



**AMRITA**

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AMRITA SCHOOL OF ARTS AND SCIENCES, KOCHI

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# AMRITA KIRANAM

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



College Events  
Amrita Values Programme (AVP)  
International Conference



Celebration of the old age R4Respect

Paper Publications  
Paper Presentations  
R4R – A day for them

## Visit to Space Expo 2016



Students of different Departments accompanied by staff members visited the "Space Expo 2016" organized by ISRO at Kochi from 5th to 10th October, 2016. The expo showcased various ISRO missions and societal applications of the country's space programme. The Expo was informative and the students could learn about the contributions of ISRO in space research.

## Keralappiravi and Malayalam Day celebration



Our students have always adopted service as the guiding principle of any celebration. The Keralappiravi and Malayalam Day celebration was no different. Spreading the message of love and compassion for fellow human beings,

The formal Keralappiravi - Malayalam Day celebrations were held in the campus on November 1st, 2016. Dr. S. Hariharan Nair, Director, Sariga Sangeeta Academy inaugurated the programme. Brahmachari Anaghamrita Chaitanya blessed the event. Sri. P. I. Sankaranarayanan, the noted writer was the chief guest of the day. Prof. P. A. Appukuttan, Dr. U. Krishnakumar and Mr. Chandran Perumudiyur spoke on the occasion. A cultural programme by the students followed the Inaugural function. An exhibition showcasing the cultural heritage of Kerala and a Quiz competition were also organized as part of the event.



## Blood Donation



A blood donation camp was organized jointly with the Amrita Institute of Medical Sciences (AIMS). Students in large numbers readily volunteered and donated blood under the supervision of the doctors and technicians from the Department of Transfusion Medicine of AIMS. Dr. Veena Shenoy, Head of the department gave an inspiring presentation on the need and importance of donating blood.

## Amrita Values Programme (AVP)

Amrita Values Programme which aims at inculcating life values in students, is now part of the university curriculum. Our campus has begun the programme for M.Phil. and III semester UG students from the current academic year offering training in Organic Farming and Sustainability, Yoga and Meditation, Kerala Mural Art and Painting, Lessons from Ramayana and Indian Medicinal system. The students have the freedom to choose any one of the programmes offered.



## Indian Medicinal System



Visit to Amrita School of Ayurveda Herbal Garden

As part of AVP on Indian Medicine, students from different departments accompanied by faculty members visited the Amrita School of Ayurveda, Kollam on 16th November, 2016. The visit was co-ordinated by Dr. James Chacko, Associate Professor, Dept. of Medicine, Amrita School of Ayurveda, Kollam. The students were taken to the Herbal Garden, Production Department and Patient rooms in the campus. The uses of some of the herbs like Thulasi, Neem, Ginger, Onion etc in the treatment of illness were explained to the students. In the Production Department the students saw the steps involved in the manufacture of ayurvedic medicines like Arishtam, Lehyam, Kashayam etc. Sri Jayakrishnan, Head of Amrita Life, explained the benefits and wide acceptance of Ayurvedic Products throughout the world. Br. Sankara Chaithanya Medical Director and Dr. Vasudevan Namboodiri, Principal also spoke to the student.

## Organic Farming and Sustainability



Visit to CMFRI and Kerala Agricultural University Rice Research Station

As part of the AVP, 3rd semester students from various departments, who

opted for organic farming, were taken to Central Marine Fisheries Reserch Institute (CMFRI) Kerala Agricultural University Rice Research Station, Vyttila. They were accompanied by Dr. U Krishnakumar, Director, Dr. Sony Vijayan, Head, Department of Commerce and Management and other faculty members and later the scientist from Krishi Vijan Kendra (KVK) under ICAR-CMFRI handled the classes. They were introduced to Organic farming, pokkali farming and its associated prawn cultivation commonly known as chemmeenketu. The scientists there shared their knowledge and experiences with the students.

## Kerala Mural Art And Painting



### Mural Art and Painting

Kerala has a rich devotional art tradition of mural painting, usually done on the walls and ceilings of the temples and palaces. In the contemporary art world there is a transformation from the static walls and ceilings to the canvas. The objective of the course was to introduce the traditional art forms to the younger generation. The class was a heterogeneous group of untrained and trained students. It began with the basic lessons of mural painting and gave theoretical as well as practical orientation. The individual attention paid to the students helped them grasp the lessons thoroughly and they performed well in the practical sessions. The paintings exhibited at the auditorium were well appreciated by the campus community.



