of happenings @  
**Amrita School of Arts and Sciences, Kochi**



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## 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

The 10<sup>th</sup> series of the Annual Extramural Expert Lectures was inaugurated on 9<sup>th</sup> 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 and Dr. S.K. Ramachandran Nair, Sr. Medical Administrator, AIMS.



amma days.....

"Only the attitude 'I am nothing, I know nothing' will help you reach the goal."

## Extramural Expert Lectures - Vidyamritam

2012 – '13 is the 10th anniversary year of the most prestigious Extramural Expert Lecture series Vidyamritam conducted by the School. Following invited lectures were conducted between October 2012 and March 2013. More than 50 experts shared their wisdom.

### Department of Computer Science and I. T.



A lecture on "New trends in Software Project Management" by **Sri. N.S. Ranganadhan**, Competency Head, Wipro, Kochi.

A talk in 'Android Application Development' by **Sri. Ramesh Govind**, CEO, Real Consultancy, Kochi.



A talk on "Code Complete" by **Sri. K. Jayakrishnan**, CEO Xtend Technologies, Kochi.



**Dr. Vivek Menon**, Associate Professor, Amrita School of Business, Kochi delivered a lecture on the topic "Information Systems and IT services management" on 17<sup>th</sup> September, 2012.



A talk on "Data Recovery" by **Sri. Manojkumar**, from SLI, Kochi.

A talk on "Integrated Circuit Design" by **Sri. Jyothi Indirabhai**, Intel Technologies, Kochi.

### Department of Commerce and Management



**Sri. Vivek Krishna Govind**, Chartered Accountant and Partner, Varma and Varma Chartered Accountants, Kochi delivered a lecture, giving an Overview of Accounting and Finance and creating awareness on the Career Opportunities for Commerce Students in the field of Finance, on 14<sup>th</sup> November, 2012.

**Sri. C.V. George**, General Manager, Reserve Bank of India (South Zone) delivered a lecture on the topic: "Recent Banking trends with coverage of the measures taken by RBI to overcome the financial crisis of the era which included glances of financial inclusion in the country" on 20<sup>th</sup> October, 2012.



**Dr. V.N. Suresh**, Asst. Professor, Maharaja's College, Ernakulam delivered a session on the topic: "International Financial Crisis and Innovative Financial Instruments" on 6<sup>th</sup> October, 2012.

**Sri. Venu Rajamony**, IFS, Press Secretary to the President of India,



and **Sri. K. P. Nair**, a Diplomatic



Journalist, settled in USA, jointly conducted an interactive session on "Functions of the journalist" on 8<sup>th</sup> January 2013.



**Sri. Pramod Prabhu**, Chartered Accountant and CISA gave an excellent overview of Chartered Accountancy as a profession and its education ladder for the Commerce students.

### Department of Visual media and Communication

**Dr. Sarat Menon**, Faculty Member, University of Houston, USA, delivered a talk on "Local Media: agency for Global media."



Eminent Social activist and Founder Director, 'Prajjwala', **Dr. Suneetha Krishnan**, and her husband



**Sri. Rajesh Touchriver**, a renowned



Film maker gave an excellent awareness to the entire campus community on the Role and Security of Women. Many students witnessed the film "Ente Katha" directed by Sri. Rajeev. The talk by Dr. Suneetha moved the entire audience to the refreshingly valued heights of spiritual wisdom.



**Sri. K. Goplakrishnan**, CEO, Amrita TV gave a talk on the Value System of a Journalist followed by sharing his experiences in media, on



12<sup>th</sup> November 2012.

**Sri. G.P. Nair**, Head, Technology, Amrita TV, delivered an excellent academic session on Past, Present and Future of Broadcast Industry on 17<sup>th</sup> November 2012.

## Amrita Veechi Music Club

Under the tutelage of Dr. 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.

## 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.

## IAM 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 IT.) and other staff instructors.

## 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.

## 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 at 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.

## National Conference in Security Monitoring



Department of Computer Science and IT, in technical collaboration with Computer Society of India (CSI) organized a National conference in "Security Monitoring" (NCSM-2013) on 15<sup>th</sup> & 16<sup>th</sup> February 2013 at our campus under the coordination of Dr. M. Sethumadhavan, Head, Center for Cyber Security, Amrita Vishwa Vidyapeetham. The programme was inaugurated by Sri. A. Unnikrishnan, Associate Director, NPOL (DRDO), Kochi and the blessing address was given by Pujaneeya Swami Purnamritananda Puri, General Secretary, Mata Amritanandamayi Math on 15<sup>th</sup> February 2013.

