

AMRITA KIRANAM

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

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Amrita University has been ranked **No. 1 Private University in India**
and **No. 9 #Best (overall) University** in the National Institutional
Ranking Framework (#NIRF) by Government of India on April 3, 2017.

Mathrubhumi SEED Programme and Organic Farming Harvest



As part of Amrita Values Programme (AVP), included in the curriculum, and the SEED (Student Empowerment for Environmental Development) organic initiative, harvest festival was celebrated on 17th January 2017. There was a rich harvest of more than 200 Kg Ginger, 100 Kg Turmeric and lot of Robusta banana in addition to many other vegetables

Sri. P.K. Jayachandran, Bureau Chief, Mathrubhumi inaugurated the formal function. Blessings were given by Pujaneeya Swami Purnamritanada Puri, General Secretary, Mata Amritanandamayi Math. The first harvest was done under the supervision of Dr. Smitha, Scientist, Krishi Vijnana Kendra (KVK) under



ICAR. Dr. U. Krishnakumar, delivered the felicitation speech. The SEED activists distributed Free Chilli saplings and different vegetable seeds to the college students. The attempt to develop a new green culture among students resulted in a beautiful, rich vegetable and flower garden with a variety of vegetables and flowers. For the first time a Biodiversity Register with more than 100 pages of data confined to the campus have been developed by the SEED volunteers.

It's worth noticing that our campus received the SEED district level Commendation award for organic farming and environmental initiatives consecutively in 2014, 2015 and 2016.

Visit to Thattekkad Tribal Colony



The volunteers of Samskriti, the cultural forum of the campus visited the tribal village near Pooyamkutty on 18th February 2017. Pujaneeya Swami Purnamritananda Puri blessed a brief function with his message and bhajans. Tribes also sang bhajans and presented dances. Volunteers presented gifts to more than 120 tribals and visited their houses and paid their respects to the head of the tribals (Mooppan) and shared food with them. Sri. Lalu, Sri. Narayanan and other devotees of Amma and their families coordinated the visit.

SUBODHA – “Say NO to Drugs”

As part of the Social Awareness Campaign (SAC) of the Campus, a one day programme ‘Subodha’ was conducted, in association with Computer Society of India (CSI) at the Brahmasthanam Auditorium on 23rd February 2017. The aim of the programme was to create awareness against Alcohol and Drug Consumption. Sri. K.A. Abdul Salam, Assistant Commissioner of Police, Narcotic Cell formally inaugurated the function which was blessed by Brahmachari Anaghamrita Chaithanya of Mata Amritanandamayi Math. Dr. U. Krishnakumar welcomed the gathering. The meeting was presided over by Sri. Venugopal G. Kurup, Superintendent, Narcotic Control Bureau, Govt. of India. He gave an awareness talk supplemented with visuals on the theme “Say No to Drugs”. Sri. Kumar Manohar Manjul and Sri. S. Rajesh Jayakrishnan, Intelligence Officers, Narcotic Control Bureau, Govt. of India also attended the function. Dr. Maya L. Pai, Head of the Dept. of Computer Science and IT delivered the vote of thanks. As part of the above programme, a short film and a street play conceived and created by the students



were performed. Posters depicting various aspects of the theme were exhibited. The programme was guided by the SAC Coordinator Sri. K. Sreekumar, Asst. Professor. Students received certificates from the IG of Drugs Control Bureau, Govt. of India for their initiatives.



Kayikamritam 2017



The Annual Sports Day, Kayikamritam was celebrated on 4th of February 2017. Dr. U. Krishnakumar, inaugurated the sports day. The programme started with an impressive March past followed by the Oath taking. Indoor and Outdoor games such as Cricket, Badminton, Chess, Caroms, Throw Ball, Basket Ball,

Sack Race etc. were the major events. Staff also participated in various events. The Overall trophy went to the Amrita House. Amrita House consisted of both BCA and Integrated MCA students. Dr. U. Krishnakumar and Heads of various departments distributed the prizes to the winners.