## Lessons from Ramayana



Ramayana, traditionally held to be a basic text both in the devotional culture and life is replete with parables, fables and anecdotes which serve as guiding principles for a good way of living. The classes held at the campus as part of AVP have been intended to illustrate the above aspects providing basis for a principled way of life and inculcating in the students the spiritual knowledge for enlightenment in respect of domestic life, public life and cultural sphere.

## Yoga and Meditation



M.Phil. and III semester Under Graduate students of different disciplines who opted for Yoga and Meditation under AVP were given a glimpse of Raja Yoga or Ashtanga Yoga. They were given theoretical as well as practical sessions on basic yoga techniques in breathing, asanas, pranayama and meditation. As said

in 'The Bhagavad Gita', "Yoga is the journey of the self, through the self, to the self". Classes helped the students to be energetic, alert, build up positive attitude; make aware of themselves and the world around them.

### Two Day Hands-on workshop



Two Day Hands-on workshop on "Simulation of Networks Using ns-3" was conducted on 14th - 15th November 2016 by the CS & IT Department in collaboration with the CSI student branch. The sessions were handled by Mr. Deepu Benson, Assistant Professor, Dept. of Computer Science and Engineering, Amal Jyothi College of Engineering, Kanjirappally. Participants from various Industries and colleges attended the workshop.

### Kerala and Technical IT Exhibition (Indriya)



"Computer Society of India (CSI) State Student Convention (Region VII) Kerala and Technical IT Exhibition (Indriya)" was hosted on 18th November 2016 at the Campus Auditorium. The theme for the event was "Influence of IoT in Rural Areas". Br. Tapasyamrita Chaithanya, Mata Amritanadamyi Math, blessed the occasion by lighting the lamp. Dr U Krishnakumar, Director greeted the august gathering. The programme was inaugurated by Dr. K.C. Chandrasekharan Nair, Associate Principal Consultant at KITCO Ltd, Ex-CFO, Technopark. The other invited guests of the day were Prof. Suresh Thangakrishnan, Regional Student Coordinator, Region – VII, CSI and Prof. A.R. Anil, State Student Coordinator, Kerala State, CSI. The Session "Internet of Things" was handled by Dr. M.V. Rajesh Maliyeckal, Chairman, CSI Kochi Chapter, Associate Professor & Head of Dept. of ECE, College of Engineering, Poonjar. There were competition events like Exhibition, Poster Designing, Web Designing and Technical Quiz and cultural programme. More than 120 Plus Two Students from various schools within Kerala participated. Winners were

given cash prizes, trophies and certificates. Dr. M.V Judy, SBC (CSI) - Kochi Chapter, Head of the Department gave the vote of thanks.



### Vidyamritam Session



**Mr. Jayakrishnan K**, Director of Xtend Technologies (P) Ltd, gave a lecture on the topic "Future Aspects of Computing" conducted in collaboration with the CSI student branch on 14th October at 10:00 AM. 2016.



**Dr. Apsaraj P. R.**, Sr. Business Analyst, Amrita Technologies spoke on the topic "Recent Trends in Information Technology to meet Quality Excellence in Healthcare" at the session conducted by the CS & IT Department, in collaboration with the CSI student branch on 15th October at 10:30 AM. 2014 BCA and 2015 MCA students who attended, benefitted by the informative session.

## Faculty Achievement

**Dr.M.V.Judy**, Head of the Department delivered an invited talk on "Recent research opportunities in Computational Biology" at the National Seminar on Recent Research Opportunities in Computer Science and its Application on 5th and 6th September 2016 at Mar Athanasios College for Advanced Studies, Thiruvalla, supported by Kerala State Council For Science Technology and Environment (KSCSTE) in association with CSI.

## Awards

CSI Student Branch Region VII of our campus has won the following awards for the year 2016.

- Best Accredited CSI Student Branch Region VII 2016 trophy.
- The prestigious "Significant Contribution" under CSI Service, conferred on Dr M V Judy, Head of the Department.
- The prestigious "Active Participation Youth" under CSI Service, presented to Mr. Yadhu Krishna M (Int. MCA 3rd Semester)
- The prestigious "Active Participation Woman" under CSI Service presented to Ms. Nitha L, Asst. Professor.
- The prestigious "Longest Continuous SBC" under CSI Academic Award bestowed upon Dr M V Judy, Head of the Department.

