

# Amrita Kiranam

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

## Our Mission

“To provide value based education and mould the character of the younger generation through a synthesis of science and spirituality so that their earnest endeavor to achieve progress and prosperity in life is matched by an ardent desire to extend selfless service to the society, one complementing the other.”

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## Inauguration of ACADEMIC ACTIVITIES and 17th VIDYAMRITAM series



Inauguration of Academic Activities for 2019 and 17th annual academic lecture series of the College, Vidyamritam was conducted on 26th June 2019. Swami Purnamritananda Puri (General Secretary, Mata Amritanandamayi Math), blessed the function. The chief guest Sri. C A Venugopal C Govind FCA (Managing Partner, Varma & Varma Chartered Accountants) initiated the lamp lighting and delivered the inaugural address. In his address he mentioned that an Educational Institution should promote and encourage the virtues inherent in youth and the Amrita Institutions are in

the forefront of this ideal of goodness and selflessness. Dr. Col. Vishal Marvaha (Principal, Amrita School Of Medicine) presided over the function. Felicitations were given by Guest of Honour Sri. B. Jayachandran Nair (Asst. Conservator of Forests, Social Forestry (Extn.) Exhorting the importance of protection of nature and environment, seeds and saplings were distributed to the newly admitted students and their parents. Dr. U Krishnakumar, delivered the welcome address and Dr. Sony Vijayan, Dy. Controller of Examinations delivered the Vote of thanks.



## GURU POORNIMA CELEBRATIONS

Guru poornima was observed in the campus on Thursday 18th July 2019. All the students participated in the Guru Paduka Pooja by offering flowers to Amma's Paduka. They rendered the Guru Sthotram and Guru Paduka Sthotram. Br. Dr. Sankara Chaitanya, Medical Director, Amrita School of Ayurveda gave the Guru poornima message eulogising the importance and topical relevance of the guidance of Guru in a person's life, by sharing his own experience with Amma, dating back to 30 years. Dr. U. Krishnakumar welcomed the gathering.



## GRADUATION DAY 2019



On 30th August 2019, 16th graduation ceremony was held in the college auditorium. The auspicious day began with the ceremonial procession comprising the senior officials from the University. Dignitaries, members of the faculty and student representatives with Swamiji at the head. The solemn function commenced with the invocation to Amma and lighting the Lamp. Dr. U Krishnakumar welcomed the gathering. Swami Purnamritananda Puri, blessed the graduands conveying Amma's message. The keynote address on graduation day was delivered by Dr. K. N. Madhusoodanan, Vice Chancellor, Cochin University of Science and Technology (CUSAT). In his address he mentioned that Value based foundation is very important in the never ending journey of education. Amrita Vishwa Vidyapeetham Dean (Research) Dr. Shantikumar Nair presided over the function. Dr. N Unnikrishnan Nair, Former Vice Chancellor, CUSAT, Dr. K.P.S. Nair, Director, FACT Ltd., Dr. K.N. Unni, Chairman, Amrita School of Dentistry

and Prof. Sunanda Muraleedharan, Chairperson, Amrita School of Business, Kochi felicitated. The distribution of Degree certificates to the graduates began after Poojya Swamiji administered the Oath. Awards of medals, rank certificates and Degree certificates were awarded to the graduates. More than four hundred graduands, including M.Phil research scholars, Post Graduates and Under Graduates received their degree certificates. Dr. K. Sreenath (HOD, English and Languages) delivered the Vote of Thanks, followed by the Shanthi mantra and National Anthem.



## Rajasthani Folk Dance

A Rajasthani Folk Dance Programme was conducted on 5th August 2019. Students sat in awed wonder as they watched Sumarnath's performance on the Karthal during a lecture



demonstration session held in the College auditorium. Sumarnath beat time to the dancers' footsteps that moved in tune with the devotional music. The ancient Rajasthani folk art is a blend of music and dance accompanied by musical instruments. The art combines Manganiyar songs and Kalbelia and Bhavayi dance forms with a little bit of Sufi

devotionals. The background score is created by the use of harmonium, dolak, karthal, flute and mukharsankh. Sumarnath and his family, who hail from Jodhpur, have continued to keep this traditional art form alive. The troupe consisted of six singers and two dancers. The group has performed on many stages in India and abroad. The programme under the auspices of SPICMACAY, an organisation devoted to the propagation of India's Cultural Heritage, was organised in the campus by Kottakkal Unnikrishnan Varier. Dr. U. Krishnakumar welcomed the group of artists.



## Ramayana Dinacharanam 2019

Ramayana Dinam 2019 was observed on Wednesday 7th August 2019. The Chief Guest Dr M V Natesan (Asst. Director, International School For Sree Sankaracharya Studies, Sree Sankaracharya University of Sanskrit, Kalady) inaugurated the function by lighting the lamp. In his inaugural address, he pointed out the importance of the message of the Ramayana in all the fields of life with the help of a power point presentation. Br. Anaghamrita Chaitanya blessed the function by giving Ramayana Day message. A skit in the title "Lakshmana Santhwanam" was performed by the students. Sri. Vechur Jayan, our staff and Carnatic Musician led a Sangeetha Saparya based on Ramayana. The prizes for the winners of Ramayana Quiz and Ramayana Recitation were also distributed on this occasion. Dr. U. Krishnakumar welcomed the gathering and Sri Ramachandran offered the formal vote of thanks.



## Kalamandalam Visit

On 8th August 2019 all the first year UG and PG students went on a cultural study tour to Kerala Kalamandalam, nestled on the banks of the Bharatappuzha organized by



the Cultural Education Department. Smt. Kalamandalam Prasanthi welcomed our team whole heartedly. Students witnessed the live classes being taken in its totality, which was a great learning experience. Serenity and simplicity of the ambience of the classes were inexplicable. They witnessed the Koothambalam a traditional dance theatre. Few demonstrations of Kathakali, Panchavadyam and Bharatanatyam were done by the Kalamandalam students. Students watched the live performance of ' Chaakyaar Koothu' by Sri Kalamandalam Kanaka Kumar. The tour helped them bring our native land and our cultural values, closer to their hearts. Dr. U. Krishnakumar expressed the gratitude on behalf the college for the warm welcome.