International Women's Day Celebrations



International Women's Day was celebrated on 8th and 9th March 2017. Brahmachari Anaghamrita Chaitanya blessed the function on 8th. As in previous years we honoured the Lady Officers of the Southern Naval Command, Kochi. We also honoured the renowned Women Photojournalist Smt. U.S. Rakhi. They both conducted interactive sessions sharing their life experiences in an eloquent manner. The Lady Officers were Lt. Commander Deepika Mishra, Lt. Commander Chetana, Lt. Sivangi and Sub Lt. Hema. The officers and other honoured guests were received by a parade of Students dressed in the traditional styles representing all the states of India. They were welcomed to the dias by a grand welcome dance and loud chanting of Vande Matharam. On 9th during the formal Women's day programme Dr. Adeela Abdullah,



I.A.S., RDO Fort Kochi and Sub divisional Magistrate was the Chief guest. Swami Purnamritananda Puri Blessed the function which was presided over by Dr. U. Krishnakumar.

NARENDRAM at Ottapalam



Narendram, a two day literary and cultural programme to celebrate the six decade long literary and legal career of the famous litterateur and lawyer Sri. P.T. Narendra Menon conducted at his native place Ottapalam on 25th and 26th March was attended by our students and staff. Our students led by M/s. Lavanya and Devika of 6th semester Integrated M.A. English performed the welcome dance. Sri. Chandran Perumudiyur, our faculty member in Malayalam also presented a thematic paper on the influence of rivers and lake on the Kerala culture "Mutuality of Classical and Folklore Imageries in Narendran Poetry" at the literary festival. A documentary on the literary contributions and life of Sri. Narendra Menon on backdrop of Nila river, was produced by the team of faculty members led by Sri. Varun Prabha, Asst. Professor and students of Dept. of Visual Media. This was presented and screened during the festival.

Workshop on Career Guidance

Dr. U. Krishnakumar along with some other faculty members conducted the career guidance sessions at the following schools on their invitation : Sarvodaya VHSE School, Aryampadam, Trissur, Jawahar Navodaya School, Trissur and St. Marys (Amrita) Public School, Alapuzha.

Kalamritam 2017

Kalamritam, the vibrant cultural fiesta of this campus was conducted on 15th and 16th of February 2017. Dr. Sunil Nelay, famous Bharath Natyam mentor and Performer of Indian classical dance and music, inaugurated the function. Swami Purnamritananda Puri, delivered the blessing address. Dr. Sony Vijayan, Head of the Department of Commerce and Management welcomed the gathering. The Presidential address was given by Dr. U. Krishnakumar. The events of the day began with an amazing performance by Master Madhav M. Sunil Nelay.



The two day event opened the doors into a kaleidoscopic arena of art, music and dance. Students and staff members actively participated in various competitive and non-competitive events.

Legal Literacy Programme

A programme on Legal Literacy was conducted in association with The District Legal Services Authority (DLSA), Ernakulam, which is an autonomous bureaucratic organisation functioning for the benefit of the society. Sri. C.S. Mohit, Sub Judge and Secretary, DLSA was the chief guest. He delivered the interactive keynote address. This was followed by a Legal Literacy Session by the DLSA resource person Advocate Smt. Y.K. Hema. The programme outcome was excellent. There were many queries from the audience.



Visit to Kerala Kalamandalam



All the 2nd semester of UG and Integrated M.A./M.Sc. Programme visited the new and old campuses of the Kerala Kalamandalam Deemed University at Shoranur. They were shown around the various departments, exhibition of Art forms. At a brief function organised to welcome our staff and students Dr. K.K. Sasidharan, Registrar presided. A lecture demonstration session on Chakiar Koothu was performed by the senior faculty member Sri. Radhkrishnan Asan, which was highly informative and blended with rich cultural values. Students enjoyed every moment of the lecture demonstration.

Research Day at School of Pharmacy

Dr. U. Krishnakumar presided over the Valedictory function of the Research Day 2017 at the Amrita School of Pharmacy, Kochi on 18th March.

A visit by Expedition Team of Naval Command



On 23rd March, an 18 member team consisting of senior officers and crew members including a Lady officer of the Naval Command, representing INS Valsura, visited the campus. They were on an expedition covering 6000 km through the coast

of India and interacting with the public including students. They were commemorating the 75th year (Platinum Jubilee) service to the nation by the ship INS Valsura. Navy team was given a rousing welcome in an informal function. Swami Purnamritananda Puri blessed and presented mementos to the Navy team led by Commanding Officer Commodore Indrajith Das Gupta and Team Leader Commander Hari Padmanabhan. It was a memorable experience and exposure for the students. There was a video presentation on Indian Navy followed by Question – Answer session on the experiences and career guidance for serving Navy.