## Student Achievements



First semester Integrated MCA students won the First, Second and Fourth Position in the ICT Quiz (Regional Orals) conducted by IEEE Computer Society, Madras Chapter as part of the celebration of the 70th anniversary of IEEE Computer Society on 8th October 2016 at KSR College of Technology (KSRCT), Tiruchengode.

- First prize - Advyth Ashok and Chandu R Nair
- Second Prize - R Praveen Pai and Abhijith B
- Fourth Prize – AshwinKuriakose and Calvin Rodrigues

The first prize winners gained the eligibility to appear for the Final round of ICT Quiz at Chennai.

Later Mr. Chandu R Nair and Mr. Advyth Ashok of Int. MCA 2016, won the second prize in the Final Round of ICT Quiz organized by IEEE Madras (Institution of Electrical & Electronic Engineers (IEEE -USA) ICT Quiz - Chennai) conducted on 26th November 2016. (The First prize was won by the students of IIT Chennai).

An Interdisciplinary Poster Designing Contest was hosted by CSI Student Branch, Kochi chapter on 20th October 2016. Fifty students from BCA, BBA, B.Sc. VM, B.Com, MCA and Int. MA participated in the contest. The prizes are as follows:

- First Prize - Hisan Ibrahim, MCA 2016 3<sup>rd</sup> Sem
- Second Prize - Yadhukrishnan O V, Int. MCA 2015
- Third Prize - B Vishnu, Int MCA 2015

A Technical Talk on 'Emerging IT Topics' was held by CSI Student Branch; Kochi chapter on 21st November 2016. Recent areas such as Steganography, Green Computing, Smart home, Cyber terrorism, Fog computing etc. was deliberated. Twelve students from Int. MCA and MCA participated in the contest. The prizes are as follows:

- First Prize - Sarath P, 2014 MCA 5<sup>th</sup> Semester
- Second Prize - Malini M and Rajalakshmi M,  
2015 Int MCA 5<sup>th</sup> sem
- Third Prize - Anju Rajan K and Kavya Pradeep,  
2015 Int MCA 3<sup>rd</sup> sem

## TCS Research Scholar Program

**Gayathri Soman**, Ph.D. Scholar is selected for the contest-ed TCS Research Scholar Program - Cycle 12.

## Paper Presentation

**R Nandakumar**, Assistant Professor, presented a paper "An Ism for the Ithihasam? - Khasak Revisited", at the Two Day International Conference 'In Between - Critical Humanities in Context', organized by the Dept. of English and Languages on 21st and 22nd October, 2016.

A paper by **Sreeja Ashok and Dr. M.V.Judy** "Graph-Based Clustering Approach For Identifying Functionally Coupled Genes " was accepted for POSTER presentation and FULL PAPER submission in the 2nd International Conference on Structural and Functional Genomics (ICSAFG-2016) at School of Chemical and Biotechnology, SASTRA University, Thanjavur , August 19-20, 2016. The paper has been considered for publication in any one of the SCI indexed journal "Journal of Bioinformatics and Computational Biology" or "Journal of Brazilian Archives of Biology and Technology" based on the scope of work.

## Paper Publications

Paper titled "RFP based Requirement Prioritization – A One-Step Solution", by **M. Soumya Krishnan**, Assistant Professor was accepted at PMME 2016 - International Conference on Processing of Materials, Minerals and Energy and in ELSEVIER: Materials Today Proceedings, SCOPUS & Thomson Reuter Indexed, July 2016.

Paper titled "Multiplicity and Incorporation of Female Community in IT-ITES Corporates in India" by **M. Soumya Krishnan**, Assistant Professor, was accepted at NICSE'16 - International Conference on Novel Issues and Challenges in Science and Engineering (NICSE'16) and in Indian Journal of Science and Technology, SCOPUS & Thomson Reuter Indexed, June 2016.

## Department of English and Languages

### International Conference

#### "In Between: Critical Humanities in Context"



The Dept. of English and Languages conducted a Two Day International Conference "In Between: Critical Humanities in Context" on 21st and 22nd of October, 2016. More than two hundred delegates including academic community from IITs, Central Universities, colleges and professionals from all over the country actively participated in the conference presenting papers and discussing key issues in Critical Humanities.