## Sanskrita Dinam

Sanskrita Day was celebrated on 22nd August 2019. This was inaugurated by Dr. E. N .Eswaran ( Assistant Professor and HOD, Department of Jyothisha, Govt. Sanskrit College, Trippunithura). In his inaugural address in Sanskrit, he pointed out the relevance of Sanskrit in our day to day life. Br. Anaghamrita Chaitanya blessed the function by giving message. The Director Dr. U. Krishnakumar welcomed the gathering. The first part of his welcome address was in Sanskrit. Dance performance on the importance of Sanskrit, Group songs on the glory of



Sanskrit and A Sanskrit speech on the topic , 'Heritage of India' were performed by the students. A short video presentation was also shown on that occasion. The function concluded with the vote of thanks by Sri. V.



Jyothish Mayi, faculty of Sanskrit. Raksha Bandhan was also celebrated on this occasion, Guests tied the ' Bandhan of Raksha' to the students and inaugurated this. SANSKRITA PRADARSHINI A Sanskrita Vastu Pradarshini ( An exhibition by displaying the Sanskrit names of household things, vegetables, fruits, office materials etc) was conducted in connection with the Sanskrit Day celebration. The Chief Guest Dr. E. N. Eswaran inaugurated this. He congratulated the effort done by the students for the preparation of this exhibition. All the guests and students enjoyed the exhibition.

## Teacher's Day Celebration 2019

Teachers Day was celebrated in our Campus on 5th September 2019 , Thursday. Bri. Bhakthipriyamrita Chaithanya, Principal, Amrita Vidyalayam, Edappalli, blessed the function with her Teachers day message. Felicitations and Teachers' Day Messages given by the senior Faculty members Prof. P. A. Appukkuttan, Dr. P. P. Vijayalakshmi, Dr. C. S. Jayaraman and Dr. N. V. Sreedharan. Student Representatives also conveyed their gratitude. Prof. P. A. Appukkuttan was honoured for completing his 60 years in teaching and Dr. Dinesh Babu, HOD, Department of Visual Media and Communication, Dr. Raveendranath, Adjunct Professor, Department of

Visual Media and Communication for their Phd awards. Prizes were distributed to the winners of Poster Design Competition. Dr. U .Krishnakumar welcomed the gathering.



## Visit at Amrita Institute for Differently Abled

On 23rd September 2019, our students visited the Amrita Institute for Differently Abled (AIDA), under the guidance of Dr. U. Krishnakumar. On this occasion a Saraswathy Pooja was arranged for the benefit of the children. Our students helped to conduct this in a grand manner and spent their whole day with the children of AIDA. Swami Purnamritananda Puri blessed the occasion by guiding the Pooja and distributed Prasadam. Cultural programme of the children was the highlight of the function. The excellent arrangement of the event was coordinated by the Principal of the School, Bri. Sheena. Two Teachers of the AIDA were trained on modern umbrella making in a

previous occasion during the Entrepreneur Development Programme (EDP) conducted at our campus.



## Saraswathi Pooja

On 30th September 2019 in connection with the auspicious occasion of Navaratri, A Saraswathi Pooja was organized in the Campus in a grand manner. All the students witnessed the 'Saraswathy Homam', which was conducted by the Tantric Gurus and Sishyas came from the famous 'Tantra Vidya Peetham' Aluva., under the guidance of The Chief Acharya Sri. Balakrishna Bhatt . The Chief executive officer Sri. Gopalakrishnan Kunjh had given a live commentary of the Homam. Swami Purnamritananda Puri blessed the function. After the Pooja students received the 'Prasadam' from

Swamiji. Dr. U. Krishnakumar introduced the Acharyas and Sishyas to the gathering and expressed gratitude on behalf of the Campus.



## Swami Atmapriyananda Maharaj's Visit



On 18th October 2019 Swami Atmapriyananda Maharaj, Vice Chancellor, Sri Ramakrishna Vivekananda Deemed University, Belur Math, Kolkatha and a senior Monk of Ramakrishna Math, Belur blessed the campus with his visit . He addressed the students and staff members also. In his address he pointed out that Indian spirituality and Science can go together as spiritual texts contain full of scientific inventions. Swamiji is an internationally renowned speaker on Vivekananda philosophy and an active researcher in Particle Physics, with lot of international research outcome. Swamiji motivated the students by saying that spiritual knowledge can give courage and wisdom. Dr. U. Krishnakumar welcomed Swamiji for this session.

## Kerala Piravi

Kerala Piravi - Malayala Dinam was celebrated in the campus on 4th November 2019. The programme was formally inaugurated by renowned writer and 'Amrita Keerthi' awardee Smt. K.B.Sreedevi. Bri. Bhaktipriyamrita Chaitanya blessed the function. Dr. U. Krishnakumar, welcomed the gathering. The Malayala Dina Message was given by the Malayalam Faculty Sri. M. Ramachandran. Certificates for the best usage of library and the Inter - University competition winners were also distributed in this function. Int. Mathematics student Greeshma offered the formal vote of thanks. A mega Tiruvatira of 200 girl students and teachers in traditional Kerala sari co-ordinated by Mrs Soumya Mahesh of Computer Science was the highlight of the function. A traditional food court "Nattu ruchi" conducted by the students co-ordinated by Mrs. Supriya Rajendran of Mathematics and Mrs. Aparna Nambotiri of Visual Media was the main attraction.

Canvas painting co-ordinated by Sri Vinod lakshman of Visual media , Installation and campus decoration co-ordinated by Sri M. A. Krishnakumar of Visual Media , Naadan Paattu co-ordinated by Ms Devika, A Research Scholar ( Maths) and a video presentation co-ordinated by Sri Aravind and Sri Varun Prabha of Visual Media made this function colourfull. The large number of student's involvement to arrange all events was highly appreciated by everyone.