International Forest Day and International Water Day

A two day event on International Day for Forest and Water – ABHIRAKSHATE, was organised on 21st and 22nd March 2017. On the first day the function was inaugurated with the blessing of Swami Purnamritananda Puri. The highlight was logo presentation promoting Forest Conservation. A Mime by the students based on the importance of forest conservation was the added attraction. A short film by the Visual Media Department was a visual treat for the audience. A session on Forest conservation was handled by Ms. Lekha, Scientist, WTP, AIMS. A Quiz competition related to forest conservation was also



conducted. The second day started with a cycle rally from the college to Kunnumpuram Junction. The cycles were provided by 'GreenBikes' an environmental friendly transportation. International Water Day was inaugurated by Sri. K.J. Martin Lowel, Asst. Conservator of Forests (Social Forestry). The function was blessed by Swami Purnamritananda Puri and Dr. U. Krishnakumar welcomed the dignitaries on the dais. The function was felicitated by Sri. M.S. Vinod, Sr. Reporter, Mathrubhumi. The screening of feature film "JALAM" was a thought provoking entertainer. The students performed a dance based on the theme of water conservation.



Seminar on Digital India - The Technological Transformation



The Department in association with Computer Society of India-CSI steered a one day seminar Digital India - The Technological Transformation on February 10th, 2017 in the college Auditorium. The day which started with

a welcome speech by Dr. U. Krishnakumar, had three sessions by eminent experts from various fields. The first session was on “General Concepts on Digitalization” handled by Sri. Santhosh V.T., Technical Director, NIC, followed by a session on “Digital Banking” handled by Sri. Ajithkumar K.P., Senior Manager, Federal Bank. The programme concluded with a session on “Security issues in digital payments - A practical approach”, handled by Smt. S. Sreelatha, Scientist -B, NIC, STDC. Poster presentation on “Digital India” was also conducted as part of the one day seminar.

Anokha 2017-Technical fest @Coimbatore 2017

Ms.Nitha L, Ms. Deepa G (Asst. Prof.) Dept of CS and IT, Mr. Giresh S and Mr. Jai Sankar (Asst. Prof.) Dept of Commerce and Management participated for Anokha 2017, a Tech Fest at Coimabore on 2nd to 4th March 2017. Around 36 students from various batches of Computer Science and Commerce participated for various events. The event witnessed the magic of positronic brains, the marvel of mechanical things, the quiet humdrum of circuitry, the pulsation of physics and much more from the gentle brains of innovation and technology. Lumiere, the talk event, presents an arsenal of learned speakers on a variety of topics that made all knowledgeable.



CSI Activity

CSI Student Branch, Kochi chapter conducted a Technical Extempore on 23rd January 2017 in which about twenty students from BCA and Int. MCA participated. The prize winners are:

- First Prize : **Vimal Gopikrishnan**, Integrated BCA-MCA 2015.
- Second Prize : **Manjunath Rao** and **Tarish Ahmed B**, Integrated BCA-MCA 2015.
- Third Prize : **Keerthana G** and **Swathi Srinivas**, MCA 2016.

Faculty and research scholars of various departments attended a two days workshop on Research Methodology organised by **Dr. Sethumadhavan**, Professor and HOD, Dept. of Cyber Security, University HQ, Ettimadai, on 10th and 11th March.

“Savishkara”- General quiz program for differently abled



“Savishkara”- General quiz program for differently abled was organized by the Computer Science & IT Department of Amrita School of Arts & Sciences in association with the CSI and Samskrithi-Cultural Forum, for the SPECIAL SCHOOL children was held on 20th March, 2017 at the college auditorium. Sampujya Swamiji Poornamritanandapuri, General Secretary, Mata Amritanandamayi Math, lighted the lamp and inaugurated the function. Dr. U Krishnakumar, Director, ASAS Kochi, welcomed the august gathering. The highlight of the event was the QUIZ programme conducted for three categories – Juniors, Seniors and Super Seniors. The programme also had the cultural programmes, exhibition and sale of handicraft items by the differently talented children from various schools. Ten schools having around 120 children and

50 caretakers including staffs and parents whole heartedly participated in the event. The function concluded with a valedictory ceremony. Dr. A. Anand Kumar, Vice Principal, Professor & Head of the Department of Neurology, Amrita School of Medicine, Kochi, was the chief guest of the day. Ms. Sruthi Shikhamani, Associate Director and Script Writer (Film Industry) - Alumni of ASAS, delivered the felicitation address. Winners were given prizes and special gifts. All the participants were encouraged by giving special participation certificate along with gift packets and trophies. The prizes were distributed by Swamiji, Dr. A, Anand Kumar, Sruthi Shikhamani, Dr U Krishnakumar and Dr. Maya L Pai, HOD, Computer Science & IT Dept, ASAS, Kochi.



