

### AMRITA SCHOOL OF ARTS AND SCIENCES, KOCHI

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### Inauguration of Academic Activities and Vidyamritam Expert Lectures

Inauguration of Academic Activities for 2014 – 2015 was done on Thursday, 31<sup>st</sup> July, 2014. Blessings were given by Pujaneeya Swami Purnamritananda Puri, General Secretary, Mata Amritanandamayi Math. The Chief Guest was Dr. Bharat Jayaram, Dean and Chairman (PG Programmes) of Amrita Vishwa Vidyapeetham. Inauguration of Vidyamritam 2014 (12<sup>th</sup> Annual Extramural Expert Lecture series) was done during the same function by Dr. Sarat Menon, Professor, University of Houston, USA. Presidential Address was delivered by Dr. S.K. Ramachandran Nair, Neuro Surgeon and Senior Medical Administrator, AIMS. Dr. U. Krishnakumar, Director, presented the Curtain Raiser on 2014. For the first time Best Users of Library awards were presented to two faculty members and 12 students. Sri. A.K. Haridas, Guest Faculty (Visual Media) and C.E.O. and Creative



Head, Neospark Design was presented with special appreciation for receiving recognition of International Quality Summit Award 2014, at the BID International award at New York. The new 407 students (102 PG

and 305 UG) and their parents were given a thorough initial orientation to the institution. In the afternoon, Dr. Bharat Jayaram interacted with the staff on different aspects of research.

## An FDP on “Pedagogical Techniques and Proactive Academic Delivery System”



A faculty development programme (FDP) on “Pedagogical Techniques and Proactive Academic Delivery System” was held on 26<sup>th</sup>, 27<sup>th</sup> and 28<sup>th</sup> of June, 2014 for the benefit of our faculty members.

Eminent teachers and professionals from the academic fraternity, such as **Dr. T.N.P Nambiar**, Professor in Electrical and Electronics Engineering, Amrita University, **Dr. U. Krishnakumar**, **Dr. C.S. Jayaraman**, **Dr. Bindu Menon**, Associate Professor, Dept. of Psychiatry, AIMS, **Sri. N.S Ranganathan**, Senior Manager, Talent Acquisition, WIPRO, **Dr. V Murale**, Associate Professor, ASB, Kochi, **Dr. Achuth Sankar S. Nair**, Director, International Centre of Bioinformatics, University of Kerala, **Dr. Rajagopala Nair**, Director, Albertian Institute of Management and the visual media faculty team (**Sri. Sunij. S. Nair**, **Lakshmi Anil**, **Sanju. R.**, **Vinod Laxman** and **D. Harikrishnan**) conducted sessions on various topics. A micro teaching session by the participants was also held.

## AMRITA University gets “A” grade again - Reaccredited by NAAC - Grade point raises

National Assessment and Accreditation Council (NAAC) members did the detailed inspection visit to our campus on 9<sup>th</sup> September as part of the NAAC Reaccreditation process of the university. Members of the peer committee were all impressed by our facilities, infrastructure, academic process, teaching, research, parental counselling, placement, projects, value orientation and discipline. Status of A grade has been again conferred on our university with grade point raising from 3.2 to 3.4. This achievement has been made possible by the consistent efforts of everyone in the university in all five campuses.

## A day with Justice V.R. Krishna Iyer

“Amma is the living embodiment and manifestation of Love and Compassion of God” said, **Justice V.R. Krishna Iyer**, the eminent philanthropist, lawyer and social activist. He was giving an exclusive interview to our students of MJMC, Department of Visual Media at his residence. He also added “Amma is not an ordinary human being; for the poor and downtrodden God incarnates in the form of mahatmas like Amma. Seva to God is complete only through service to the poor. I am completing 100 years of life. I have been able to live a healthy life only by the grace of Amma”. He also advised our grooming media students that the work of media should not be limited to writing but solving the problems of the ordinary people.



## CULTURAL EVENTS

### Teachers’ Day



The department of English and Languages organized a skit “Upamanyu” on 5<sup>th</sup> September as part of Teacher’s day celebration. The play depicted the role of a teacher in a student’s life. It also highlighted the key features like obedience of students and trust of teachers on students. Dr. K. Sreena, Asst. Professor, English, Dr. Sony Vijayan, HOD Commerce and Management and Dr. Chitra, Asst. Professor, Maths were specially honoured for receiving doctorate. Prof. P.A. Appukuttan delivered the Teachers’ Day address.

### Classes on Values and Indian Ethos

**Dr. N. Gopalakrishnan**, Director, Indian Institute of Scientific Heritage delivered a special address on Indian Ethos and Values on 8<sup>th</sup> August. The students of UG and PG attended the session. This was conducted as part of the Samskriti Dinangal.

**Dr. N. Gopalakrishnan** delivered an inspiring talk on 27<sup>th</sup> October to the first semester PG and UG students on “How to face Examinations with confidence”.



» Swami Purnamritananda Puri took classes on human values for all the first year UG and PG students.

### » Floral Design Competition

Our students won the fifth prize in the Floral design competition conducted by Matrubhumi Club FM Channel at Kochi.



### Student Achievements

**Meghana Anil** of BCA 3<sup>rd</sup> sem for Classical Music and **Ram Kashyap Varma** of MFA-AAA 1<sup>st</sup> sem for Poster Making were selected to represent our University for the forthcoming South Zone Inter University Youth Fest.