## Blood Donation Camp

A blood donation camp was organized by the SAC and Samskriti group of ASAS, Kochi in association with the Department of Transfusion Medicine, Amrita Institute of Medical Sciences (AIMS) on 31st October 2019. Students readily volunteered and donated blood under the supervision of the doctors and technicians from the Dept. of Transfusion Medicine. Dr. Lenda, Transfusion medium expert delivered an inspiring presentation on the need and importance of blood donation.



## Media Students visited Poet Akkitham

MA Journalism and Mass Communication students got an immensely valuable opportunity to meet Akkitham Achuthan Namboothiri, Philosopher and poet, who has been honoured this year's Jnanapith award, at his residence. Dr. U Krishnakumar (Director), Prof. Chandran Perumudiyur (Department of Malayalam) and Professor Aparna Sumith (Department of Visual Media), Jayadeva Varma (Department of Cultural Education) lead the students to the golden moments of their life.



## Divulging the spirit of Art and Culture - SAMEEKSHA



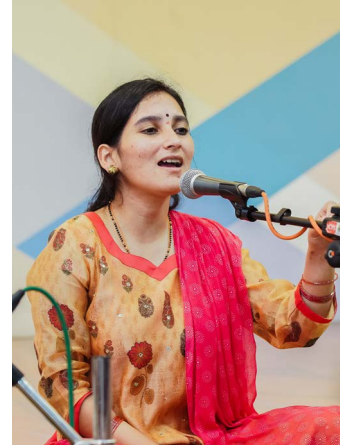
SPIC MACAY (Society for the Promotion of Indian Classical Music and Culture Amongst Youth) brought diverse art forms under one roof. Sameeksha, a weeklong workshop was held at the Amrita campus, Kochi to promote classical music, dance and folk arts among the youth. The workshop helped to create awareness about the arts of Indian and World heritage. This was one such unique opportunity for our students to learn 11 different arts forms from the veterans themselves. This brought meaning to the existence that 'disciplined existence \ life is an art'. It helped the youth to look within themselves. The official commencement of the workshop was on 15th October 2019 and concluded on 19th October 2019. Sameeksha was conducted for the third consecutive year. The students from Amrita Vidyalayam, Edapally and Perumbavur also participated in the workshop. The workshop witnessed over 500 participants, this year. Dr. U. Krishnakumar thanked the artists for their effort and time. "Any action or movement that is disciplined is an art and these renowned artists were here to discipline your actions to bring out the art in your existence", said Swami

Poornamritananda Puri in his inaugural speech. Students of MAJMC 2019 dealt with the complete event coverage and reporting of Sameeksha 2019 (October) starting from the inaugural function until the final performance of the students on the 6th day of the workshop. Fifteen hours of training was given to the students of Amrita in Hindustani Music, Carnatic Music, Clay Modelling, Tholppavakoothu, Traditional Kerala Mural Painting, Kathakali, Kuchipudi, Bharathanatyam, Kathak, Tabla and Kalarippayattu. Each student opted an art form to persuade their training. Demonstrative classes were held in a Gurukul model by eminent artists Edapally Ajith (Carnatic Music), Komal Khushwani (Kathak), Meera Sreenarayanan (Bharathanatyam), Jayadeva Varma (Kathakali), Krishnan K S (Mural Painting), Shruthi Bhode (Hindustani Music), Srividhya Angara (Kuchipudi), Vallabhata Kalari (Kalaripayattu), Prof. C. S. Jayaraman (Clay Modelling), Retnashree Iyer (Tabla), Vishwanatha Pulavar (Tholppavakoothu).





## Divulging the spirit of Art and Culture - SAMEEKSHA



## Alumni Meeting

Celebrated its long awaited maiden Alumni Meet on 5th of October 2019. The meeting started with lighting of the lamp and prayer. Our Honorable Director Dr. U Krishnakumar sprawled out a Red Carpet welcome to the Alumni and requested them to share their memories since it was their red-letter day. Ms. Sarvamangala A coordinator of the Alumni Association at ASAS, Kochi Campus felicitated the gathering and invited the Alumni to take the reins of their association and declared total unflinching support of the institution for their future endeavors. The Alumni shared their fond memories of the time spent at ASAS and spoke about their current life and career. The Alumni unanimously heaped praise on the academic excellence of the institution coupled with necessary skills which equipped them to attain what they are. They pondered with gratitude the affection, love and support of the teachers, the serene and heavenly atmosphere and above all the incessant blessing and grace of Amma. The Alumni advocated the code of discipline maintained in the campus, value



system inculcated, inclusive of prayers and service. Many of the Alumni members recorded their gratitude to CIR at ASAS, Kochi campus. Alumni members specially credited ASAS for its brand, social acceptance and honor they receive at their work place. The event marked the election of office bearers from among the AMRITIANS present, who would take charge of the Association. Shri. K R Shabu Faculty, Department of Commerce and Management felicitated the audience. The Director, ASAS Kochi Campus presented each of the Alumni member with a special memento. Dr. P P Vijayalakshmi, Faculty of Department of English delivered the vote of thanks. The Alumni Meet drew to a close with Shanthi Mantra followed by a photo session and delectable high tea. Each of the Alumni members assured to gather at the next meet.



## Session by Dr. N. Gopalakrishnan



Dr. N. Gopalakrishnan, Director, Indian Institute of Scientific Heritage, gave an orientation session in the college auditorium on 29th July 2017. The lecture focused on the necessity of defining and pursuing the goals in life. The session also upheld the need to be proud of the rich and varied tradition of India.



## Vidymritam Sessions

### Cloud Hosting Techniques

A Vidymritham session on 'Cloud Hosting Techniques' was conducted for the Computer Science and IT department students by Mr. Sathish Menon. He is currently working as consultant in many corporate firms. To name a few, Mr. Sathish Menon is currently acting as the Node Architect at Updopt Solutions, CTO at Soothika Solutions for Mother and Child care, Palarivattom, Consultant at Edubrisk, a Cloud-based Learning Platform, Kadavantra, Technical Consultant at Infinicomm Solutions, and IoT and AI service provider, Kakkanad. The workshop was organized by the Department of Computer Science and IT in association with the Computer Society of India on 3rd August, 2019 from 10:00 AM to 12:30 PM in the College Campus. Mr. Sathish Menon gave a clear cut idea on different techniques in



Web Hosting. The participants who attended the workshop were really benefitted and gained knowledge on how to develop and host a website.