Student Achievement

Mr. Praveen Pai and **Mr. Abijith B.** of Int. MCA II Semester, bagged the First prize (Rs. 8000) in an Inter-Collegiate IT Technical Quiz competition (Encuesta 2017) hosted by CSE Dept. of Ilahia College of Engineering and Technology, Muvattupuzha, Kerala, in association with Computer Society of India (CSI) on 23rd March 2017.

CSI Adhyayan

Lakshmi Jayaraj, Athira P.S., Swathy Suresh, Meenakshi Preman and **Shiby Sebastian** [2014 BCA, 6th Semester] published an article entitled “4G Technology” in CSI Adhyayan: a tri-monthly publication for students in electronic form, Jan- March 2016. <http://www.csi-india.org/communications/JanToMarch16.pdf>

Gayathri P M., Krishendu R., Sreelakshmy S., Greeshma K. and **Sajna Francis** [2014 BCA, 6th Semester] published an article entitled “Big Data and Veracity Challenges” in CSI Adhyayan: a tri-monthly publication for students in electronic form, Jan- March 2016. <http://www.csi-india.org/communications/JanToMarch16.pdf>. The article was guided by Mr. Hari Narayanan A.G, Asst. Professor.

CSI Annual Convention



Dr. U. Krishnakumar, Sri. D. Harikrishnan, Asst. Professor and HOD, Dept. of Visual Media and Communication, **Ms. Nitha L**, Asst. Professor, Dept. of CS & IT, **Ms. Ranjitha Rajan**, Asst. Professor, Dept. of CS & IT and **Mr. Yadhu Krishna M.**, 2015 Integrated BCA-MCA attended the 51st Annual Convention of Computer Society of India –

CSI-2016, organized by Coimbatore Chapter on the theme “Digital Connectivity – Social Impact” on 23rd, 24th and 25th January 2017 at Le Meridien, Coimbatore. IT professionals from the Industry, R&D, and Academia exchanged their ideas on a variety of topics and participants received ample opportunities to interact with the technical experts around the globe. At the concluding ceremony the CSI members were honoured with various prestigious CSI awards. Amrita School of Arts and Science, Kochi, bagged six awards among them. **Dr. U. Krishnakumar** was honoured with the prestigious “**Best Accredited Student Branch Award**”, Region VII, 2016 and “**The Best Patron**” award. **Dr. M. V. Judy** was bestowed with the “**Significant Contribution**” award under CSI Service. **Ms. Nitha L.** was honoured with the prestigious “**Active Participation Woman**” award under CSI Service and **Mr. Yadhu Krishna M.**, Integrated BCA-MCA 3rd Semester was honoured with the prestigious “**Active Participation Youth**” award under CSI Service.

Seminars, Conferences Conducted/ Attended

Dr. Maya L. Pai, HOD, participated in a three day workshop on “Applied Statistical Techniques (AST)” held on 19th, 20th and 21st of January 2017 at the Department of Statistics, Cochin University of Science and Technology, sponsored by University Grants Commission, Government of India and Kerala State Council for Science, Technology and Environment.

Paper Publications

Suchithra M.S., (Co-authored by **Dr. Maya L. Pai** and **Dr. U. KrishnaKumar**) presented a paper titled “Fuzzy Cognitive Maps: Applicability towards Agricultural System” in the International Conference on Science, Engineering, Technology & Management (ICSETM-2017) organized by Department of Mathematics, Kuriakose Elias College, Kottayam on 8th & 9th March 2017

Sujamol S.,(Co-authored by **Dr. Maya L. Pai** and **Dr. U. KrishnaKumar**) presented a paper titled “A Comparative Study of Fuzzy Techniques Applied in Social Network Analysis” in the International Conference on Science, Engineering, Technology & Management (ICSETM-2017) organized by Department of Mathematics, Kuriakose EliasCollege, Kottayam on 8th & 9th March 2017.