## Ramayanam day and Samskriti Dinangal 2014

Ramayanam Day was observed on 11<sup>th</sup> August, 2014, at our Auditorium. Swami Purnamritananda Puri blessed the occasion. Lot of students participated and prizes were awarded.

Sri. K.B. Sreekumar, General Manager, Janma Bhoomi delivered a lecture. A project to popularize Malayalam reading "Amritam Malayalam", was launched on the occasion and a copy of Janma Bhoomi daily was blessed and received by Sri. K.B. Sreekumar from Swami Purnamritananda Puri. The selected students and staff enacted different characters of Ramayana. Raksha Bandhan was also celebrated on the last day of one week celebration of Samskriti Dinangal 2014.



## Samskritostav – 2014



One week celebration was organized in the campus with various events. As part of the event, the Department organized a quiz competition (Sanskrit) for the UG and PG students of our campus on 5<sup>th</sup> August. More than hundred students participated with great enthusiasm and the event turned out to be a great success.

## Amritakalavedi launched

'Amritakalavedi', a forum for Dramatics was inaugurated on 21<sup>st</sup> August 2014 by



Pujaneeya Swami Purnamritananda Puri. Function started with an invocation song by Smt. Kavya Purushothaman, Asst. Professor in English. M.F.A. students presented a skit on Freedom Movement of India called Utham Singh.

## Amma's Birthday Celebrations

More than 500 Students attended Amma's Birthday Celebrations at Vallikavu on 27<sup>th</sup> September, 2014 and did voluntary service at Amritapuri from 25<sup>th</sup> to 27<sup>th</sup> September, 2014.

## Onam Celebrations



Onam celebrations at the campus was held on 3<sup>rd</sup> September 2014. Floral design competition was held at the auditorium. Students actively participated in various events like Thiruvathirakali, Vegetable Carving and Pulikali. The staff performed a delightful Thiruvathirakali which was highly appreciated.



## Remya Sandhya –

### an evening to honour to Sri. Ramesan Nair

About 100 students and staff attended the Remya Sandhya, an evening cultural programme organised by Tapasya Kala Sahitya Vedi and Balagokulam on 29<sup>th</sup> October at the Bhaskareeyam Convention Centre, to honour the eminent poet, lyricist and scholar Sri. Ramesan Nair on his receiving the Amrita Keerthi Puraskar of 2014 from Amma. Sri. Adoor Gopalakrishnan, Film Director was the chief guest. The formal meeting had a galaxy of eminent musicians, artists, scholars and literateurs. Our students had a wonderful experience of listening to all of them. There was a melodious musical programme by eminent musicians from the film world based on the compositions of Sri. Ramesan Nair.



## Kalamritam 2014

Our annual cultural festival KALAMRITAM 2014 was celebrated with pomp and gaiety from 15<sup>th</sup> October to 17<sup>th</sup> October. The event began with the traditional Keli kottu. **Br. Anaghamrita Chaitanya** blessed the inaugural function. **Sri. C. Radhakrishnan**, Eminent Literateur and Winner of many coveted awards like Kendra Sahitya Academy, Kerala Sahitya Academy and Amrita Keerthi Puraskar was the chief guest. Inaugural function was presided over by the renowned Music Director **Sri. Deepak Dev**. **Smt. Smitha Deepak Dev** was also present. Film Maker and Alumni of B.Sc. (Visual Media) Batch **Kum. Sruthy Sikhamani** offered felicitations. Chief guest gave an eloquent address depicting the contribution of Indian culture, tradition and arts. Sri. Deepak Dev enthralled the audience with singing. **Dr. C.S. Jayaraman**, Professor, Dept. Of Visual Media offered felicitations and introduced the guests of honour in a special way. **Dr. U. Krishnakumar** delivered the Welcome speech and **Dr. Sony Vijayan** delivered the vote of thanks. Audience took the Pledge for Swatch Bharat during the function.

The three day event saw the grooming of many young talents in Dance, Music, Arts, Literature, Dramatics, Film and Culture. Kalamritam 2014 also had invited events like the Music band by the children of Nalanda Public School and Kalripayattu and Martial arts demo by **Sri. Suvratan Gurukkal** of Veda Kalari and Academy of Mullassery. Competitions like Quiz, Elocution and other Literary events witnessed a high level of participation this year.



### Kerala Piravi – Malayala Dinacharanam

Kerala Piravi - Malayala Dinacharanam was celebrated with fervour on the 1<sup>st</sup> November in a colourful setting. A Malayali manka and Kerala Sreeman competition was held. The formal function started with an enchanting Kerala Natanam and Kavitha Archana by the students depicting the symbolic essence of poems by famous Malayalam poets with musical background. A signature video created by **Sri. Harikrishnan**, Faculty in Visual Media, was also shown. **Dr. K.S. Radhakrishnan**, renowned Philosophy scholar and Chairman, Kerala Public service Commission was the chief guest. **Dr. S. Anilkumar**, Eminent author, Science Communicator and Director, Public Relations, Cochin University of Science and Technology presided over the function. **Br. Anaghamrita Chaitanya** blessed and **Dr. S.K. Ramachandran Nair**, Senior Medical Administrator, AIMS delivered the felicitations and recited a poem composed by him. Honoured guests distributed the prizes. Certificates to the participant students of Dept. of Visual Media received from the organising team of Swatch Bharath Cleaning Campaign was also distributed. A new initiative called **Amrita Samvadam**, a Malayalam forum to discuss on a weekly basis, literature of Indian cultural values and happenings was begun by the honourable guests by handing over the display hoarding to **Dr. M. Rajesh** (English) and **Dr. K.N. Aneesh** (Hindi). Later **Dr. Sony Vijayan**, HOD Commerce and Management distributed sweets to everyone.