Br. Dr. Jayaraj Poroor, Chief Technology Officer and Head of Amrita Research Labs, Amritapuri Campus, delivered a distinguished keynote lecture. Technical sessions were handled by distinguished invited speakers namely Dr. M. Sethumadhavan, Shri. S. Mukhopadhyay, General Manager and CISO (former), State Bank of India, Dr. V. Radha, Assistant Professor, Institute for development and Research in Banking Technology, Hyderabad. Workshops were conducted by Sri. Tamaghna Basu, Senior Security Engineer, eBay India Pvt. Ltd. Bangalore, Sri. Kandasamy Muniyasamy, Director, i-Human India Pvt Ltd, Chennai and Sri. Amalan Maria John, Senior Manager and Practice Head – Security Services, CSC Independent Testing Services.

Research scholars and students from Amrita University and various other colleges participated and presented papers. Best paper award was given to Sri. V.P. Binu and Dr. A Sreekumar of Cochin University of Science and Technology, for the paper titled "An improved Lossless Secret Image Sharing Scheme". More than 300 students attended along with the faculty members from different campuses.

## National Conference in Niche Journalism

The two day National Conference in 'NICHE JOURNALISM' was conducted on October 17<sup>th</sup> and 18<sup>th</sup>, 2012. The following experts introduced the participants to the concept of Niche Journalism and its different facets.



**Sri. Manoj K. Das**  
(Resident Editor, TOI, Kochi)  
– Niche Journalism



**Sri. Kumar Chellapan**  
(Special Correspondent, The Pioneer, Chennai) – Science Journalism



**Sri. Sabu John** (Bureau Chief, Deepika) – Assembly Reporting



**Sri. Antony John** (Bureau Chief Malayala Manorama) – Sports Reporting and Journalism



**Sri. V. S. Shine** (Chief Photographer, Matrubhumi) – Photo Journalism



**Sri. Sajeew** (Caricature artist) – Cartoon Making, Salient features of the Art of Caricature.



**Sri. T. C. Mathew** (Associate Editor, Rashtira Deepika) – Business Journalism



**Smt. Poornima Sreekanth** (FCI, Kochi) – Jeans & Tees in Grey Cubicals- Exploring Creative & Communication Domains in the Corporate World

## Activities of Corporate and Industry Relations (CIR)

A session was organized by CIR on 21st January, 2013 to distribute the offer letters to the students who have been selected by WIPRO technologies. The session was mainly intended for the interaction between the selected students, their parents and the Company representative to clarify the doubts regarding their future employment. Sri. Arun Abraham, Campus Location Manager from WIPRO Technologies, Bangalore chaired the session and addressed the audience.

A sensitization session on CAT training was organized by CIR in collaboration with TIME, Kochi to apprise the undergraduate students of our campus who were aspirants for pursuing MBA / PGDBM programmes. A similar session was arranged for MCA entrance training also. Both these training programmes are in progress with a strength of 31 for CAT and 12 for MCA entrance.

## Industry - Institute Collaboration in Academics becomes a component of Vidyamritam series

Kochi Plant of Carborundum Universal Ltd. (CUMI), a Murugappa Group company manufacturing Coated Abrasives and Bonded Abrasives in India in addition to the manufacture of Super Refractories, Electro Minerals, Industrial Ceramics and Ceramic Fibres, took the initiative in delivering lectures in the areas of ERP and MIS related to all the functions of management. With state-of-the art facilities and strategic alliances with global partners, CUMI has achieved a reputation for quality and innovation. CUMI is one of the five manufacturers in the world with fully integrated operations and CUMI's products are being exported to 43 countries spread across North America, Europe, Australia, South Africa and Asia. These lectures are being delivered to the UG and PG students (BBM, B.Com. and M.Com.) of Commerce and Management department. The initial three talks were delivered on 16<sup>th</sup>, 18<sup>th</sup> and 22<sup>nd</sup> February. Three more sessions are being planned. These sessions will be followed by an industrial visit to CUMI. The classes by practicing managers gave an excellent insight to the students.



» **Smt. K. Mridhula**, a Chartered Accountant and Manager Accounts, CUMI on Finance and HR-MIS. She gave a detailed summary of the application of management information system in finance department.



» **Sri. Wilson Joseph**, Sr. Manager Industrial Relations explained the Overall Human Resource Management, HR development, Organisational Structure and Human Capital of CUMI. He gave a detailed description about the which is called as the most valued asset of an organisation.