The programme was officially inaugurated with the lighting of the lamp by Br. Anaghamrita Chaitanya, Dr. U. Krishnakumar, Director, Senior Professors D. Venkat Rao (English and Foreign Languages University, Hyderabad) and Dr. Anandakuttan B Unnithan (IIM, Kozhikode). Dr. A. R. Chitra, Head of the Department gave the vote of thanks. The keynote address was delivered by

Prof. D. Venkat Rao from English and Foreign Languages University, Hyderabad. The plenaries were by Prof. M. V. Narayanan, Dept of English, Calicut University, Prof. C. B. Sudhakaran, Dept of English, Ilahiya College, Moovattupuzha and Prof. C. S. Jayaraman from the Dept. of English and



Languages. German scholar Mr. Heinz Johannes Paul addressed the gathering and held discussions on both days. Research Scholars and students from the school and other prestigious institutions took part in the two day academic deliberations.

"We are happy that the Conference brought together scholars from various disciplines, generating a rewarding synthesis; moreover, research scholars and students immensely benefit from deliberations of this kind; The conference is the result of excellent teamwork" said Dr. Sreenath Muraliedharan K and Ms. Devi, Assistant Professors and coordinators of the conference. Sri Kishan Thingbajam, a Manipuri research scholar from EFLU, Hyderabad described the conference as "intellectually enriching".







## Student Achievements

**Naveen, M.Phil. Scholar**, Department of English and Languages qualified for lectureship in UGC-NET - June 2016.

**Shona Smith, M.Phil. Scholar**, participated in the All Kerala Debate Competition "Federal Bank Speak For India, Kerala Edition (2016-17) and successfully got through the block level and district level competition. The topic for Block Level was 'Trolls on Social Media Exceeds the Limit'. A total of 1120 students were selected from the block level to compete in the district level. Based on the judgement of the renowned judging panel a total of 160 students from across Kerala were selected for the upcoming zonal level competition. The zonal level competition, which is expected in the month of December, will be followed by semifinals and finals.

**Shreya Nair**, III Sem Integrated MA student, won bronze medal in World Junior Kurash Championship held at Regional Sports Centre, Kadavanthra on 12th November, 2016. Kerala hosted the event, a martial art of Uzbekistan, for the first time.

## Paper Presentations

**Dr. Sreenath Muraleedharan K**, Assistant Professor presented a paper titled 'In Search of Buddha: A Malayali Traveller's Tale' at Post Graduate Dept. of Malayalam, Catholicate College, Pathanamthitta on 24-26 February 2016 and was accepted for their publication with ISBN number 978-81-922638-2-3.

**Nirmal.A.R**, M.Phil., Scholar presented a paper on the topic 'Falling out of the picture in search of a paradise: Depiction of Australia in D. H Lawrence's Kangaroo.' in National Seminar on Multiculturalism in Australia, conducted by The Centre for Australian Studies, University of Kerala on October 27 and 28, 2016.

**Jibin Jose P**, M.Phil Scholar, presented a paper on the topic "Identity of the Intersex: Social Responses to Intersexuality with Special Reference to

Vipareetham" in National Seminar on " Transgenders: Emerging Trends and Issues" conducted by the Department of English, Sree Sankara College, Kalady on September 29 and 30, 2016 .

The following papers were presented at the Two Day International conference on 'In Between: Critical Humanities in Context':

**B Sonia Chellirian**, Asst. Professor - 'Cymini Sectors of Belief'

**Nirmal A R**, M.Phil Scholar - 'A Reading of William Shakespeare's Hamlet in the Light of The Bhagavad Gita Philosophy'

**Jibin Jose P**, M.Phil Scholar - 'Race: A Cultural Tool for Hegemony under the Apartheid Rule as described in Nadine Gordimer's Burger's Daughter'

**Akhila Ajith and Lavanya S**, V Semester Students - 'The Remorseful Journey of the dirty into a better world: A Retrospective study of the novel Untouchable'

**Parvathy N and Kiran Jayan**, V Semester Students - 'The Binaries of Utopia: An Analysis of the Power Structures in Amish Tripathi's Shiva Trilogy'

**Amrutha H and Amala K B**, V Semester Students - 'Rused in the 'Between': An Analysis of the Psychological Trauma in Rituparno Ghosh's Chitrangada'

**Parvathy Krishna and T O Aswathi**, V Semester Students - 'The State of Being 'Stateless': The Perplexity in and around The Terminal'

**Malavika Byju and Samiha Isbath A S**, V Semester Students - 'The Unheard Crisis of Women: Safety of Women in the Contemporary Indian Society'