### Rashtriya Ekta Divas

On 31<sup>st</sup> October, to popularise National Inetgrity the Rashtriya Ekta Divas (National Unity Day) was observed with enthusiasm to commemorate the Birth Anniversary of Sardar Vallabhai Patel, throughout the country, under the leadership of the Prime Minister. A Cycle Rally and Run for Unity was conducted by us from Vallarpadom NH junction to Edappally Jn. More than 300 students and staff actively took part in the Rally. The rally and run



was flagged off by **Sri. P.R. Sunu**, Sub Inspector, Cheranelloor Police station. A Painting Competition was held for the students of the campus and neighbouring Amrita Vidyalayam. In the afternoon a motivating speech on "Women Empowerment – Key to National Unity" was delivered by **Smt. Sobha Surendran**, Member of the National Executive of Bharatiya Janatha Party (BJP). She was the invited guest for the function in which all the members of the campus community took Rashtriya Ekta Divas Pledge.



### Funded Research Project Granted

We received the Financial Approval for the Project of Department of Science and Technology, Government of India (DST) under the Cognitive Science Research Initiative for the proposal submitted. Title of the Project: **Development of a computational tool, algorithms for gene finding, mapping of genotype – phenotype based on classification of clinical data for Autism spectrum disorder.** Project duration is THREE years. Fund Sanctioned: Rs. 28.6 Lakhs.

Principal Investigator:

Dr. M.V. Judy, Assoc. Professor and HOD, Computer Science and IT.

Co-Investigators:

Dr. U. Krishnakumar, A.G. Hari Narayanan

Two Junior research fellows (JRF) joined the project.

### Paper Publications



**Maya L. Pai**, Kalavampara V. Pramod, Alungal N. Balchand - Long Range Forecast on South West Monsoon Rainfall using Artificial Neural Networks based on Clustering Approach - International Journal of Information Technology and Computer Science (IJITCS) -ISSN: 2074-9007 (Print), ISSN: 2074-9015 (Online) Published By: MECS Publisher -IJITCS Vol. 6, No. 7, June 2014



**Chithra M.R.**, A. Vijayakumar, The diameter variability of the Cartesian product of graphs, Discrete Mathematics, Algorithms and Applications, Vol. 6, No. 1 ( February 2014), 1450001 - 1450009.

**Chithra M.R.**, A. Vijayakumar, Domination criticality in the product graphs, in AKCE International journal of graphs and combinatorics, ISSN 0972 8600.

### Paper Publications/Workshop/Conferences/FDP attended by Faculty



**Dr. M V Judy, Mrs. Nima S Nair, Mr. Sumesh S, Mr. Harinarayanan A G and Ms. Leena V** Faculty members, attended three days Hand-on Workshop on the topic "Android" conducted by Department of Information Technology, Amrita School of Engineering, Coimbatore from 18<sup>th</sup> to 20<sup>th</sup> April 2014.



**Ms. Deepa G and Ms. Leena V**, Asst. Professors attended a Two week ISTE Workshop on "Computer Programming" conducted by IIT Bombay from May 20<sup>th</sup> to June 21<sup>st</sup> 2014. The workshop was held under the National Mission on Education through ICT (MHRD), New Delhi



**Ms. Nitha L, Ms. Nima S Nair and Ms. Soumya Krishnan**, Asst. Professors, attended a Two week ISTE Workshop on Computer Networking conducted by IIT Bombay from 30<sup>th</sup> June - 5<sup>th</sup> July, 2014. The workshop was under the National MISSION ON EDUCATION THROUGH ICT, MHRD, New Delhi.

**Sri. S Sumesh**, Asst. Professor, attended a Two week ISTE Workshop on 'Computer Networking' conducted by IIT Bombay during the period 10<sup>th</sup> July to 20<sup>th</sup> July 2014.



**Dr. M V Judy and Sreeja Ashok** attended a Three day Workshop on "Quantitative Analysis Methods" conducted by the Department of BioStatistics, Amrita Institute of Medical Sciences from 21<sup>st</sup> to 23<sup>rd</sup> August 2014

**Chithra M.R., A. Vijayakumar** (CUSAT), presented a paper on "Domination Criticality in product graphs" in the "National Seminar on Graph Theory and its Applications", held at St. Xavier's College for Women, Aluva, Kerala, during August 07-09, 2014.

**Mrs. Chithra MR**, Asst. Professor, was awarded her Ph.D, Thesis title – "Studies on

some topics in Product Graphs" guided by Prof. A. Vijayakumar, CUSAT. Her award is effective from 6<sup>th</sup> May 2014.