» **Sri. P. Narayanankutty**, Manager (Customer Services and International Logistics) explained the aspects related to the information flow in managing the international supply chain and logistics of raw materials and finished goods and the problems faced in meeting the customer requirements.

## National Conference in SCIENCE COMMUNICATION

The National Conference in Science Communication was conducted on October 15<sup>th</sup> and 16<sup>th</sup>, 2012.

The conference served the purpose of a Tutorial Interactive Workshop. Sessions were:



**Sri. K P Madhu**, Science Media Center, IISER, Pune gave a talk on Science Communication.

**Smt. Sudha Nambuthiri** (Science Reporter, TOI, and Kochi) spoke on the challenges of science reporting.

**Sri. Hareesh N Nampoothiri** (Visual Design Consultant) conducted two sessions on web design.

## Other Activities

- » Students visited the Matruchaya orphanage shared their life experience with the inmates.
- » Final year UG students did service at the Manathavady programme of Amma on 5<sup>th</sup> February.
- » Hostel students did service at the Kodungallur programme of Amma and took Amma's darsan.
- » Samskriti the cultural forum collected donation and helped the poor patients in AIMS.



## Awards and Recognition for Faculty and Staff

### Department of Computer Science and I. T.

- » **Sri. Sumesh S**, Assistant Professor, Dept. of CS & IT has acquired M. Tech. in Computer Science (ISS) during July 2012, from Indra Gandhi National Open University, with first class by completing the two years' course work and project successfully at the Rajagiri School of Technology, Kochi, by regularly attending the part-time evening sessions.
- » **Sri. J. Rajesh**, Technical Assistant qualified as CCNA
- » **Sri. E.S. Deepak**, System Support Technician qualified as CCNA

### Department of English and Languages

- » **Dr. K.N. Aneesh**, presented a paper on "Dalit Literature" at the National Conference on Dalit Literature held at Nirmala College on 8<sup>th</sup> March 2012.
  - Presented a paper on "Modernism in Literature" at the National Conference on Modernism in Drama held at the Cochin University of Science and Technology on 12<sup>th</sup> January 2012.
  - Participated in the International Seminar on "Teaching Hindi in Non-Hindi Areas" held at the St. Therasas College on 4<sup>th</sup> and 5<sup>th</sup> February 2013.
- » **Sri. M. Rajesh**, submitted his Ph.D. synopsis in English language and Literature at Bharatiar University, Coimbatore on 9<sup>th</sup> January, 2013, as a pre requisite for submitting his thesis on "A Neo-Colonial reading of Chinua Achebe's Anthills of the Savannah".

### Department of Visual media and Communication

- » **Ms. Smitha Nambiar**, Faculty - Advertising, proved her Professional expertise and orientation by associating with the production of the film "LIFE OF PI" directed by Academy award winner Mr. Ang Lee. The film won academy awards at the Oscar.
  - Handled the production for Toyota's TV AD. Conceived by Percept/H Bangalore, directed by Sri. Ashim Ahluwalia.
- » **Sri. Sunij. S. Nair**, credited with the design and development of online search portal [www.checkinkerala.com](http://www.checkinkerala.com)
  - Has designed and developed the web site for DESIRE IT SOLUTIONS – [www.desireitsolution.com](http://www.desireitsolution.com). The online business facility for a reputed production house has been designed and developed by Sunij S Nair – [www.pakpakkaadfilms.com](http://www.pakpakkaadfilms.com), [www.shootkerala.com](http://www.shootkerala.com), [www.spotlightmodelskerala.com](http://www.spotlightmodelskerala.com).

## National Seminar on FOREIGN DIRECT INVESTMENT (FDI)

### IN INDIAN RETAIL SECTOR AND IT'S IMPACT ON KERALA ECONOMY

A One day National Seminar was organized by the Department of Commerce and Management, jointly with the help of Dhanlaxmi Bank Ltd; and Indian Chamber of Commerce and Industries, Kochi, on 19<sup>th</sup> March 2013, Tuesday, on the topic "Foreign Direct Investment (FDI) in Indian Retail Sector and it's impact on Kerala Economy.