**Varsha T Pillai and Donna Teresa Pious**, V Semester Students - 'Education for Women: A New Plane of Existence'

**Swathi Ajaykumar and Athira S**, III Semester Students - 'The Politics of Patriarchy: A Re-reading of Daphne Du Maurier's Rebecca'

**Almas Aslam and Indu Parvathy P**, III Semester Students - 'Which is More Significant: Skill or Race'

**Gowri S Nair and R Kavya**, III Semester Students - 'The Imprisoned Identity'

**Divya M M and Kavya Das T**, V Semester Students - 'The

Evolving Semantics of Devdasi's: An Analysis of the Portrayal of Devdasi's in Films'

**Aparna S Menon and Malavika B Menon**, III Semester Students - 'Girls don't Always Wear Pink'

**Shilpa P and Saraswathi K**, III Semester Students, 'Evil Face of Women Exploitation: A Reading on Devdasi System in India'

**Dhevika Peethambaran and Gayathry S**, III Semester Students, 'Everything has Beauty, But not Everyone See it-A Reading on Sudha Murthy's Mahashwetha'

**Divyendu M and Anuhridhya Rajesh**, III Semester Students - 'Enabling the Sexuality of the Disabled- A Reading on Disability and Sexuality in the Light of Mark O' Brien's On Seeing a Sex Surrogate'

**P Vydehi and S Jyothi Lekshmi**, III Semester Students - 'Homosexuality: A Business in the Advertising World'

**Susmitha P S and Karthika Prajoth**, III Semester Students - 'The Trauma of the Subjugated: An Analysis of the movie Gaddama'

**Arunjith Sasidhar and Reshma Raj**, III Semester Students - 'The Ever Persisting Barrier of Caste- A Study on the Documentary India Untouched: Stories of a People Apart'

**Arjun Rajasekharan and Nandini Sajju J**, III Semester Students - 'Born to be Me: The Enslaved Identity'

**Anjana K S and Divya Anne Jose**, III Semester Students - 'New Marriage Trends in the Persian World on the basis of Satrapi's Persepolis'

**Meera M**, V Semester Student - 'Being Disparate: A Panoramic View on Duyu Thabyo's Stranger in My Land'

**Divya Lekshmi B and Uthara Pradeep**, III Semester Students - 'Women Now

and Then, Through the Film Queen'

**Jinju Venugopal**, III Semester Student, 'Interdependency of Law and Culture'

**Athira P**, III Semester Student - 'The Noose: A Reading of Hangwoman by K R Meera'

**Sniya Basheer**, III Semester Student - 'Falling out of the picture in search of a paradise: Depiction of Australia in D. H Lawrence's Kangaroo.'

**Devika B**, V Semester Student - 'A Battered Culture and Futile Dreams: A Retrospect into the Effects of Cultural Degradation as depicted in the plays The Glass Menagerie and A Street Car Named Desire'

**Sruthi Krishnakumar**, V Semester Student - 'The Mistress of Spices: A Study through the Eyes of a Social Critic'

**Parvathy P**, V Semester Student - 'Reading of Paulo Coelho's The Alchemist through the Eyes of Bhagavad Gita in the Contemporary Context'

**Meghana A K**, V Semester Student - 'When Normal Turns Abnormal: An Analysis of the Metamorphosing Culture in Zootopia'

**Aiswarya R**, V Semester Student - 'Sexuality as a Subversive Strategy in The God of Small Things'

**Anjali S Nair**, V Semester Student - 'Battle Across Boundaries: A Study of Kunal Kohli's 2006 Film Fanaa'

**M S Keerthana**, V Semester Student - 'The Birds Eye View of Colonialism: An Analysis of the Movie Angry Birds'

**Niya Mathew Tharakan**, VII Semester Student - 'Shackled in Deliverence: An Analysis of the Social Criticism in Pink'

**Ammu Ghosh V A**, VII Semester Student - 'Gynocentrism v/s Objectification: An Analysis of Harley Quinn in Suicide Squad'

## Department of Visual Media and Communication

### R4R – A day for them at Muthassighada movie



The third phase of R4R- R for Respect, was initiated by associating with the film crew of the movie "Oru Muthassi Gadha" for a special show. Thirty senior citizens from Holy Cross Convent were taken for the show at 3 pm arranged by the director of the movie Mr Jude Anthony at Padma Theatre Kochi. Faculty member Mrs Rashmi J Menon, Mr Aravind, actress Rajini Chandy and students of MJMC enjoyed the show with the senior citizens. Mr Prasannaku-

mar and Prof. Jayaram handed the momento to Honourable Mayor Soumini Jain, actress Rajini Chandy and Mr Jude Anthony as an official acknowledgement of the campaign.