**Chithra M.R., A. Vijayakumar** (CUSAT), "The Bondage number of the product graphs, presented a p by Prof. A. Vijayakumar in the International Congress of Mathematicians (ICM) held at SEOUL, S. KOREA, during August 13-21, 2014.

**Sreeja Ashok and Dr. M V Judy** presented a paper "A Novel Iterative Partitioning Approach for Building Prime Clusters" in the International Conference on Intelligent Computing And Data Science (ICICDS 2014) on September 12<sup>th</sup> & 13<sup>th</sup> 2014. All the accepted papers will be published in Scopus/SCI Indexed Journals (in progress).



**Ms. Gaina K G** (Assistant Professor), **Dr. M.V. Judy** (Associate Professor) and **Ms. Athira S Nair** (3<sup>rd</sup> Semester MCA), Department of Computer Science and IT has attended the "IEEE Women in Computing" event held at Gokulam Conventional Center, Kochi on 31<sup>st</sup> October.



An article titled "Information Visualization in Gene Expression Data" by **Ms. Sreeja Ashok** (JRF), **Dr. M. V. Judy** (Associate Professor) and **N. Thushara Vijayakumar** (JRF), Department of Computer Science and IT was accepted and published in Computer Society of India Communications (CSIC), November 2014.

### New Appointments

**Dr. Chitra A R**, Assistant Professor, Dept. of English and Languages  
**Ms. Kavya Purushothaman**, Assistant Professor, Dept. of English and Languages  
**Sri. M. Ramachandran**, Lecturer, Dept. of English and Languages  
**Smt. A. Sarvamangala**, Faculty ( Learning and Development ), CIR  
**Ms. Revathy. K R**, Lecturer, Dept. of English and Languages  
**Sri. P.R. Aravind**, Developer ( Visual Media ), Dept. of Visual Media  
**Sri. Rahul**, System Administrator, ICTS  
**Sri. Nithin**, Network Technician, ICTS  
**Mrs. Sreeja Asok**, Jr. Research Fellow (DST- CSI) Project in C.Sc. & IT Dept.  
**Ms. N. Thushara Vijayakumar**, Jr. Research Fellow (DST- CSI) Project in C.Sc. & IT Dept.

## “Empowering Villages through Emerging ICTS” - a state level event



Annual Kerala State Student Convention of Computer Society of India (CSI) (Region VII) on the theme “Empowering Villages through Emerging ICTS” was conducted on 30<sup>th</sup> October 2014. **Bri. Bakthi Priyamrita Chaithanya**, Principal, Amrita Vidyalayam did the Lamp Lighting and **Dr. U. Krishnakumar**, Director, delivered the welcome address.

The event was inaugurated by the Chief Guest **Dr. P. T. Mathew**, Chief General Manager, Bharat Broadband Network Limited (BBNL)

and felicitation was given by **Sri. S. P. Soman**, Regional Vice President (VII), Computer Society of India. **Dr. M.V. Judy** Head of the Department, (CS & IT) delivered the Vote of Thanks. A Panel



Discussion on the theme was conducted. Panel of experts were **Sri. V.T. Santhosh**, General Manager, NICS, National Informatics Centre (NIC), **Sri. N.S. Ranganadhan**, Competency Head, Wipro, **Sri. P.R. Krishnanand**, Tata Consultancy Services (TCS). The moderator was **Prof. M.B. Santhosh Kumar**, Professor and Head, Dept. of IT, School of Engineering, Cochin University of Science and Technology (CUSAT), presently the Secretary, CSI Cochin Chapter.

About 100 participants including students and teachers from various colleges inside and outside Kerala registered and participated for the one day convention.

More than 300 CSI student members from within the campus also participated and did voluntary service. As part of the convention, few contests like ICT Quiz, Multimedia Contest [Poster Designing] and Web Designing were conducted. The winners were awarded cash prizes and certificates.

## “Golden Tech Bridge across the nations in 50 locations”



Amrita School of Arts and Sciences, Kochi and CSI organized an event “Golden Tech Bridge across the nations in 50 locations” on 9<sup>th</sup> Aug 2014. The main aim of the events was digital inclusion. The event was for technology deprived segments of the society. The event was inaugurated by **Ms. Mini Ullanat**, National Student Co-coordinator CSI and Manager, Systems and MIS at CUSAT and presided by **Dr. U Krishnakumar**, Director. About 40 inmates of Matruchaya orphanage were the beneficiaries.

### The winners of ICT Quiz are:

First Prize - **Amal Prakash** (MCA III Sem) and **Anjana Bency** (BCA III Sem)- ASAS, Kochi  
Second Prize - **Gaurav Singh** and **Bhawesh Kumar Singh** (B.Tech, School of Engineering, CUSAT)

### The winners of Multimedia Contest [Poster Designing] are:

First Prize - **Sreedevi Jayaram** (B.Sc.VM 5<sup>th</sup> Sem)  
Second - **Alwin Francis** and **Jerin Sebastin** (College of Applied Sciences, Chelakkara)

### The winners of Multimedia Contests [Poster Designing] are:

First Prize - **Anandhu T R** (MFA - ACM)  
Second - **Vishnu VV** (MCA III)

## Sessions/Workshop/ Conferences/ FDP conducted

Two days ‘Hands-on Workshop on Agile Software Development’ was taken by **Sri. Abhilash Chandran**, Software Delivery Manager, Xerox MTG IDC Corporation, USA on 22<sup>nd</sup> and 23<sup>rd</sup> March 2014.