### Machine Learning & Deep Learning



In association with the Computer Society of India [CSI] conducted a Vidymritham Session on "Machine Learning & Deep Learning" on 29th October 2019. The session was handled by Dr. Amrit Krishnan, Doctorate from IIT, Kharagpur and currently pursuing his Post Doctoral Research from The session gave an overall insight on the various concepts of Machine Learning as well as Deep Learning.

### Web Programming and PHP



A Vidymritham session on "Web Programming and PHP" was hosted by Department of Computer Science and IT in association with the Computer Society of India [CSI] was handled by Smt. Prasanthi Nathan, CTO, BookNmeet on 3rd October 2019. She is an Alumni of ASAS, Kochi.



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## Session talk by faculties

Dr. Vimina ER, Assistant Professor, Computer Science and IT Department, has chaired a session on 'Image Processing' in the 9th International Conference on Advances in Computing and Communications (ICACC-2019), held at Rajagiri School of Engineering and Technology, Kerala during 6-7 November 2019.

Mr. Nandakumar, Assistant Professor, Computer Science and IT Department, was invited as a speaker to deliver a talk on the topic "The Magic of Pi" at the Department of Mathematics and Statistics, St. Teresa's College, Kochi on 10th October 2019

## Achievements

Mrs. Kavya Johny, Research Scholar in the Department of Computer Science and IT presented a paper entitled as "An Adaptive EEMD-ANN Hybrid Model for South - West Monsoon Rainfall Forecasting of Kerala" in Water Future Conference - Towards a Sustainable Water Future on 24-27th September 2019 organized by Divecha Centre of Climate Change and Sustainable Water Future Programme hosted by Indian Institute of Science, Bangalore.

Ms. Malavika A R, Research Scholar, Department of Mathematics, qualified the NPTEL (National Program on Technology Enhanced Learning) online certified examination initiated and conducted by IITs all over India, on the subject "Introduction to Abstract and Linear Algebra" with "Elite" grade.

Ms. Suchithra M S, Research Scholar, Department of Computer Science and I.T, has awarded Elite Certificate for NPTEL (National Program on Technology Enhanced Learning) online certification program on the course "Data Science for Engineers"

Ms. Nikhila T Suresh, Research Scholar, Department of CS and IT, has awarded Elite certificate for NPTEL (National Program on Technology Enhanced Learning) online certification program on the course Data Science for Engineers.

Ms. Kavya Johny, Research Scholar in the Department of Computer Science and IT presented a paper entitled as "An Adaptive EEMD-ANN Hybrid Model For Indian Summer Monsoon Rainfall Prediction" in International Conference on Frontiers in Marine Sciences: Challenges and

Prospects - Maricon 2019 organized by School of Marine Sciences, Cochin University of Science and Technology, Kerala, India, held from December 16-20, 2019.

Ms. Kavya Johny, Research Scholar in the Department of Computer Science and IT presented a paper entitled as "An Investigation on Drought Teleconnection with Indian Ocean Dipole and El-Nino Southern Oscillation for Peninsular India Using Time Dependent Intrinsic Correlation" presented in the TEQIP sponsored international conference on Modeling and Simulation in Civil Engineering (ICMSC 2019) organized by Department of Civil Engineering, TKM College of Engineering, Kollam during 11-13 December 2019.

Ms. Malavika A R, Research Scholar, Department of Mathematics, presented a paper titled, "Analytical evidence for deep ocean warming trend in tropical Indian Ocean", at "5th International Conference on Modeling and Simulation in Civil Engineering - ICMSC 2019", hosted by TKM College of Engineering, Kollam, partnered by IOP Conference Series (Earth and Environmental Science), during 11-13th December, 2019.

## Conferences / Workshops Attended

The Cyber Security Club members (Ms. Sridevi Karun, Ms. Fouzia M S, Ms. Elisha Mary K S, Ms. Abhirami A, Ms. Sreenidhi B Shenoi) attended a workshop series in association with PETRICHOR' 20 conducted at IIT Palakkad from 24/08/2019 to 25/08/2019. The Workshop was hosted for two days as part of the annual techno fest PETRICHOR'20 at IIT Palakkad. The sessions were handled by Mr. Sabrinath (Block Chain) and Mr. Mahest Rateja (Ethical Hacking).

The Cyber Security Club members Ms. Sridevi Karun and Ms. Fouzia M S of Integrated MCA 2016 Batch, participated in a two day workshop series CONVERGENZ' 19 conducted at IIT Delhi from 14/09/2019 to 15/09/2019. The session was handled by Mr. Lavish Arora.

Mr. Hari Narayanan A G, Assistant Professor, Department of Computer Science and IT, has participated in the Innovation and entrepreneurship development center (IEDC) annual summit 2019 held by Kerala startup missions on October 18th and 19th at Sahrudaya college of engineering and technology, Thrissur, Kerala representing Amrita school of Arts and Sciences, Kochi.

## Entrepreneurship Development Club

Inaugurated Entrepreneurship Development Club, in association with District Industries Centre, Ernakulam on 27th August 2019. Mr. Biju P Abraham, General Manager, District Industries Centre, Ernakulam inaugurated the club and he spoke about the avenues of entrepreneurship in Ernakulam. The following activities like Umbrella Making, Pickle Making and Hand craft making were conducted to create awareness among the students.