Spandanam 2017 - BBA Management Fest



Students of BBA took the lead role in organising the Management Fest with Quiz, Case workshop, exhibition and various events on 21st February. Sri. Abbishek Jayaraj Shikky, CEO, Global Business Operations KLOUDPAD Mobility Research (P) Ltd.,



Kochi was the keynote speaker and Chief Guest. The Guest of Honour : Smt. Sujata Madhav, Head - Strategic Projects, Tata Consultancy Services - Digital Enterprise, Kochi also delivered a session.

National Seminar on Demonetisation



A one day National seminar on Demonetisation was conducted on 6th March. The chief guest CA Venugopal C. Govind, CEO, Verma and Verma delivered the keynote address as Chief guest. Dr. V.K. Vijayakumar, Investment Strategist, Geojith Securities and Sri. Abraham Thariyan, Former Executive, South Indian Bank Ltd., conducted expert sessions.

Paper Publications

Dr. Sony Vijayan, Head of the Department, Commerce and Management participated in a National Seminar on Indian Maritime Jurisdiction held at Government Law College Ernakulam in the month of January. She was one of the resource person in that seminar and handled a session on the topic “Legality of use of force on merchant ship”.

Ms. Vidhya Vinayachandran, full time Research Scholar and **Dr. A.S. Ambily** of Department of Commerce and Management, Amrita School of Arts & Sciences, Kochi, had presented a paper on the topic A study on sustainability among MSME entrepreneur with reference to Ernakulam district in a National Seminar on MSME- Challenges and Oppurtunities organised by Department of Commerce, Meenakshi College for Women, Kodambakkam, Chennai-24 on 10th and 11th February 2017. She received the best paper award.

National Hands- On Workshop on Social Science Research

Department of Commerce and Management, Amrita School of Arts and Sciences Kochi conducted a three day national workshop on Social Science Research on March 16, 17 and 18. The main purpose of the conference was to enrich the scholars in the domain of data analysis through SPSS Packages. Dr. N. Unnikrishnan Nair, Former Vice Chancellor, Cochin University of Science and Technology inaugurated the workshop. On the first day, Dr. E.S. Jeevanand, Head of



the Department of Mathematics and Research center, UC College, Aluva handled the session on the topic “Introduction to Research Methods and SPSS Practical’s”. On the second day, Dr. E.I.Abdul Sathar, Assistant Professor, Department of Statistics, University of Kerala, Thiruvananthapuram handled the practical session on SPSS. His session discussed about the various parametric and non-parametric tests of SPSS. On the third day of the workshop, Dr. E.S. Jeevanand, Head of the Department of Mathematics and Research center, UC College, Aluva handled the practical session on “ Data Analysis using SPSS and Advanced Practical Techniques”. Research scholars and Faculties from various universities and colleges attended the three day workshop.

Vidyamritam Sessions



Hindu Economic Forum Executive Members **Dr. Vinod Nair** and **Sri. Gokulam Venugopal**, CEO Gokulam Engineers led the team to organize an excellent motivating session by Smt. Jyothy Reddy, I.T. Entrepreneur from USA on 21st January. She shared her rich

experience in life building cutting across all challenges.



Smt. Anil Jyothi Reddy, CEO of Key Software Solutions Inc & Founder of Jyothi Reddy Foundation delivered the session on Women Entrepreneurship on 21st January 2017. The session highly motivated the students and encouraged them to become an entrepreneur.



Sri. Nair Nandhakumar, Senior Associate Vice President Electro Minerals Division (EMD) Carborundum Universal Ltd (CUMI) on Project Management on 23rd January 2017. The session gave the students an idea as well as courage in managing major and minor projects.



Session on Insights into innovation in the corporate world by **Dr. Bala Raghupathy**, Senior General Manager -Technical Electronic Division Carborundum Universal Ltd (CUMI) on 24th January 2017. The session helped in the creation of innovative ideas among students for future corporate world development.



Session on International Business by **Mr. Abhijith S.K.**, Country Sales Manager for Singapore & Malaysia- Saint-Gobain on 8th February 2017. This session was a knowledge sharing session and was very beneficial for students and it gave an overall idea about international trade and business.