**Sri Ramesh Govind**, Senior Architect and Project Manager for Real Consulting, conducted three days ‘Hands-on workshop on Android’ from 16<sup>th</sup> - 18<sup>th</sup> April 2014.



## Computer Society of India (CSI) College Level Activities

CSI Student Branch Council (SBC) meet was attended by **Sri. Sumesh S** and **Nitha L**, on 23<sup>rd</sup> August 2014. **Sri. P Koshy Varughese**, Chairman, **Smt. Mini Ullanat** National CSI Coordinator, **Sri. Prasanth R Nair**, Regional CSI Coordinator, **Prof. M B Santhosh Kumar** were present for the meet.

Conducted Discover Thinking-Student Project Competition on 5<sup>th</sup> March 2014. The following students registered for the regional level contest of CSI.

- a. **Mary Remya Alroy** – MCA 4<sup>th</sup> Sem 2012
- b. **Aswathy Ashok** – MCA 4<sup>th</sup> Sem 2012
- c. **Vishnu V V & Amal** – MCA 2<sup>nd</sup> Sem 2013
- d. **Arun N & Nandita Pallavi** – MCA 2<sup>nd</sup> Sem 2013

CSI students wing conducted a Brochure Designing Contest on 26<sup>th</sup> March 2014 and the FIRST PRIZE was bagged by **Divya Gopinath** (2012 MCA 4<sup>th</sup> sem).

CSI students wing conducted a Technical Quiz

Competition on 19<sup>th</sup> March 2014. About 18 Students Participated and the winners are:

- a. FIRST PRIZE: **Aswathy Asok** and **Lakshmi Vinod** (2012 MCA 4<sup>th</sup> sem)
- b. SECOND PRIZE: **Aiswarya Uday** and **Keerthi A** (2012 MCA 4<sup>th</sup> sem)
- c. THIRD PRIZE: **Dhanya S** and **Neethumol M S** (2012 MCA 4<sup>th</sup> sem)



## One Day Seminar on Micro, Small and Medium Enterprises

Dept of Commerce and Management organised a one day seminar on 'Micro, Small and Medium Enterprises (MSMEs)' on 28<sup>th</sup> August 2014. The seminar was inaugurated by **Dr. Sebastian Thomas**, Asst. General Manager, KSIDC. **Dr. U. Krishnakumar**, Director welcomed the gathering. Other sessions were handled by **Sri. Premnath Ravindranath**, General Manager, Kerala Financial Corporation and **Sri. Kabeer B. Haroon**, Director, Clean Kerala Co. Ltd. A road show was conducted as part of the Young Entrepreneurs Summit (YES) organised by Govt. of Kerala and was flagged off at our campus on the same day. Later our students and staff attended the Summit (YES) at Angamaly.



## Young Entrepreneurs Summit 2014



Young Entrepreneurs Summit (YES) was organized by KSIDC, KFC, KINFRA, TECHNOPARK, INFOPARK, T-TBIC, TIE and CII in association with Kerala Government at ADULUX International convention and exhibition centre, Angamaly to mark young entrepreneurs' day on 12<sup>th</sup> September 2014. The aim was to nurture talents of entrepreneurs across towns and villages of Kerala. Our 60 M.Com. students participated in the Summit.

The major highlights of the sessions were the experience sharing of successful entrepreneurs, start up business units, mentoring, value added services, training sessions etc.



## Papers Presented, Conferences Attended by Faculty

Research paper titled "International Trade Sans Risk Mitigation: Jeopardy to India's Economic Growth" authored by **Ms. G. Aswathy**, Asst. Professor and **Dr. U. Krishnakumar** has been accepted for presentation and publication at the 15<sup>th</sup> International Conference on "Advances & Challenges in Global Business, Management, Economics, Tourism and Information Technology" (IC- GBMETIT-2014) at Pondicherry on 21<sup>st</sup> and 22<sup>nd</sup> November 2014.

## Two day National Conference on “Emerging Paradigm Shift of Risk Management Systems in Indian Financial Sector”



Sri. P.K. Vijayakumar, IRS, Insurance Ombudsman, Kochi formally inaugurated the conference at our campus on 24<sup>th</sup> October. Dr. U. Krishna Kumar, Director, and Dr. Sony Vijayan, Head of the Department of Commerce and Management welcomed the audience. Conference Convener Dr. A.S. Ambily, Asst. Professor presided over the function.

Dr. B. Baiju, Chief Manager, United India Insurance, Ernakulam handled the first session on the topic “Risk Management in General Insurance Sector”. The second session on “Risk Management in Banking Sector” was handled by Sri. C. Damodaran, Chief Manager, Integrated Risk Management Department, Federal Bank Ltd. Aluva. Dr. A.S. Ambily, chaired the paper presentations.

Three sessions were held on 25<sup>th</sup> October. The first session was on “Risk Management in Stock Market” by Sri. Peter Markose, Director, Cochin Stock Brokers Ltd, Ernakulam, followed by the session on “Risk Management in Life Insurance Sector” by Sri. P.T. Raghunath, Senior Branch Manager LIC, Ernakulam. Last session was on “Risk Management in Capital Market” by Dr. V.K. Vijayakumar, Investment Strategist, Geojit BNP Paribas Financial Services Ltd.