### R 4 Respect –The Valedictory Function

On 25th November 2016, the valedictory function of R4 Respect, an initiative by MJMC 2015 batch was conducted in the college auditorium. RJ Karthik and Aravind Gopinath from Club FM Kochi were the guests for the event. The event included screening of the 4stages of the campaign. As the final part of the event R4Respect team handed over the amount collected for medical aid to Mr Sivaraman, Sainik ashram. Dr. U.Krishnakumar, delivered the felicitation address.



Ms Rashmi J Menon, Faculty expressed appreciation of the participants of the campaign. All the participants were honoured with mementos. The chief guests and the Director jointly presented the mementos to the students. The student coordinators of R4Resect expressed their gratitude for the successful completion of the campaign. The event concluded with the Santimantara.

### Safety Training Video for Carborundum Universal Limited (CUMI)



Students of MFA (Digital Film Making) 2015 batch made a safety training video for Carborundum Universal Limited (CUMI), Kochi, an electro minerals division under the famous Murugappa Group, one of India's leading business conglomerates. The fifteen minutes video intended for the employees and visitors of the company illustrates the security measures to be taken in the high risk work places inside the company. The video was released on 19<sup>th</sup> October 2016 at CUMI campus. Sre. Jayan P S Senior Vice President- EMD, Carborundum Universal Limited. Students were felicitated by the top officials of CUMI during the event. The project was guided by Sri. Krishnakumar M A and Sri. Varun Prabha T, faculty members.

### Indywood Talent Hunt



Students participated in a Talent hunt organized by Indywood in Ramoji Rao film city, Hyderabad from 22nd to 26th October 2016. Competitions in various categories like photography, script writing, poster designing were held as part of the programme. Anusha Prakashan, third semester ACM student, won the first runner-up prize for Poster designing. Mevi Melvin, third semester B.Sc.(VM) student got special Jury award for Photography. The students are immensely benefited by the participation in the national level competition.

## Heli- Cam - hands-on experience



A Demonstration of Heli-Cam was held in college campus on 18th Oct. 2016. The students had a hands-on experience on the functioning of heli-cam. The aerial view of the campus was captured by the students. Sri Radha Ramanan, the Videography faculty, explained the operation of the heli-cam. The Drone and the camera was provided by Ad Web Media, Cochin.

## Workshop on Science Communication



A second workshop on "Science Communication" was held in the campus from 17th to 22nd of October, 2016 for MJMC 3rd semester students. Sri. K.P. Madhu, veteran trainer in Science Communication and former Head, IISER, Pune, was the facilitator for this session also. The workshop has acted as a catalyst towards promoting the research aspirations of the students and faculty.

## Sense and Frames



A two-day National Conference cum workshop, "Sense and Frames" was organized from 21st to 22nd October, 2016. The conference was inaugurated by Prof Ananthakuttan B Unnithannan IIMK, Kozhikode. Mr. Shelton Pinheiro, Executive Creative Director Stark Communications Pvt,Ltd, Mr. R. Venugopal, Director - Ideation Maitri Advertising Works Pvt. Ltd,



Mr. Hashim Padiyath, CEO Design Difference Company, Mrs. Sunu Philip, Founder Get Found Online Company, Creative Workshop on Branding and Brand Campaigns by Mr. Joselin John Creative Director R K SWAMY BBDOPvt.Ltd., and Mr. K. Jayakumar Creative Director R K SWAMY BBDO Pvt.Ltd., Creative Workshop on Mobile Phone Advertising by Mr. Ram Mohan CEO Edyounet TeleClassrooms Ltd. handled sessions for the students. The conference, coordinated by Sunij S Nair, Asst Professor, also facilitated paper presentations for students and faculty.

## Audiography workshop



Sri Arun Varma, eminent sound technician of Malayalam film industry, was the facilitator at the two day workshop on Advanced Audiography for the MJMC and MFA students held in the college campus from 26th to 27th October, 2016. The workshop enabled the students to have a hands on experience on spot and studio sound recording.

## Press Club Visit

Third Semester MJMC students visited the Ernakulam Press club on 27th October, 2016. The students witnessed the functioning of the press club and also understood the techniques of press club reporting.