## Seminar on Logistics Management “SaJcAlana”

Organized One Day Seminar on Logistics Management “SaJcAlana” on 4th October 2019 for the BBA Logistics Students. Dr. Jose Paul, Former Chairman, Mormugao Port Trust, Goa and Adjunct Professor, Indian Maritime University, Chennai inaugurated the seminar and address the students on the topic “Logistics – its impact on National Economy”. Followed by another two more technical sessions handled by Mr. Josemon, General Manager, Cochin International Container Freight Station, KSIE, Kochi and Mr. George Koshy, Former Managing Director, KSIE and Former Air Cargo Head, CIAL.



## Vidymritam Session

Vidyamritam session “Achieving Success in Life - Optimum Cost of Living and Work Life Balance” on 22nd July 2019. The session was handled by CMA. Madhu A.P, Cost and Management Accountant Consultant, Hampshire Corporate Solutions Pvt. Ltd., Thrissur. The session gave an overall insight about life mission, how to achieve those

mission, how to reduce the stress, time management etc.



## International Seminar on IDEATION, ILLUSTRATION and THEATRE



the sessions. The speakers showcased the perfect blend of modern standards in art with traditional approach. The students were given an opportunity to interact with experts. Prof. Lynne's shared her experiences and also showed her illustration works to students which inspired all. Prof. Lynne talk addressed to the basic issues like writers block, lack of self confidence, made the crowd realize that these problems are faced by everyone and to be viewed as, 'what pulls you down, but, as what helps you go up'. Mr Kannan's take on Indian Cinema and Western Cinema back in the early stages of cinema enlightened the students on various personalities and their contributions to Indian cinema. Both the classes were effective, and gave an opportunity for the upcoming media students to understand the topic in depth and thereby pursue in their field.



International Seminar on IDEATION, ILLUSTRATION AND THEATRE was held on June 20th. Esteemed by the presence of Prof. Lynne St Clare Foster and Mr. Kannan Menon, the seminar open new possibilities in illustration and theatre. Ms. Lynne is an Illustrator, Designer, Adjunct Professor, Lecturer at Pratt Institute, New York and Mr. Kannan Menon , Producer, Director and an Actor, handled

## Two - Day Training Program by Google Initiative

The department organized a two day newsroom training program on google tools on 8th and 9th July 2019 The first day session was led by Geetika Rustagi, (former social media manager NDTV, former community engagement editor at Hindustan times, Media lead at optimum info system for google news lab). Her expert knowledge about google tools helped the entire team to know more about the advantages of google and its specialties. Key aim of the program was to meet the needs of journalists and news organizations, with innovative ideas and boosting the productivity by improved methods of collaboration. Google news initiative offers training in online verification and fact checking, journalist digital safety and security and data visualization. The newsroom training program on google tools was highly interactive and the practical sessions also helped the participants to get awareness about the new world of web journalism Sunil Prabhakar news trainer from Mathrubhumi handled class on identification of fake news. Both the sessions were

highly informative to students and provided a hands-on-experience in google security.



## Photography and Lighting Tools Workshop



A workshop on Photography and lighting tools was held on July 23rd by Srishti Digilife. Around 100 students from different batches of the Department attended the session. Raja, a representative from Srishti Digilife, introduced different tools and techniques of photography and lighting. Products from well-known companies like Manfrotto and Profoto were displayed and demonstrated.

"Youngsters today want to take photos that are unique. Through this workshop we intend to inform students about the advanced products available in the market", said Raja.

## Webinar on Media Management and Strategic Communication

Webinar session by Tapesh Chandra Gupta A skype session on Media Management and strategic communication was conducted on 10th oct 2019 by Tapesh Chandra Gupta from Chatishghar. Students from department of Visual Media and Commerce and management participated in the session accompanied by Dr. Dinesh Babu. The session covered wider areas like, media management, various types of media such as Print media, Broadcasting, Radio, Electronic media media coverage, men, material and money management and role of media in influencing the newsvalue. The session also covered areas of Media extension and expansion, economy and income, marketing, advertising through news and social media , ways to increase circulation of the outcome. The discussion stressed on the fact that the outcome should be customer



audience satisfactory along with social responsibility and importance of the news covered . He stated that "No Media Is Perfect For The Society" as the interest and preference of every individual differs.The session was very informative and he clarified the doubts of the students

## Placement Awareness Campaign



B.Sc. Visual Media outgoing batch had an interactive session with alumni. It was conducted for the students to give them an outlook of the industries of their interest. The session was initiated by Director Dr. U. Krishnakumar and headed by Dr. Dinesh Babu, Head of Visual media department. The event was held at ASAS Kochi, on 27th Aug 2019 The interactive session was conducted by the

Alumni Aiswarya Pramod and Siva Thampi, accompanied by the Assistant director Kiran Anilkumar. He session commenced with the works they had done. Aiswarya Pramod who headed first session opened a wide insight to the students on their career. Experience regarding her career was shared which highly motivated the students. Siva Tampi also shared his experience on Editing and his steps to build a career. The discussions on building and managing clients also took place. Assistant director Kiran Anilkumar (very soon launching his debut film) discussed about film making and an overall outlook of film industry. The class was motivational, and it gave the students an outlook to plan for their career.

## PRATHICHAYA Bagged First Prize in IDSFFK



The short documentary, "Prathichaya" by BSC Visual Media 2016 video production students received wide accolade in the 12th International Documentary and Short Film Festival of Kerala (IDSFFK). The film was awarded as Best Campus Film produced within Kerala. Gayathri Sasiprakash (Direction Screenplay, Editing), Anagha Sivasankar (Production), Anila Sahadev (Dop), Akshaya. P. S, Kripa Jayakrishnan, and Abhirami. S. (Other) are the crew members of the film. The students completed this film under the guidance of Krishnakumar M A and Varun Prabha T,

(Faculty members) as part of their final year project work. The documentary portrays the traditional Kerala art form "Tholppavakooth" (shadow puppetry) and its connections with the modern art form, film. The elements like light, screen, shadows, art direction, and spect ratio and so on are taken into consideration for this comparison. Speaker P Sreeramakrishnan gave away the prize in presence of Minister A K Balan and Veteran Director Kamal. Jury commented the documentary as a well re-searched and crafted film. Award consists of Rs 50000 and certificate.