Dr. S. Venugopal, Professor chaired the paper presentations. During the Valedictory session, Dr. V.K. Vijayakumar distributed certificates to the paper presenters.



### Staff and Student Participation in Seminar



Our Commerce students M/s Vrinda Suresh, B.Com 5<sup>th</sup> Semester and Gayathri Rajendran, B.B.M 5<sup>th</sup> Semester along with the Faculty members Dr. Sony Vijayan, HOD and Smt. Gayathrilaxmi Rajasekhar Panicker, Assistant Professor participated in the one day event on the IMPORTANCE OF INTERNATIONAL TRADE IN THE GROWTH OF INDIAN ECONOMY organized by the Hindustan Samachar Daily at the THE INDIAN CHAMBER HALL, KOCHI on 27<sup>th</sup> SEPTEMBER 2014. They enjoyed the unique privilege of interacting with Smt. Nirmala Sitharaman, Hon. Union Minister for Commerce and Industry, along with top business leaders. In this session 30 top ranking leaders from different Industrial sectors and business fronts were invited to share their views on BJP government’s policy initiatives on the fiscal front. Questions asked by our team were much appreciated and the Hon. Minister gave very encouraging and academically relevant responses.

### Vidyamritam Series



Sri. Suresh Kumar A.S., Manager (Administration), Carborandum Universal Ltd. gave an excellent talk on “corporate social responsibility in India” on 30<sup>th</sup> September 2014. The speaker started the session by giving an introduction to CUMI and Murugappa group, an international conglomerate. He also detailed about the steps taken by CUMI to enhance their CSR programs by focusing on keen areas like education, unemployed youth, healthcare etc. The session was very informative and students got a clear idea about CSR and its importance in an organization.



A talk on “Central Excise and Service Tax – A Practical Approach” by Sri. Parameswaran P. P., Senior Consultant, Carborandum Universal Ltd. was held on 1<sup>st</sup> October 2014. The session mainly dealt with indirect tax and more focused on central excise and service tax. The speaker gave the students details about various types of indirect tax, difference between duty and tax, types of excise duties, registration and filing of returns etc.

### Papers Presented, Conferences Attended by Faculty



Sri. K.R. Shabu, Asst. Professor published a Chapter “A Study on the performance of Kerala State Lotteries” in Edited Volume titled “Business and Economics: In Search of Excellence” with ISBN: 978-93-84144-63-0 published by Research India Publications, Delhi (Pages Nos. from 135 – 140)





## Four day Theatre Workshop

A four day Dramatics and Theatre Workshop was organized jointly by the Department of English and Dept. of Visual Media from 21<sup>st</sup> – 24<sup>th</sup> August, 2014 for the 3<sup>rd</sup> semester students of B.Sc Visual Media and Integrated M.A. English. **Dr. C.S Jayaraman**, Professor, Department of English and **Sri. Kalesh**, an actor and reputed Theatre artist conducted sessions on different topics like voice modulation, acting skills etc. The students were given lessons and exercises on yoga and meditation, rhythmic dance practices, voice modulation to enhance flexibility, expression and body language. They were taken to the Changampuzha Park theatre to watch the monologue of Antony and Cleopatra, and Romeo and Juliet. The participants staged a production on the final day at our campus.

## A workshop on BUILDING SUCCESSFUL WEBSITES

Dept. of Visual Media and Communication organized two-day hands on workshop titled 'WEB WEAVING – TOWARDS BUILDING SUCCESSFUL WEBSITES' on 27<sup>th</sup> and 28<sup>th</sup> October, 2014. The sessions threw light on all the emerging trends in web designing and also gave insights to participants on how to weave user-friendly websites. As part of the seminar, **Sri. B. Bobby**, Project Manager, ATG Corporate Solutions and **Sri. Sunij S Nair**, Asst. Professor, Amrita School of Arts and Sciences-Kochi, handled hands-on training sessions on Web designing and pre-planning.



» Visual Media students attended an enlightening talk on 23<sup>rd</sup> October by renowned ophthalmologist **Dr. Gopal S. Pillai**, AIMS, on how to prevent diabetic retinopathy through early detection. Students formed groups and started work under the guidance of faculty members to make documentaries and presentations to be shown and exhibited during the events of World Diabetes Day to be held at AIMS hospital during November.



» First semester post graduate students of Dept of Visual Media cleaned the premises of Edappally Railway Station as part of Shuchithwa Bharatham campaign on 2<sup>nd</sup> October, 2014.

» **Sri. Raghunath Paleri**, an eminent script writer and Director of the Malayalam film industry hosted a five day workshop for B.Sc VM - V<sup>th</sup> sem students from 16<sup>th</sup> to 20<sup>th</sup> September 2014. The workshop covered various aspects of film making, direction, script writing, cinematography and editing. It concluded with a screening of five short films done by the students under Sri. Paleri's guidance.



» 'Amrithaksharam', a newsletter prepared by MJMC 3<sup>rd</sup> semester students was launched and released at Amritapuri on Amma's birthday. Sri. Ramachandran, faculty member got the same blessed by Amma.