## Acting workshop



Third and fifth semester students along with faculty members Prof.C.S. Jayaraman, Dr. K. Balakrishnan and Kannan P.R participated in a two day acting workshop coordinated by Cochin Film Society on 19th and 20th of November 2016 at Chavara Cultural Centre. Mr.Chandra Mohan Nair, Rtd Prof., Pune Film Institute and the chief mentor of the work shop gave a deep insight into acting and film making. Short films and Classic films were screened during the workshop.

## Ramoji Rao Film City



Fifth and Third semester under graduate students recently visited Ramoji Rao Film City, Hyderabad for a one week study tour starting on 24th October 2016. The students benefited immensely from the visit as it opened up a new world of filmmaking. The students also visited Salar Jung museum, Birla Mandir, Snow world and Lumbini Park. A visit to the monumental city Charminar and Golconda fort was a wonderful experience in itself.

The two-day stay at Ramoji film city became a memorable event with an adventurous expedition to Eureka and Sahas. The stay and the site seeing at Ramoji gave the students a glimpse of the world of movies. The in-built set of films was a wonder in itself. The students also witnessed some of the performances of the artists and had a direct experience on production and post production of films.

## Industrial Visit



On 11th November, 2016 the students visited Jeevan-TV Channel where they were guided by Executive Editor Babu Valappaya, regarding the technical procedures of airing a news story. The pre - production, production and post - production stages were explained in detail. A live news bulletin was shown which gave the students the actual mode of telecasting news. Third semester MJMC students got an opportunity to visit Mathrubhumi Press on 10th November, 2016 as part of their curriculum in which industry visit is an integral element. They had an interactive session with Jijo Surendran, Chief Reporter of Mathrubhumi Kochi Bureau and Dileep, Chief Technician of Mathrubhumi from whom they could explore more about the print media and its working process.

## Department of Commerce and Management

### International Conference on International Financial Management



The two day International Conference on International Financial Management held on 6th and 7th October 2016 was inaugurated by Sri R G Ajith Kumar and Poojaniya Swamiji Poornamritandapuri, General Secretary, Mata Amritanadamayi Math. Dr. Sony Vijayan, Head of the Department, welcomed the gathering. Dr. U. Krishnakumar, Director, presided over the function. The vote of thanks was proposed by Dr. P. Balasubramanian. The Guest of Honour, Dr. Abhilash S. Nair, Associate Professor in Finance, Accounting and Control, IIM Kozhikode handled a session on the topic "GMR Airport Concession Mumbai versus Delhi" on the same day.

The session highlighted the merits and demerits of the GMR airport concession. Another session was by Dr. V. K. Vijayakumar, Investment Strategist Geojit PNB Paribas on the topic "Financial system: International Financial Instruments and Economic Growth". The session was informative on the role of Financial Instruments towards the Economic Growth. The afternoon session was handled by Dr. S. Kevin, Former Pro – Vice Chancellor, University of Kerala on the topic "Foreign Exchange Risk Management". The session gave an overview on Derivative Instruments and its impact on Foreign Exchange Market. This was followed by paper presentations by Scholars and Students on Various themes.



The second day began with an interesting session by Sri. S. Vibin Chandar, Centre Head, Blue Crest University College, Tamale, Ghana, Africa on the topic "Foreign Trading in Software Development. The session delivered the impact of digital marketing in Foreign Trade Market. Afternoon session was handled by Sri. Premanath Ravindranath, General Manager, Kerala Fianancial Corporation, Trivandrum on the topic "Money and Forex Market". He stressed the importance of money market instruments in this modern Business Era. The Certificates were distributed to the Participants during the Valedictory function.

## Industrial Visit

As part of the social Awareness program of our campus the V Semester BCom and third Semester BCA students had the opportunity to visit IPLEX 2016 organized by Kerala Plastic Manufactures Association and Central Institute of Plastic Engineering Technology on August 27th 2016. Five different pavilions exhibited major companies' industrial products, their production procedure and practices which provided an interesting experience to the students especially that of the production of road tar.