The documentary was screened in the competition section of IDFFT 2019, and in the International Documentary film competition conducted by the Media Studies Department of Thunchaththu Ezhuthachan Malayalam University on 18th September 2019. The screening was in the presence of Shri. Sajid Naduthodi, renowned Documentary Director and Dr. Anil Vallathole, Vice Chancellor of the University. This is one of the most prestigious moment for Amrita School of Arts and Sciences, Kochi and ASAS honored these crew and expressed happiness.

## ASAS wins Clubby Poster Competition

Abha, M. Phil scholar bagged the first prize in Clubby's minimal poster making competition. The competition was held by the digital platform for the budding online poster designers. This was a golden opportunity for the participants to exhibit their talents. Clubby offers a platform for creative talents such as in creative content creators, filmmakers, painters, singers, dancers etc and this poster .





## Photography Exhibition

Students of BFA-Photography 2018 had organized a photography exhibition at ASAS, Kochi. The theme was mobile monochrome photography. Director Dr. U. Krishnakumar inaugurated the exhibition. The event was coordinated with efforts of our faculty, Krishnakumar. M. A. The complete works of the students were exhibited in the art gallery. Around 100 participants from various departments expressed their talents in this exhibition. The complete black and white ambiance created there was so attractive and impressive.



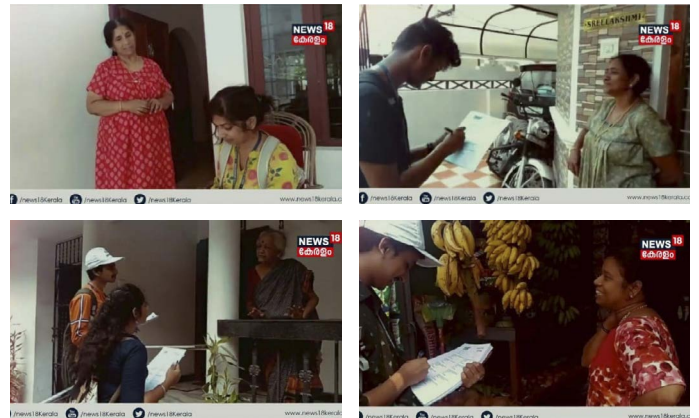
## Tabloid and News Portal Published



The Department launched two tabloids and an online news portal by the students of MA Journalism and Mass Communication 2018 batch during Teachers' Day Celebration. The Malayalam tabloid 'Dhwani' was jointly released by Dr. U Krishnakumar and Brahmacharini Bhaktipriyamrita Chaitanya by handing over a copy to Prof. P A Appukuttan. The copy of the English tabloid 'The Sentinel' was handed over to Dr. Raveendranath, Adjunct Prof. The online news portal 'Fifth Eye', created, managed and published by the same batch was switched on by Director, Dr. U. Krishnakumar.

## ASAS volunteers for News18 Kerala

Post graduation students of MAJMC students of the department volunteered for News 18 Kerala to take surveys of the Ernakulam public. This survey was taken prior to the Ernakulam by-election that was to be held in five of Kerala's constituencies. The objective was to understand the public's general opinion about the state's current political affair. General questions were asked and their replies were noted down by the student volunteers. This was done on a period of four days. The results of the survey taken were broadcasted live on News 18 Kerala a few days prior to the Election Day.



## Syllabus Discussion with International Experts

Prof. Lynne St Clare Foster, an Illustrator, Designer, Adjunct Professor, Lecturer at Pratt Institute, New York and Mr. Kannan Menon, Producer, Director and Actor initiated a discussion with the faculty of the department on various possibilities of incorporating emerging areas in the syllabus and curriculum. This curriculum discussion was Based on art and illustration for the visual arts batches.



## Industrial Visits

### Raoji Rao film City - Hyderabad

The students of B.Sc. Visual Media were taken to Hyderabad for the industrial visit. It was a five day long program. The first day, the students visited Firefly creative studio, learning about special effects, animation and how to create an ambience for shoot which involves critical elements. This studio is a part of big budget projects. Bahubali, Anniyan, Kayamkulam Kochuni are notable. They focus on post production works. This ended with a visit to their work area. Second day, the largest integrated film city in Telangana, Ramoji Film City was visited, which was built by Telugu film producer Ramoji Rao in 1996. This has been certified by the Guinness World Records as the largest studio complex in the world. Various sets in the studio were visited and few shows were attended which were taught. Third day, Salar Jung Art Museum, this being one of the three nation museums of India and one of the largest

museums in the world was visited. It has a sculptures, painting, carving, textiles, manuscripts, ceramics, metallic artifacts, carpets, clocks, and furniture from Japan, China, Burma, Nepal, India, Persia, Egypt, Europe and North America. The overall experience was highly inspiring and it was surreal to experience the practical side of our field of study.



### Industrial Visit - Sivakashi



Industrial visit to Bell Printers and Chelsons at Sivakashi for the students of AAA, ACM, CCA of Visual Media Department took place on 19th September 2019. The main objective behind the visit was to make students aware about how various activities related to designing, packaging and how their making is carried out in company. There were 13 students and 3 faculty for the visit. The students were given a brief orientation of the company along with the site visit. A small session was carried out and scattering knowledge regarding packaging samples were gained. Then the students visited Chelsons where they saw the industry in detail and had an interactive session with the staff members. Overall it was a great field experience.

### “WET FRAMES” - The sorrow captured

The students of MAJMC First Semester and BSc VM Second Semester were taken to the photography exhibition “Wet Frames”, conducted by the Press Photographers, at Durbar Hall, Ernakulam on 21st August. The snaps exhibited there depicted the pain and the loss of the Kerala Flood 2018. The photographs by 35 Photojournalists from different media organizations were displayed there. The exhibition was jointly organised by Ernakulam Press Club and Kerala Lalithakala Akademy, and sponsored by Indian Oil.