## The Picasso event

International day of Artists was observed to commemorate the memory of Pablo Picasso. The function was made colourful with the painting exhibition of Visual media students. Paintings composed by them were seen and highly appreciated by the staff and students of the whole campus. The highlight of the event was the film screening and commemorative speech by **Dr. C. S. Jayaraman**, Professor. He also led a rendering of violin recital by his student disciples. The event touched the hearts of the audience.



- » **Amritakala**, the lab journal published by Dept. of Visual Media was launched on 3<sup>rd</sup> September, 2014. First copy of the journal was handed over to eminent journalist **Sri. Hari S. Kartha** by **Swami Purnamritananda Puri**.
- » Post graduate students of Dept of Visual Media participated in a three day nature and photography camp at Thekkady, organized by the Dept. of Forest and Wildlife, from 22<sup>nd</sup> to 25<sup>th</sup> September, 2014.

### Seminars / Workshops / Conferences attended by Faculty members



**Sunij S. Nair**, faculty Visual Media Department, attended 'Adobe Creative Cloud Road Show' at Infopark, Kochi on 13<sup>th</sup> August, 2014.



**Aparna Namboodiri**, faculty Visual Media Department, attended a two-day seminar on 'Media and Culture' at St. Xavier's College, Aluva on 24<sup>th</sup> September, 2014.

## Papers Presented, Conferences Attended by Faculty



**Dr. Sreena. K.**, Assistant Professor of English, attended UGC Sponsored Two Day National Seminar on 'Media and Culture: Creations and Transcreations' organized by Department of English, St.Xaviers College for Women, Aluva on 24<sup>th</sup> & 25<sup>th</sup> October, 2014.



**Sonia B. Chellirian**, Assistant Professor of English, presented a paper titled "Parenting violence through Cartoons" in a UGC Sponsored Two Day National Seminar on 'Media and Culture: Creations and Transcreations' organized by Department of English, St.Xaviers College for Women, Aluva on 24<sup>th</sup> & 25<sup>th</sup> October, 2014.



**Dr.A.R. Chitra**, Assistant Professor of English, presented a paper titled "Splintered Subjectivity: Formation of Diasporic Identity in Kiran Desai's Inheritance of Loss" in a UGC Sponsored Two Day National Seminar on Manifestation of Diasporic Conscience in Indian Literature on 22<sup>nd</sup> August 2014 organized by Department of English, S.T.Hindu College, Nagercoil.



**Sreedevi. O.S.**, Lecturer, served as a judge for Akshara Sloka competition at Amrita Vidyalayam, Edappally on 16<sup>th</sup> July, 2014.

## Pradarsini, Sanskrit Exhibition



An exhibition to popularize Sanskrit was organized at the campus auditorium on 7<sup>th</sup> August. **Dr. P. Nandakumar**, Akhila Bharateeya General Secretary, Samskrita Bharathi inaugurated the exhibition and delivered the keynote address. **Pujaneeya Swami Purnamritananda Puri** blessed the occasion by delivering the blessing address. Swamiji distributed the prizes to the winners of the Sanskrit Quiz. **Sri. Vijaya Menon**, Management Consultant and Mentor delivered a talk on the Importance of Service in society. He addressed the students and motivated them to indulge in selfless service and also interacted with the students.

### Library : New arrivals

Our restructured and beautiful library complex has become vibrant with increasing user profile of readership and issue. Librarians are extremely

prompt in updating users on the status. Research scholars are getting the maximum mileage out of the new E- journal subscriptions. More than 200 new

books on various subjects were added in October 2014.

## Research Seminar “Perspectives 2014”



Department of English and Languages organized a two day research oriented seminar titled Perspectives 2014 on 10<sup>th</sup> and 11<sup>th</sup> of October, 2014. The inaugural keynote address was given by **Dr. Prasantha Kumar**, Head of the department of English, Sree Sankaracharya University of Sanskrit Kalady. The seminar addressed issues related to the various domains to explore and pursue research in English Language and Literature. The seminar was attended by 40 participants from various places including research guides, research aspirants, research scholars and students of literature. The selected domains of discussion were the following:

- Linguistics
- Critical Theory
- Diaspora and Commonwealth Literature
- Literature and other disciplines – Interdisciplinary approach

**Dr. P P AjayaKumar**, Professor, University of Kerala, **Dr. W.S Kottiswary**, Head, PG Department of English and Research Centre for Comparative Studies, Mercy College, Palakkad, **Dr. Latha R. Nair**, Associate Professor in English St. Theresas’ College, Ernakulam and **Dr. C. S. Jayaraman**, Professor in English and Visual Media Amrita school of Arts and Sciences, Kochi were the resource persons of the seminar.



### Staff Achievements



Sri. M. Ramachandran, Lecturer in Malayalam along with the following students from the college participated in the Uroob Janma Satabdi seminar at the Kerala Sahitya Academy, Thrissur on 14<sup>th</sup> and 15<sup>th</sup> November. M/s Devika Balakrishnan, Ammu Ghosh and Arsha. T (all from Integrated MA English) and K. Jyotsna, Lovy M. Rajan, Anupama and Thajnu (all from B.Sc. Visual Media)



### Staff Achievements



**Rajesh Manayil**, Assistant Professor (SG) and HOD Dept. of English and Languages was awarded Ph.D. in English by the Bharathiar University for his thesis titled “Cultural Motifs in Epistemological Transition: a Neo-Colonial Reading of Chinua Achebe’s Anthills of the Savannah and Joseph Conrad’s Heart of Darkness”

**Rajesh.M**, HOD, Passed MA (Translation Studies) degree from Annamalai University with first class.

**Rajesh.M**, Assistant Professor (SG) and HOD, Passed Post Graduate Diploma in English Language Teaching from Annamalai University with distinction.