Camera Speaks (2017) - the 12th Edition



Annual Workshop, Exhibition and Photography Competitions were held on 7th, 8th and 9th March. The main faculty handling the Workshop were M/s N.A. Nazeer, Nature Photographer, T.K. Mohandas, Wildlife Photographer, Sri. Girish Chalakkudy, Candid and Wedding Photographer, Dr. C.S. Jayaraman, Professor, Visual Media and Smt. U.S. Rakhi, Eminenet Photo Journalist. It was a colourful event organized mainly with the effort of the PG students of Dept. of Visual Media. On 7th March the film and Television celebrity Sri. Ramesh Pisharody inaugurated the event.



Kochi Muziris Biennale visit

2nd year B.Sc. Visual Media students and 1st year MJMC students had a one day visit to Kochi Muziris Biennale as part of their academic assignments on 1st February 2017. MJMC students have prepared a Biennale Special Television news bulletin. B.Sc. VM students were lucky enough to have a chit chat with Bose Krishnamachari, renowned artist and patron of Kochi Biennale. Students were guided to each installation by specially trained personnel.

Film Production Workshop



The department of Visual Media and Communication organized a 7-day Script and Film Production workshop from 16th to 23rd January 2017 for the 2nd semester PG students. The workshop was handled by the veteran script writer Sri. Ragnath Paleri. The students made short films as part of the workshop.

Press Club Visit

First Semester MJMC Students of Department of Visual Media participated in the celebrations in connection with the 49th anniversary of Ernakulam Press Club on 15th December 2016. Hon Governor Sri.Sadashivan Inaugurated the function. Hibi Edan, MLA, K.V. Thomas, MP felicitated the gathering.

Invited Lecture

Vinod L., faculty of VM Delivered a lecture on “Role of Social Media in National Resurgence and Cultural Renaissance of India”, upon invitation by the All Kerala Prachar Vibhag of Rashtriya Swayamsevak Sangh at Vidyadiraja Vidyabhan School, Aluva on 12th March 2017. The audience comprised of the heads of Prachar Vibhag all over Kerala

Invited Lecture and Slide presentation on “On Imagery - Visual Semiotics in Modern Print Advertising” at Sree Sankaracharya University of Sanskrit, Kalady, organized by the Painting Department in connection with the 3 day long degree show, “Zafar 2017”.

“Ummeeelanam”



Inspiration often strikes in the most bizarre of ways. “UNMEELANAM”, The Opening, opens up a new vista of traditional mural arts to students. The one day workshop leads by Sri. K U Krishnakumar, principal of Guruvayur Dewasom Institute of Mural Painting, gave little art lovers a novel vision on Mural Paintings. Beginning his session with the history of Mural Arts in India, on 28th March 2017 Sri. KrishnaKumar pointed out the hard work and dedication needed for the practice of the art form. “Mural paintings are not bloomed over a night. It is an outcome of contemplation of several years. A dedicated artist can only bring out a moving mural painting”, said Krishnakumar.

Science Communication workshop

A six day workshop from 30th January 2017 to 4th February 2017 on “Science Communication” was held in Campus. Sri. Madhu, a veteran trainer in Science Communication and former head, IISER, Pune conducted the workshop for MAVM 2 semester students. The workshop was a tremendous success as it instilled in the students and the faculty the need to revision their academic and research perspectives.



Meeting at KGTE

Harikrishnan D and Varunprabha T faculty of Visual Media and Communication department participated as subject experts in a meeting in connection with the curriculum revision of KGE photography course of SITTTTR on 16th January 2017

Exhibition by Prof. C.S. Jayaram

Fourth semester B.Sc Visual Media students visited the solo Exhibition “Frontier Fugus” by Prof.C S Jayaram curated by White Walls Art Gallery Palarivattan on 28th January 2017. The solo show showcases Prof. C.S. Jayaram’s paintings, sculptures, literature and much more.



Animation Film Making

Sri. Rajesh Sharma (Technology Manager at Walt Disney Studios) had a one day interactive session on Animation film making with the Visual media students on 4th January, 2017. The session was highly useful to the aspirants of animation filmmaking.

BOS Meeting

Vinod L, faculty of VM went to SH School of Communication, SH College Thevara, for Board of Studies meeting as a member on 24th January 2017

Workshop on Script Writing



A Six day workshop on script writing was organized for the fourth semester B.Sc Visual Media students of the department from 3rd to 8th of April 2017. Sri. Babu Pallasserri, renowned script writer and director of Malayalam film industry, conducted the workshop. The workshop intended to inculcate the new trends in film and drama.