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## Promo Video Shoot

Students of B.Sc Visual Media 2017 specialising in Video Production accompanied by faculty Krishna Kumar M A, Varun Praba and Aravind P R got an opportunity to shoot the promotional video and advertisement of Mandira manufacturing company. It is an interior designing and manufacturing company where the furniture's are made of marine plywood. That was a four day program where students had to look over every aspect for a promotional video and ad including video coverage, scripting, editing, voice overs and captions. This was the first experience of promotional video shoot for a company.

## Metal casting workshop

A metal casting workshop was conducted in the department by Prof. Jayaram sir. This was a one day program that took place within the campus It was an exclusively class for the Art Direction students of B.Sc. Visual Media 2017 as a part of their project and curriculum. The classes covered the practical working on clay modelling, calligraphy, moulded plaster of paris, melting and casting of metal. This was an unique experience that students has ever experienced.

## Video Production on Waste Managemet

Students of BFA Photography 2018 are involved in an assignment with Amrita Institute of Medical Sciences, Kochi. The Department assist the students involved in the project. The project is regarding the Waste Management Video Production.

## Session talk by faculty Training for Trainers

Department of Community Medicine and Public Health hosted a training program. This was in association with the Board of Women and Child Development and the Board of Food and Nutrition. The program is conceived as 'Training for Trainers'. This was held for the ICDS Supervisors. It was conducted from 19th -24th August, 2019. The participating members were asked to talk on the topics; preparation of area specific educational aids, mass media for nutrition education, mass awareness techniques, area specific action plans etc. Dr. Dinesh Babu, Head of Visual Media and Communications Department, also spoke during the event.

## Webinar Session for ASAS faculty

Tina Peji, a Digital Learning Leader ad CAS coordinator, conducted a webinar session for the faculty of ASAS. The training session was conducted on the 2nd of August, 2019. She is a certified Google educator from the International School of Hyderabad. The session was attended by the faculties from the Computer Science and Visual Media department. Faculties were trained on the usage of Google tools in teaching. The webinar session clearly helped enhance the teaching.

## RGNF Fellowship for research scholar: ASAS acquires UGC Grant

U. Meera Menon, a Ph.D student of ASAS Kochi, received a grant from the University Grants Commission under the National Fellowship for Persons with Disabilities. Through this the government of India launched a central sector scheme, the Rajiv Gandhi National Fellowship (RGNF). This grant helps increase opportunities to students with disabilities for pursuing higher education leading to degrees such as M. Phil and Ph.D. It also helps to cater the requirements of the students with disabilities for pursuing research degree in universities, research institutions and scientific institutions. Acquiring the grant will equip them effectively to take advantage of the growing opportunities at the national and international in the context of the new economic order. The research was guided by Dr. K. Sreena, Asst. professor of Visual Media and Communications department.

## Paper acceptance by faculty

Paper publications and presentations were done by the faculty of the Department.

Karthika. C & P. P. Vijayalakshmi, Television and Women: Impact of Television News of Flood in Kerala on Women", This paper was published in the International Journal of Engineering and Advanced Technology (IJEAT) ISSN: 2249 – 8958, Volume-8, Issue-6S August 29.

Karthika C & PP Vijayalakshmi, " News To News entertainment: Viewership Pattern of TV News satires in Kerala" This paper is presented in Social Sciences Research Colloquium 2019, SCMS Cochin School of Business and School of Business, UPES, Dehradun.

## Proposal for KSCSTE Workshop

Amrita School of Arts and Sciences (ASAS) Kochi proposed to the Kerala State Council for Science, Technology and Environment (KSCSTE) to conduct a workshop and training program. The program titled 'National Training Program on Art and Environment' was planned to be held at ASAS and Amrita Vishwa Vidyapeetham. The objective of the program was to create a new perspective to approach nature and environment in the way of storytelling through photographs. The workshop also looked forward to instilling social responsibility among visual media students for effective communication and the need for environmental protection. It also had an agenda to motivate the society to involve in activities concerning environmental conservation.

## ASAS for Vimukthi Mission

In partnership with the Vimukthi Mission, proposed to conduct an awareness campaign against drug abuse. The proposal was initiated by the Department aiming towards the antidrug campaign conducted by the Government of Kerala. The objective of the campaign is to create awareness among the youngsters on the negative effects of drug addiction. It is also aimed at raising the next generation as responsible citizens by involving themselves in the anti-drug campaign for better future. Activities under the proposal included seminars, poster making competitions and exhibitions. The proposal aimed to target students from 13-17 years of age. Through this proposal ASAS looks forward to initiate health and social awareness campaigns to equip knowledge among the youth on the importance of healthy living culture.

## Department of Mathematics

### One day Workshop on 'LaTeX Report and Article writing'

The Department of Mathematics, organized One day Workshop on "LaTeX Report and Article writing" 6th August, 2019. The event was inaugurated by our Director Dr. U. Krishnakumar. The sessions were handled by Sri. R. Parameswaran, Assistant Professor of the Department of Mathematics, ASAS Kochi. The topics of the sessions were 'Introduction to LaTeX' and 'Article writings'. The sessions were interactive which helped the participants to get familiarized with the software and its usage. Around 42 candidates that include Integrated M.Sc. and M.Sc. Students, M.Phil and Ph.D scholars got benefited from the workshop.



### Vidyamritam Session

#### 'Invisible Mathematics'

Dr. A. Vijayakumar, Emeritus Professor, Department of Mathematics, Cochin University of Science and Technology delivered a lecture on the topic 'Invisible Mathematics' as part of Vidyamritam, organized by Department of Mathematics on 23rd October 2019. The session was very interesting and informative.



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## Conference Attended

Ms. Anjali Anand, Assistant Professor, Department of Mathematics, participated in the "National Seminar on COMPUTER METHODS IN APPLIED MATHEMATICS AND ENGINEERING (CMAME 2019) organised by the Department of Mathematics, National Institute of Technology, Calicut, during May 15-16, 2019.

## Invited Talk

Dr. M.R. Chithra, Assistant Professor, Department of Mathematics, was a lead speaker in the RESEARCH WORKSHOP SERIES IN GRAPH THEORY (RWSGT-8) Organised by the Department of Mathematics, Cochin University of Science and Technology on 15.06.2019.