A paper titled “Constructions of Gender and Race in Popular Fantasy Films: a Reading of Lord of the Rings Trilogy” by **Vidya R**, Faculty, Department of Visual Media has been published as part of the Proceedings of the National Seminar on Pleasure Principles: Theorizing Popular Texts organized by the Department of English, Bharata Mata college in association with MACTA and BHAASHAA Foundation.

### Student Achievements

- » Twenty two students of 3<sup>rd</sup> Semester Integrated MA English, Participated in the UGC Sponsored Two Day National Seminar on ‘Media and Culture: Creations and Transcreations’ organized by Department of English, St.Xaviers College for Women, Aluva on 24<sup>th</sup> & 25<sup>th</sup> October, 2014. Seven papers were presented by the students at the seminar. Anjali Nair - Anjali P Kurup, Anjali Sreekumar – Athira PV, Ammu Ghosh V.A – Anusree P.V, Priyanka Babu – Arsha.T, Varsha Vinod Menon – Gayathri A. R, Aishwarya K – Gopika. K. Pradeep, Lisa Antony – Apama.V



- » Six students of 3<sup>rd</sup> Semester Integrated M.A. (English) participated in UGC sponsored Two Day National Seminar on Contemporary Asian Literatures in English: Explorations of Culture, Identity and Politics organized by Post Graduate Department of English in collaboration with Centre For English Studies, Thrissur at M.E.S Asmabi College, Kodungallur on 27<sup>th</sup> and 28<sup>th</sup> October.

M/s Gopika.K.Pradeep, Aiswarya K, Anjali Sreekumar, Apama V, Malavika and Swetha Soman, students of Integrated MA English presented papers at the seminar.

- » Seethal M.S. student of M.Com, participated in the KAVITHA ALAPANA MATSARAM conducted at PNNM Ayurveda Medical College, Cheruthuruthy, on 10<sup>th</sup> November by the Mahakavi Vallthol Sahitya Samskarika Samithi. She recited ENTE BASHA by Mahakavi Vallthol.

## Placement, Career Guidance, Mock Tests and Interviews

Under the guidance of Prof. N.N. Menon, Head of CIR, mock tests and interviews were conducted for the MCA final year students.

25 students of fifth semester MCA were placed in TCS and Wipro in the recent drive at Ettimadai campus.

In addition to the regular curriculum based Life Skills classes, CIR department conducted special placement orientation classes for the various batches. Special sessions were conducted on Group Discussion and Soft Skills. During these sessions performance of each student was analysed and they

were given feedback and inputs to improve their skills.

Special coaching was given for B.Com and BBM students who are attempting MBA entrance examinations and Common Proficiency Tests.

## Placement and Internship Offered

Following organizations Offered Placement and Internship

TCS, Wipro, UST Global, Infosys, CTS, SAP, iGate Patni, Keltron, E-Mac Solutions, CCS Technologies, Scope International, Create N Lrn, Federal Bank, KPMG, GMA, Axis Bank, EXL,

Camio, Metadata Technologies, ACS, Cute Sys, Logic Solutions, Eben TELECOM, ExecuTrain LLC, Dubai, IGNYTE, Gapblue Technologies, Speridian, Ideal Invent, Info Prism, IPSR, QUEST

Innovative Solutions Pvt Ltd, RM Technologies, Symantec Software and Services, Traco Cable Co-Ltd, UVJ Technolgies, VisionTux, Catholic Syrian Bank

## Internship and Placement for Visual Media and Communication

CIR also arranged internships and placement for M.F.A. and M.J.M.C. students in the following : CNN IBN, NDTV, Amrita TV, Kairali TV, Surya TV, Mathrubhumi TV, Mathrubhumi Daily, Media One TV, Jeevan TV, Malayala Manorama, Mathrubhumi Daily, Perfect Relations, Kerala Kaumudi, Times of India, FWD Magazine, Mudra

Communications, MAA Communications, Indian Express, FCB ULKA, Maitri Communications, Mangalam Daily, Kerala.com, Malayalam.com, Hammer Advertising, AIM High Consultancy, People TV.

■ Parvathi Sreekumar of 2012 MFA AAA is

offered placement as a Visualizer at People Designs and Communication India pvt Ltd, Bangalore.

■ Sruthy PV, of MJMC was selected as Casual Announcer in All India Radio

■ Meera Menon of MJMC 2014 batch joined as Social Media Manager, Today Oman.

## New CIR facility

New infrastructure with Seminar Room, Interview Cabins and Conference Room, for the Corporate and Industry Relations ( CIR ) with Wi Fi connect and AView facility for E - learning and interaction features was inaugurated on 6th November by Prof. C. Parameswaran, Director, Corporate and Industry Relations. Br. Anaghamrita Chaitanya blessed the function. Dr. U. Krishnakumar and Prof. N. N. Menon spoke.



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