The seminar was formally inaugurated by Sri S Ramakrishnan, Secretary, ICCI, Kochi. There were three technical sessions during the seminar. The first technical session was an interactive one, delivered by Sri. Girish Kumar, DGM and Company Secretary, Federal Bank limited, Aluva. The second session was handled by Sri P Ravindranath, Principal Consultant and Head of Kerala Operations, RK Swamy BBDO (p) Ltd; which was rather a detailed session on FDI's impact on Kerala Retail. The third session was by Sri S R Nair, CEO and Managing Director, Team Frontline (P) Ltd. This session connected between FDI and Entrepreneurship. All the three speakers had consensus on one point that "FDI will be a good measure for the development of state like Kerala provided all its resources are made use of, properly and judiciously."

There were paper presentations by delegates and students of the College which was chaired by Dr Suresh V N, Associate Professor, Maharaja's College, Ernakulam. The Seminar was concluded by an eminent speaker Dr. Francis Cherunilam who gave elaborate and informative concluding remarks on the topic.



**Sri. S. Ramakrishnan**,  
Secretary Indian Chamber of  
Commerce & Industries, Cochin



**Sri. M. Muraleedharan**  
Zonal Head, Dhanlaxmi Bank Ltd.



**Sri. Girish Kumar**  
Deputy General Manager cum  
Company Secretary, Federal Bank  
Ltd; Aluva



**Sri. P. Ravindranath**  
Principal Consultant & Head of  
Kerala Operations, RK SWAMY  
BBDO Pvt. Ltd



**Sri S.R. Nair**  
CEO & Managing Director Team  
Frontline Pvt. Ltd Cochin



**Dr. V.N. Suresh**  
Associate professor, Post Graduate  
Dept. of Commerce, Maharajas  
College, Ernakulam



**Dr. Francis Cherunilam**  
Director, Kochi Business  
School Marthoma School of  
Management Studies Kochi



## Convocation 2012

9<sup>th</sup> Convocation of the university was held at the University Head Quarter on 27<sup>th</sup> October 2012. Our students and staff attended and also received medals for Ranks.

## Papers published in National / International Journals by the faculty members

Dr. U. Krishnakumar, was invited to deliver keynote address for the third International conference on Advanced Computing and Communication Technologies for High Performance Application held by Federal Institute of Science and Technology (FISAT), Cochin.



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.

Dr. M.V. Judy and Sri. Sumesh S participated an International Conference on "Internet of Things" at Amritapuri, Kollam.

IEEE Xplore, Print ISBN: 978-1-4577-0725-4, INSPEC Accession Number: 12772591, Digital Object Identifier: 10.1109/ICTEE.2012.6208625, Date of Current 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 and Optimization, Vol. 2, No. 3, June 2012. <http://www.ijmo.org/abstract/143-S3025.htm>.



Sri. C.V. Prasannakumar, Asst. Professor delivered an invited lecture on "Big Data Mining" at the Mata Engineering College, Paravur, Ernakulam.



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.



Dr. M.V. Judy and Sri. Ashuthosh Rajan, Dept. of Computer Science and IT, "An Enhanced Map Reduced Framework for improving the performance of massively

Scalable Private cloud. IJCA proceeding on Amrita International Conference of Women in computing –

2013, AICWIC3 24-26, January 2013, published by Foundation by Computer Science 2013, New York, USA.



Dr. A.S. Ambily, Asst. Professor, Commerce and Management, published a paper on "Quality of Work Life – A Study on Public and Private Sector Manufacturing Enterprises in Kerala" in Research Scholar Vol. II, No. III, Sept. 2012 (ISSN: 2249-6696)



Sri. M. Rajesh, Senior Faculty, Learning & Development (English) published a paper titled "Ethnic- Hybrid Power Equations and the Strategies of Exploitation:

A Neo-Colonial reading of Chinua Achebe's Anthills of the Savannah" in S.H. Research journal of Humanities and Business Studies, Thevara, Kochi. (ISSN) December, 2012 issue.

### Arunkumar bags Best Paper Award:



Sri. Arunkumar. N, Assistant Professor, CS & IT department presented a paper titled "Text Extraction from document Image using edge information and

Translation using EBMT" as part of International conference on Engineering Applications-ICEA 2013, held at Sardar Raja College of Engineering, Alangulam, Tamilnadu. The manuscript has been selected as the best paper and published in two International Journals.

## Film Awards for Students

SCRIPT international short film festival was conducted by the Rotary Club of Cochin and Cochin Metropolis, at IMA House, Kaloor, on February 8<sup>th</sup> and 9<sup>th</sup>. Sixty Six students of Visual Media participated in the festival. Out of 36 films, two mini ad films made by the students of ASAS were selected and screened. "Save a girl child" made by Theertha Menon, Arya V.S., Swathy R, Aparna R, Sreelakshmi, S.Saranya and Pravitha Kartha and "Pencil" made by Ashitah R Nair, Divya R, Sabah Shabnam, Sruthi Sundaran, Christeena Vencilavouse of BSc. Visual Media were the films selected for screening.