## Paper Publications

Ms. Veena Vincent (M.Sc Student) and Ms. Supriya Rajendran, (Asst.Professor, Dept. of Mathematics) published a paper entitled 'Certain Product Set Labeling of Graphs and their Cardinality' in the International Journal of Recent Technology and Engineering (IJRTE), Volume 8, Issue 1st May 2019.

Ms. Athira N (M.Sc. Student) and Ms. Anjali Anand, (Asst. Professor, Dept. of Mathematics) published a paper entitled "Numerical Experimentation Research

in Optimizing the Signal Rate & other Related Factors on Traffic Flow" in the International Journal of Recent Technology and Engineering (IJRTE), Volume 8, Issue 2nd July 2019.

Ms. Deepa Ravi (M.Sc. Student) and Ms. Ambili S Nair, (Asst. Professor, Dept. of Mathematics) published a paper entitled "The Impact of National Food Security Act-2013 on the Public Distribution System: A Case Study of Kerala State" in the International Journal of Engineering Research & Technology (IJERT), Volume 8 Issue 6, June 2019.

Shyama S and Dr. Chithra M R, "Total Chromatic Number of Honeycomb Network", Journal of Discrete Mathematical Sciences & Cryptography (ACCEPTED 2019).

Singh Gurjeet, R K Panda, Dr. Archana Nair, "Regional scale trend and variability of rainfall pattern over agro-climatic zones in the mid-Mahanadi river basin of eastern India", Journal of Hydro-environment Research (ACCEPTED Nov 2019)

Dr. Akhila R and P.G. Romeo, 'On the lattice of Bioriented Ideals of regular Rings', Asian European Journal of Mathematics (ACCEPTED February 2019)

## Department of English

### Paper Publications by Faculties

Ms. Devi K, Assistant Professor, Department of English and Languages, delivered an invited lecture on Feminism and Gender Studies at the Post Graduate Department of Hindi, as part of Hasthakshar Lecture Series in Government Brennen College Thalassery, on 19th November, 2019

Ms. Devi K, Assistant Professor, Department of English and Languages delivered an invited lecture on Feminist Theatre at Post Graduate Department of English, Government Brennen College Thalassery on 18th November, 2019.

Dr. Sreelakshmi N, Assistant Professor, Department of English and Languages, presented a paper titled "Writing from the Margin: A Reading of Mayilamma: The Life of a Tribal Eco- Warrior as a Counter Hegemonic Narrative" in the two-day International Conference in English Language Teaching, Literature & Culture jointly organized by the Department of English, Christ College (Autonomous),

Irinjalakuda and English Language Teachers' Interaction Forum.

Dr. Balakrishnan K, Professor, Department of English and Languages, attended the "International Colloquium on Theory and Transformative Humanities" led by renowned Critic Prof. Jonathan Culler (Cornell University) at Kannur University on 31 Jan-2 Feb. 2019.

Dr. Balakrishnan K, Professor, Department of English and Languages, attended the "International Conference in Cultural Studies" led by renowned Cultural Studies theoretician Prof. Simon During (University of Melbourne) at Govt. Brennan College, Thalassery, on 23-24 Sept. 2019.

Dr. Balakrishnan K, Professor, Department of English and Languages, peer reviewed research papers for African Journal of Business Management, ISSN: 1993-8233, DOI:10.5897/AJBM

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## Paper Publications by Students

Bincy Mole Baby, Ph.D scholar, presented a Paper titled, "Exploring Fatness as a Target of Biopower" in the National Seminar on "Body, Text and Performance: Theory and Praxis" on 30th January, 2019 at Baseliious College, Kottayam.

Bincy Mole Baby, Ph.D scholar, presented a Paper titled, "Women and their Body Image in the Media: A Popular tool of Biopower" in the Two-Day National Seminar on "Transcending Disciplinary Divide: New Approaches to Literature and Culture" on 22 nd January, 2019 at NSS Arts and Science College, Parakkulam, Palakkad.

Bincy Mole Baby, Ph.D scholar, presented a Paper titled, "Body as a Concealed Symbol of Culture and Society: a Navigation Through American Culture Based on Dumplin, by Julie Murphy" in the National Conference on "Indigenous Literature" on February 1, 2019 at St. Alphonsa College, Kanyakumari, Tamil Nadu.

Bincy Mole Baby, Ph.D scholar, presented a paper titled, "Obsession with Body Size and Victimization of Fat Identities: A Mechanism of Biopower and Biopolitics" in the Two-Day National Seminar on "Discipline and Punish: Discourses on Body" on 21st and 22nd February, 2019 at Ilahia College of Arts and Sciences, Kochi.

Bincy Mole Baby, Ph.D scholar, presented a paper titled "Stigmatization of Fat Characters, a Power- Play of Discourse and Hegemony: an Investigation in to the Truth" in an International Seminar conducted by KVM College of Arts and Sciences on 28 th February 2020.

Bincy Mole Baby, Ph.D scholar, presented a paper titled "Growing Body Dissatisfaction among Woman: A Study of the Movie "I Feel Pretty" at KMM College on 17 th and 18 th December 2019.

Arsha Subbi, Ph.D scholar, presented a paper titled, 'Effeminacy: Moving of Male Psyche Beyond the Paradigms of Male Body' in National seminar on Body, Text and Performance: Theory and Praxis on January 30, 2019, by Postgraduate Department of English and Centre for Research held at Baselius College, Kottayam.

Arsha Subbi, Ph.D scholar, presented a paper titled 'Rewriting Dalit Gender Paradigms through the Viranganas and Femme Fatale Archetypes' in National conference on Indigenous Literature on February 1, 2019, held at St. Alphonsa College, Kanyakumari.

Arsha Subbi, Ph.D scholar, presented a paper titled 'Unearthing the Archetypal Anti-heroine in Paul Verhoeven's Basic Instinct' in a National seminar conducted by KMM College, Thrikkakkara on 19th December 2019.



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