Krishnatatvam - UGC sponsored Seminar at Sreekrishna College, Guruvayur

Sri. L. Vinod, Asst. Professor and Sri. N.K. Vinod, Faculty Associate attended the Seminar on Mural painting during the event.

Akashavani Programme

Students from different departments accompanied by faculty members Sri. Ramachandran, Lecturer , Dept. of English and Languages and Ms. Aparna, Asst. Professor, Dept. of Commerce and Management visited Akashavani FM, Kochi on 27th January 2017 for the recording of Yuvavani Programme.

Meeting at SITTTTR

Harikrishnan D. and Varunprabha T. faculty of Visual Media and Communication department participated as subject experts in a second level discussion in connection with the curriculum revision of KGE photography course of SITTTTR (State Institute of Technical Teachers Training & Research) on 29th March 2017

Corporate and Industry Relations (CIR)

Placement Report of 2017 Passouts (UG and PG)

Companies which recruited our students till now:

TCS, Infosys, SAP Labs, Amazon, Air Arabia, Wipro BPS, Federal Bank, Cognizant, UST Global, EY Global Delivery Network, Hewlett Packard, Godrej & Boyce, Tech Mahindra, Global Media Insight, SBL, Niki, Quizizz, CreatNlrn, Deloitte, Paramount Computer Systems, Mantide Technologies Pvt. Ltd, Adneters, Stranabytes, Amrita TV, Grazpp Edtech, KPMG, Capgemini, Hubwords Media, Mckinsey & Company, Taurus Web Solutions, EXL, TCS Open Ignite, Cognizant Infrastructure Services, Envestnet, DG Compass, Parentcircle.com, FIITJEE Ltd., ZEFO, CHANNEL I'M.COM, Ammachi Labs, ESAF, City Union Bank, Microland, Drizee Softtech, Anweshanam.com (Ann News Pvt. Ltd.), CSS Corp, Manappuram Finance Ltd., S&P Global Market Intelligence, E - Animedia, NGA HR, DCB Bank, CR8 Advertising Pvt. Ltd., Infocom Software and R R Donnelley, KONE Elevator, Karvy Stock Broking Ltd. and RBL Bank Ltd., Nationstar Mortgage, ZOHO Corporation, Odessa Technologies, Payoda Technologies, GoFrugal Technologies, Cerner Healthcare, Analytic Quotient, ABCO, Softeon India Private Ltd., CodeNation, Goodbox, Newgen Software, Quizizz, Robert Bosch, ATEES Infomedia Pvt. Ltd., Technicolor, Knowledge Lens, Doppio Group, Topscore Solutions Pvt. Ltd., Pivot Systems, CSS Corp, Metadata Technologies, Sonata Software Ltd., Sopra Steria, DBS Bank, Mitsogo Technologies, Telliant and DCB Bank, Infocom Software, Amrita Technologies.

Seminars, Conferences, Workshops Attended/Participated

Sri. M. Ramachandran, Faculty in Malayalam, attended the three day National Seminar on “Text, Manuscript and Oral Traditions of Classical Performing Art forms of Kerala” from 9th to 11th January 2017, organized by Kerala Kalamandalam (KKMDU) in Collaboration with Indira Gandhi National Centre for the Arts (IGNCA), New Delhi.

Dr. Sreenath Muraleedharan K., Assistant Professor, participated in the Ten Day GIAN Short Course on ‘Travel Writing: Texts, Theories and Frameworks for Analysis’ at Dept of Humanities, Social Sciences and Management, IIT Bhubaneswar from 19th to 29th December 2016.

Ms. Supriya Rajendran, Ms. Sreedevi O.S. and Mr. Sreekumar, faculty from various departments participated in the SEED workshop for college teachers organized by Mathrubhumi at Arboretum, Aluva on 31st January 2017. Prof. S. Sitaraman, well known environmentalist and Sri. Nizar, State Co-ordinator, SeasonWatch addressed the audience.

Paper Presentation

Dr. Sreenath Muraleedharan K., Assistant Professor presented a paper “Theorising ‘Indian’ Travel: Case of Malayalam Narratives” at the International Seminar on ‘Distanced Colonies and Made Up Nations’ organized by the Dept. of English & Centre for Research, St. Teresa’s College, Ernakulam on 23rd and 24th January, 2017.