## Sabarimala Cleaning

Students from different batches actively took part in the Amalabharatham Cleaning project at

Sabarimala temple and Pampa along with other Amrita students and thousands of devotees from various parts of the country on two occasions.

## Conferences / Seminars / Workshops attended by the Faculty and Students

### Department of Computer Science and I.T.



**S. Swetha Lakshmi** student of BCA got best poster award for a poster titled "Dreaming a truly healthy environment" on

Amrita International Conference of Women in computing – 2013, AICWIC3 24-26, January 2013, published by Foundation by Computer Science 2013, New York, USA.

Faculty members **Sri.Sumesh S, Sri. Hari Narayanan A.G, Ms. Uma Devi** attended "Amrita International Conference of Women in computing – 2013, AICWIC3 24-26, January 2013, published by Foundation by Computer Science 2013, New York, USA.



**Nithya P, Shilpa M Nair, Vinitha PV**, students of the department presented poster in "Amrita International Conference of Women in computing – 2013, AICWIC3 24-26, January 2013, published by Foundation by Computer Science 2013, New York, USA.

### Department of Commerce and Management



**Sri. S. Girish**, Asst. Professor attended a Refresher Course on "Tally ERP 9" in IPA Institute, Mannarkad, Palakkad on 20<sup>th</sup> and 21<sup>st</sup> October, 2012.



**Smt. Sony Vijayan**, Asst. Professor, attended "Lectures on Competition Laws: an Overview" on 26<sup>th</sup> December 2012, organized by Indian

Chamber of Commerce and Industry, Coimbatore.

15 Selected students of B. Com. and M. Com. Programme and faculty members attended "Two Day CA Students' Conference - Prayaan 2013 – A Step into a Leap" organised by Ernakulam Branch of South Indian CA Students Association (SICASA) of ICAI at Ernakulam on 11<sup>th</sup> and 12<sup>th</sup> January 2013.

### Department of Visual media and Communication



Faculty members **Sri. Sunij S Nair, Sri. Harikrishnan D, Sri. Sanju R** attended a workshop on the launch of Autodesk 3D Max and Maya on September 6,

2012, at Kochi.



**Sri. Vinod L**, Asst. Professor, Attended the two day UGC Sponsored National Seminar organized by the department of English and Foreign Languages

of Cochin University of Science and Technology on 13<sup>th</sup> and 14<sup>th</sup> March 2013 and Presented a Paper titled: "The Role of Visual language Employed in Broadcast Media to Establish Neo Imperialistic Ideology in the Era of Globalization, with special reference to Television Commercials of Global Brands in India."

Reviewed the exhibition of students works at the 4 day long Applied Art Show at Govt RLV College of Music and Fine Arts, Tripunithura, IMPACT-2013 and presented a paper at the Seminar on 20-03-2013.

The Title of the paper was "The Hidden Languages in Advertising: The Changing Face of Grand Mothers in Indian Advertisements".

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 26<sup>th</sup> August 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 26<sup>th</sup> and 27<sup>th</sup>, 2012.

Presented a Paper on "Modern Art at 'ChitramEzhuthu Camp' organized by Kerala Lalitakala Akademy on 25<sup>th</sup> 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 14<sup>th</sup> March 2012.

Presented a Paper titled "Semiotics of Narration" at UGC Sponsored National Workshop on "Film Theory and Appreciation: The Dynamics of Popular Cinema" in collaboration with Kerala Chalachitra Academy held at UC college, Aluva on 16<sup>th</sup> March 2012.



**Sri. M.A. Krishnakumar, Sri. T. Varun Prabha and Sri. L. Vinod**, Faculty Members attended the workshop on Ad film making latest trends and techniques by Manoj Pillai on 28<sup>th</sup> July 2012.

### Distinguished Lectures / Invited Talks

On 23<sup>rd</sup> 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, Pioneer, Chennai conducted an extramural lecture for all the Visual Media students on 13<sup>th</sup> August on "How to become a good journalist?"