## Avyukta 2016 - Commerce and Management Festival



The two day Commerce and Management Festival 'Avyukta 2016' was held on 24th and 25th of October 2016. The festival began with a formal inauguration and lighting the lamp by Brahmachari Anakamritha Chaithanya, and other guests of honor Mr Vivek Krishna Govind , Senior Partner, Varma and Varma Associates and Ms Parveen Hafeez , MD Sunrise hospitals, Kochi. Dr. Sony Vijayan, Head of the Department welcomed the gathering and Presidential address was delivered by Dr. U. Krishnakumar. The official inauguration ended with the vote of thanks by Dr. P. Balasubramanian. The first day began with an interactive session by Mr. Manu Jacob Mathew, Senior Marketing Manager, Malayala Manorama for the UG students in the auditorium. The final year PG students attended the session by Ms. Parveen Hafeez in the CIR seminar hall on 'Entrepreneurship'. After the sessions the stage was open for the competitions such as Mime, Advertising game, business quiz etc.

The second day started with an interesting session on the I factor conducted by Mr. Santhosh Kumar, Trainer, Junior Chamber International. It was followed by the challenging competitions such as Best Manager, Extempore and Best business plan. Prizes were given to the Avyukta winners. The two day event was highly appreciated for facilitating display of talents and skill.



Avykta Quiz

## Vidyamritam Session

Sri. K. Vishnuprasad, Senior General Manager (F & A), Electominerals Divison, Carborundum Universal Limited (CUMI), Kochi delivered an inspiring session on the topic "Corporate Governance" on 8th September 2016. The interactive session gave the students an overview of the technique and process of company management.

## Paper Publications

Paper titled 'Contract Farming in Sustainability of Medicinal Plants in India: Review article' by Dr. Sony Vijayan, Associate Professor and Ann Mary Jones was accepted for publication in International Journal of Applied Business and Economic Research.

Paper titled 'A Study on Work Life Balance of Women professionals in Kerala' by Dr. Sony Vijayan, Associate Professor and Ann Mary Jones was accepted for publication in International Journal of Applied Business and Economic Research

Dr. A.S. Ambily, Assistant Professor published a paper titled "A Study on Nature of the Company and Quality of Work Life among Non- Managerial Employees" in International Journal of Human Resource Development and Management (IJHRDM) ISSN 0973-4562, August 2016 (Scopus).

## Department of Mathematics

### Student Achievement

**Lakshmi Priya K**, third semester M.Sc. Mathematics has qualified the lecture-ship eligibility UGC-NET - June 2016.

### Paper Publication

**Chithra M.R.**, A. Vijayakumar, "Component factors of the Cartesian product of graphs", Asian-European Journal of Mathematics, Vol. 9, No. 2 (2016), 1650041-1650048. ISSN: 1793 - 5571 Scopus Indexed.

### Workshop Attended

**Anjaly Anand**, Assistant Professor attended a "Refresher course for college teachers in Kerala state" organized by Kerala School of Mathematics, Kunnamangalam, Kerala, 20th - 23<sup>rd</sup> October, 2016.



### Paper Presentation

**Lakshmi Priya K**, and **Parameswaran R**, Assistant Professor presented a paper titled "Encoding systems in Vedic Mathematics", at National Seminar on "Kerala School of Astronomy and Mathematics: Contributions and Contemporary Relevance" organized in association with Indira Gandhi National Centre for the Arts (IGNCA), hosted by Amrita Darshanam, during November 4th-5th, 2016, at the Amritapuri Campus, Kollam.

## Vidyamritam Session



Prof. Raj Vedam, Dept.of Electrical Engineering, University of Texas gave a talk on the topic "The Erased History of Ancient India" at CIR Seminar Hall on 6th December 2016. The talk focussed on the scientific evidences of the erased

history of India. He offered evidence from Archaeogenetics and Archaeoastronomic studies to fill the major lacunae of Indian history. Students and faculty members from various departments attended the session. It provided insights into the knowledge traditions of prehistoric India.



### Placements during October - November 2016

Following Companies offered placements for our students: SAP Labs, Cognizant, Cerner Healthcare, Infosys, EY Global Delivery Network, Newgen Software, McKinsey & Company and Deloitte.

Of these, final results are awaited from McKinsey & Company and Deloitte.

Companies scheduled for Campus Recruitments are: TCS, Infosys, Capgemini, Godrej & Boyce, Global Media Insight, KPMG, SBL, Niki, CreatNlrn, Amazon, R R Donnelly, Thomson Reuters, Quizizz, Doppio Group, Google, Morgan Stanley, Softeon India Private Limited, Goodbox, Think & Learn Pvt Ltd, CodeNation, etc.

### CAT – 2017

As was being done earlier, CAT 2017 batch process is on. CAT, a training program for students aspiring for admission for Post Graduate Management courses is being done 2 days in a week for 2.5 hours by T.I.M.E., a well known training institute.



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