Faculty Achievements

Dr. Balakrishnan Kalamullathil, Professor, chaired a session on ‘Linguistics’ in MESMAC International Conference ‘Existence & Expression: Science, Philosophy and Art’ on 14th, 15th and 16th February, 2017 at MES Mampad College (Autonomous), Malappuram.

Dr. Balakrishnan Kalamullathil, Professor, attended the meeting of the Board of Studies in Functional English as Calicut University nominee on 13th January 2017 at Christ College, Irinjalakkuda.

Student Achievement

Ms. Shona Smith, M.Phil. Scholar participated in the Federal Bank Ltd “Speak For India: Kerala Edition 2016”, inter-collegiate debate competition conducted in association with Mathrubhumi held at Amrita School of Arts & Sciences, Kochi on 15th January 2017 and was selected to the final round.

Ms. Shreya Nair, Int. MA English (4th semester) participated in the National Kurash Championship held at Indore from 10th to 14th February 2017.

Educational Tour

Integrated MA 8th semester students went on a study tour to Ramoji Film City, Hyderabad, Salar Jung Museum and Shore Temple, Mahabalipuram from 2nd to 8th February 2017. They were led by Dr. C.S. Jayaram, Professor, Dept. of English and Languages, Sri. M.A. Krishnakumar, Asst. Professor, Dept. of Visual Media and Communication and Ms. Neethu Raj.

Vidyamritam



Dr. T.R. Muralikrishnan, Associate Professor, MES College conducted a Vidyamritam session on 4th March.

Sastramritam 2017 - an initiative of Department of Mathematics

Dr. D. M. Vasudevan, Head of the PG Research, Amrita Institute of Medical Sciences and Research Centre (AIMS), Kochi launched Sastramritam, the Science and Technology extramural series of the campus on 21st February. Department of Mathematics organized events on 21st and 22nd in connection with the National Science Day. Theme for National Science Day this year is - Science and Technology for Specially abled. Event was sponsored by Kerala State Council for Science, Technology & Environment (KSCSTE) and supported by Dept. of Science Technology (DST), Govt. of India.



Dr. U. Krishnakumar presided over the function on 21st which was blessed by Pujaneeya Swami Purnamritananda Puri. Reputed physicist and a former Professor of Maharajas College Ernakulam, Dr. P.S. Sobhan inaugurated the National Science Day celebrations and conducted a session on 'History of Indian Astronomy and Space Sciences'. This was followed by a quiz competition for the students. Students organized an exhibition on 22nd February. Brahmachari

Anaghamrita Chaitanya inaugurated the same in the presence of Brahmacharini Sheena, Principal, Amrita Institute of Differently Abled, Palluruthy. Specially abled kids of the Institute, accompanied by their Principal and teachers were invited guests. Children entertained the audience with their artistic abilities. Mementos and prizes for Quiz were presented to the kids.

Workshop for CSIR-UGC JRF/NET and GATE aspirants



The Department conducted a two-day workshop for CSIR-UGC JRF/NET and GATE aspirants, on the 17th and 18th March 2017. Pujaneeya Swami Purnamritananda Puri inaugurated the workshop. Chief guest of the day Dr. A. Vijayakumar, Head, Dept. of Mathematics, CUSAT delivered the keynote address. Prof. N.N. Menon, Head of the Corporate and Industry Relations Department

offered felicitations. Another session was handled by Dr. A. Vijayakumar on the topic 'Recent Trends in Mathematics'. The second half of the day was devoted to a problem solving session conducted by Sri. Vinod S., Assistant Professor, Dept. of Mathematics, Govt. College for Women, Trivandrum.

Dr. U. Krishnakumar presided over the second day of the workshop. Mr. Doney Kurian, Assistant Professor, Dept. of Mathematics, DB College, Sasthamcotta, conducted a problem solving session in the forenoon. Students from various colleges participated in the event. The feedback from participants was encouraging.

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Field and Desk: Dr. Sony Vijayan, C.V. Prasannakumar, R. Parameswaran, Rashmi J. Menon, T. Varun Prabha, M.A. Krishnakumar, D. Harikrishnan, S. Girish R. Sanju, M. Ramachandran, L. Nitha, C.V. Praveenkumar, Dr. P. Balasubramanian, P.R. Aravind, N.K. Vinod, Dr. A.R. Chitra

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