## SPIC MACAY Event



On 6<sup>th</sup> November 2012, Classical Manipuri Dance demonstration cum lecture was performed by the world renowned artiste Padmashri Darshana Jhaveri. Other members of the team were Atashi Chatterji (singer), Brojen Singh (Drummer and Dram Dancer) Latasana Devi, Devanjali Bishwas and Malabi Choudhary.



## Brahmasthanam Festival 2013



Campus was dancing with joy and gaiety with the Divine presence of beloved Amma on 28<sup>th</sup>, 29<sup>th</sup>, 30<sup>th</sup> March 2013, during the Kochi Annual Brahmasthanam Temple Festival. Staff and students immersed in the joy of service of various kinds, serving lakhs of devotee. Amma celebrated holi on 28<sup>th</sup> evening with our students and devotee and served prasada to everyone. Amma left the campus on 31<sup>st</sup> to Trissur. Some of our students attended Amma's programme at Trissur also.

## Bhoomi Devi Ningalode Ipprakaram



Carborundum Universal Theatre Club the cultural wing of Carborundum Universal Ltd the multinational company, represented by senior officers and technical staff staged at the Brahmasthanam auditorium a live programme called BHOOMI DEVI NINGALODE IPPRAKARAM, on environment. Sri. A.N. Radhakrishnan, Asst. Manager (Finance) led the team.

## Ramayanam Day



The Ramayanam day was celebrated on 6<sup>th</sup> 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.



## Padma Shri Madhu

Padma Shri Madhu, veteran actor was accorded a warm welcome at the campus on 28<sup>th</sup> February. He also inaugurated an Exhibition of Photo Journalism with exclusive photographs provided to us by their Association for display here. It also displayed a "Saga of Incessant Growth" displaying our profile history photographs from 1992 to 2013. Other excellent art and photographs of students and staff and sculptures by Dr. C.S. Jayaraman were displayed. Earlier Padma Shri Madhu addressed the campus fraternity.



## Placement and Internship arranged by Corporate and Industry Relations (CIR) Department

More than 40 companies placed our students from all departments and courses through Campus visits and other selection process.

**‘Defining Dialogues 2013’** at CTS: Dr. U. Krishnakumar, Director and Sri. S. Mahesh, Head Placement were invited to attend a meeting of Placement Officers and Heads of Institutions arranged at the CTS Bangalore. The meeting was addressed by the senior Vice Presidents and Dignitaries of CTS.

Pre-placement Internships were arranged for MFA and B.Sc. (Visual Media) in national and international media organizations like CNN - IBN, AIM HIGH Consultancy, Malayala Manorama Prime Focus Studio, Mudra Communications, Draft FCB+, Marine Biz TV, Kairali TV, Asianet News, Designer Magazine, Media One, Madhyamam TV, Jai Hind TV, Amrita TV, Maitri Communications, Percept Advertising etc.

Final Project for MCA students were arranged in Cognizant Technology Solutions Ltd, other IT companies and in Chamber of Commerce and Birla Sun Life.

Other Companies which recruited our graduates include: WIPRO (for WASE Programme), WIPRO (for WISTA Programme), CTS, HCL, Infosys, IBM, ZOHO Corporation, SAP India, iGATE, C Cubed Solutions, Akriiti Media Promotion, The New Indian Express, Back Bench Studios, Northgate HR, Applied Development. Federal Bank Ltd., Axis Bank Ltd, Muthoot Finance.

All the final semester students of B. Sc. (Visual Media) were able to get pre-placement internship in reputed media organisations, according to their domains of interest and aptitude, as follows.

Sl. No.	Organization	Domain Area
1	Maitri Communications, Kochi	Advertising
2	Stark Communications, Kochi	Advertising
3	Mudra Communications, Kochi	Advertising
4	Identiti Advertising, Kochi	Advertising
5	O & M, Bangalore	Advertising
6	Amrita TV, Thiruvananthapuram	Programme Production
7	Big Synergy (P) Ltd., Chennai	Programme Production
8	Kairali TV, Kochi	Programme Production
9	Back Bench Studios, Kochi	2D Animation
10	Malayala Manorama, Thiruvananthapuram	Reporting
11	CNN - IBN, Chennai	Reporting
12	The New Indian Express, Kochi	Reporting
13	The Hindu, Bangalore	Reporting
14	Kerala Kaumudi, Thrissur	Reporting
15	Reporter TV	Reporting
16	Amrita TV, Thiruvananthapuram	Reporting
17	Perfect Relations, Kochi	Public Relations
18	Icon Relations, Kochi	Public Relations
19	Marine Biz TV, Kochi	Public Relations
20	The New Indian Express, Kochi	News Photography
21	Kerala.Com, Kochi	Web Designing
22	Silon Technologies, Kochi	Web Designing
23	Percept Advt., Bangalore	Art Direction
24	The New Indian Express, Kochi	Content Writing

## Onam Celebrations



### ‘Kalamritam 2012’ focussed on Indian culture, music and art

The three day Annual Heritage and Cultural festival, ‘Kalamritam 2012’ was inaugurated by Sri. Reghunath Paleri, Renowned Literature and Film Director on 10<sup>th</sup> 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.

## Technical Field Visits and Photography Camps

As in the previous semesters as part of the academic deliverables, students of Visual Media were taken to many external settings during the last three months.

- » PG students (MFA and MJMC) and the faculty members attended the Photography cum Wildlife camp organized by the Wildlife Department, Kerala, at the Periyar Tiger Reserve, Thekkady.
- » Sixth semester B.Sc. students accompanied by the faculty members visited AIR, Doordarshan and other studios Prasad, Vismaya's Max, Chitranjali in Trivandrum, in addition to their spending a full day at the Amrita TV studio headquarters from 15<sup>th</sup> to 18<sup>th</sup> February 2013.
- » Second and final year students of B.Sc. Visual media were taken to The New Indian Express to view the newspaper printing and easily absorb the practical version of printing technology.
- » The final year BCA and B.Com. students were taken to Wayanad and Ooty for an educational and nature camp trip.
- » Visual Media students under the guidance of faculty members Dr. C. S. Jayaraman, Sri. L. Vinod, Sri. M.A. Krishnakumar, Sri. T. Varun Prabha and Smt. Aparna Namboothiri visited the heritage sites at Mattancherry and Kochi. They also visited the famous Muziris Biennele exhibition shows and installations at Fort Kochi.



### ASAS-Kochi - CSI Student Branch and Institutional Membership

The Computer Society of India (CSI) student branch of ASAS-Kochi started in July 2012. We have initiated organizing a number of workshops, seminars and other technical activities to promote IT knowledge among all students. Dr. MV Judy, Assistant Professor (SG) and HOD, Dept. of CS & IT has been designated as the student branch counsellor. ASAS Kochi has enrolled as an Institutional Member of CSI.

## Departmental Academic Initiatives

- » All the faculty members conducted seminars in new and advanced trends of Computer science and its applications as the part of Faculty Improvement Programme.
- » The faculty members Dr. MV. Judy, Sri. Sumesh S and Sri. Hari Narayanan AG have registered a Virtual Training Program jointly conducted by Oracle Academy and Startup Village, Kochi titled "Java Fundamentals and Programming" on Dec 2012.
- » CS/IT Department initiated a live Information Technology project, collaborated with Ammachi Labs and WIPRO Technology, Kochi under the guidance of Sri. Ranganathan, Competency Head at WIPRO, Kochi. The project is named as Expense Tracking System (ETS). It's lead by the faculty members Dr. MV Judy, Sri. Prasannakumar CV, Sri. Sumesh S, and Sri. Hari Narayanan AG along with six students from MCA Programme.
- » Started student branch of Computer Society of India (CSI) with institutional membership and on July 2012. The faculty members Dr. MV. Judy, Sri. Prasannakumar CV, Sri. Sumesh S, Sri. Hari Narayanan AG, Ms. Nitha L, and Ms. Ranjitha Rajan have received the CSI nominee membership.
- » Adopted Intel Easy Steps Program R which is a commonly education program for providing computer literacy to all. The course content was made available to 1152 students & staff of our institution.
- » Dr. U. Krishnakumar addressed the M.Com. students and faculty members on the "Transition from MIS to ERP" with the help of suitable case studies and examples.
- » Smt. Ambili S Nair, Asst. Professor handled a session on Transportation in Logistics and Supply Chain Management.
- » Smt. K.G. Rajani, Asst. Professor handled a session on "Role of MSME in the Emerging Indian Economy".

## Achievements of Students

### Dept. of Computer Science and I.T.

2010 MCA. – **Srijina N** -Best out going student award from University

2009 BCA. – **Dhanya S** 1st Rank -Gold Medal.

2009 MCA- **Chandni K.L** 2nd Rank- Silver Medal

### Dept. of Commerce and Management

2010 M. Com. (Finance and Systems) - 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> Ranks.

2009 B. Com. - 1<sup>st</sup> and 2<sup>nd</sup> Ranks.

### Dept. of Visual Media and Communication

2010 MFA (BJVP, AAA, ACM) – 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> Ranks.

2009 B.Sc. VM - 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> Ranks.

### Meera U Menon (MJMC)

- » Secured the UNICEF Young Achievers Award [for Poetry].
- » Has published an anthology of her poems 'ORU

### HRUDAYATHINTE YATRA'

- » She has penned the lyrics of 2 songs for the yet to release Malayalam movie 'BEST WISHES'.
- » She is editor of AM PLUS-Supplement of UDAYAVANI (Kannada Daily).

The Under graduate students of B.Sc. Visual Media have the following achievements to their credit-

### Denisha Sahadevan

- » Reported PBD 2013 for Global India, Newswire and American Bazaar Magazine.
- » News Reader- Image-in-Asian channel.
- » Content Writer- Unique times (Kochi Magazine).
- » Bylines and Articles - Deccan Chronicle.

### Meera Nair

- » Bylines – Hindustan Times (Mumbai), Deccan Chronicles.
- » Content Writer – Unique Times, Kochi.
- » Kerala Correspondent (Political) – Uday India (Delhi).

- » Translated Parliament releases on Budget 2012.

### Christeena Vencilavose

- » Logo Design – Identity Ad Agency. (assisted)
- » Poster Design – Kent and Komet.
- » Audio Editing (Vismaya Studio) – Movie 'Run Baby Run' (assisted)

### Theertha Menon

- » Freelancer – Kochivibes online magazine
- » Anchor – One TV, Kochi

### Gayathri Binu

- » Anchor – One TV, Kochi

### Arya V S

- » Assistant Programme Producer - Jai Hind TV

### Ammu S G

- » Bylines – Times of India

### Radhika Vijay

- » Published Ad on Federal Bank A project of Mudra Ad Agency



## New Recording and Post production Studio

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

## Vivekanandam 2013

150<sup>th</sup> Birth Anniversary of Swami Vivekananda was observed on 21<sup>st</sup> January 2013. Swami Purnamritananda Puri blessed the function. Sri. Vijayan Menon addressed the audience in Vivekananda Wisdom. As a memoir he also planted a Rudraksha sapling. Invited group of children of Sree Sarada Vidyalaya under Sankara Mutt did Vedha Ghosham and presented a skit on Sankara's Life. Our students presented a skit on Vivekananda.



**New Appointments:** Following Staff members joined the campus fraternity

S. No	Name	Designation	Department
1	Smt. Sreeja Ashok	Asst. Professor	Computer Science and I.T.
2	Sri. R. Nandakumar	Asst. Professor	Computer Science and I.T.
3	Dr. K.N. Aneesh	Asst. Professor	Languages and Visual Media
4	Dr. A.S. Ambily	Asst. Professor	Commerce and Management
5	Adv. Smt. Sony Vijayan	Asst. Professor	Commerce and Management
6	Smt. Gayatrilaxmi Rajasekhar	Asst. Professor	Commerce and Management
7	Ms. Aswathy	Asst. Professor	Commerce and Management
8	Smt. Anjali Ajith	Faculty, Learning and Development	CIR
9	Smt. Aparna Namboodiripad	Faculty and Visual Media Developer	Visual Media & Communication

## Academic Programme to be Offered in 2013 - 14

**M.A. (English Language and Literature) ----- Integrated Five Year Course**

(Eligibility: 12<sup>th</sup> any stream with 50% marks.)

**M.J.M.C. (Master of Journalism and Mass Communication)**

Specialising in Video Production and Broadcasting

**M.C.A. (Master of Computer Applications)**

**M.F.A. (Visual Media) Animation and Content Management**

**M.F.A. (Visual Media) Applied Art and Advertising**

**M.Com. (Finance and Systems)**

**B.Sc. Computer Science**

**B.Com.**

**B.C.A.**

**B.Sc. Visual Media**

**B.B.M.**

**Tel: 0484 - 280 2899 Email: [asaskochi@gmail.com](mailto:asaskochi@gmail.com)**

**Last date for Receipt of Filled in Forms: 20<sup>th</sup> June 2013**

For Prospectus and Application forms: Write to the Admission Coordinator along with a DD for Rs. 500/- for P.G. Courses and Rs. 400/- for U.G. Courses favouring "Amrita Vishwa Vidyapeetham" payable at Kochi. Form can also be downloaded from <http://www.amrita.edu/artsandsandscience> (Candidates awaiting the final results can also apply)

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