



Valedictory Function of Business Skill Development Programme (BSDP)

Jointly Organised by Amrita Vishwa Vidyapeetham and MSME Development Institute, Thrissur, under the Ministry of Micro, Small and Medium Enterprises (MSME), the programme targeted at the B.Com. students witnessed its grand finale on 8th March 2008. The valedictory function was, presided over by Sri. Lambert Joseph, Director, MSME DI Thrissur. Sri. MD Jairaj, CEO, Jairaj Projects was the Chief Guest for the day and Smt. Sheela Kochouseph, CEO, V-Star was the Guest of Honour. Sri. G. S. Prakash, Dy. Director MSME DI Thrissur and Dr. U Krishnakumar, Director, ASAS, Kochi offered felicitations. Programme was conducted in an orderly and successful manner with adequate coverage in width and depth of the relevant issues in entrepreneurial ventures. Participants were given certificates. More than 20 industry and academic experts shared their wisdom of knowhow on Entrepreneurship during the programme which lasted for three months.

FM - an introduction

A session on the modern trends in the field of FM was conducted by Balasubramaniam of Club FM, the FM channel by Mathrubhumi on April 15. Drawing the attention towards the numerous career openings available in the FM radio, he advised the students to grab the opportunities that come their way.



“Spirituality teaches us how to maintain equanimity in the ups and downs of life.” —Amma



Academic Visits

As part of the course curriculum, the first year students of the MFA (Visual Media) were taken on a series of visits to different studios and media organizations to have first hand knowledge of the activities.

The first in line was the visit to the Throb Movies wherein the young media aspirants were provided information about the basic necessities while shooting a film like the use of lights, how to handle a crane etc. Different types of lights were also brought to the college to impart primary knowledge of the operations.

Then followed visits to the Ernakulum Press Club, wherein the students saw how a press conference is convened and to the Jeevan TV. At the Jeevan TV, the students were taken to the Production Control Room, the Studio etc, wherein details ranging from the collection of news to the final telecast were dealt with. The media students were also taken to The New Indian Express, thereby balancing the Visual and the Print.

Muthanga tour - a stint with wild life

In an effort to make a documentary and as part of the wild life photography, the first year Visual Media students, along with the faculty members, undertook a two day expedition trip to the Muthanga, Wayanad on March 24th and 25th. Here, the students visited the wild life sanctuary, wherein they were introduced to the different types of wild life species, the basic objective being highlighting the need for wild life conservation.



Lineage arts re-incarnated

As part of the Sivarathri celebrations, the campus witnessed, ‘Mudiyettu’, the ancient temple art form performed at the temple premises on March 5th. The performance was led by Sri. V M Sankaranarayana Kurup from Koratty. The killing of the Asur ‘Darikan’ by Goddess Kali was enacted as part of the ritual. ‘Kooli’, a third performer, brought in a tinge of humour to the otherwise fierce battle between the Goddess and the Asur.

‘Kalamezhuthum Paattum’, a spiritual ritual observed with the belief of propitiating the blessings of the serpent God, was performed on March 5th. The team of ritualists was led by Sri. V M Sankaranarayana Kurup from Koratty. The ritual began with the drawing of the ‘Kalam’ of ecstatic beauty, depicting the serpent God, reaching the threshold with the playing of the ‘Pulluva Veena’ and ‘Paattu’, with the Kalam eventually being wiped out.



Mentoring at Amma's Schools

Dr. U. Krishnakumar, Director, along with the staff of Visual Media took a hectic tour of 17 Amrita Vidyalayams throughout Kerala. He took interactive sessions on Life Skills and Exam preparations for the benefit of 10th, 11th and 12th standard students. Similar sessions were held for the students of Amrita Schools of Arts & Sciences and Education, Mysore.

Admission 2008 begins

Process of Admission 2008 for Three UG Courses, **BCA, B.Com.** and **B.Sc.** (Visual Media) and PG Courses, **MCA, M.Sc. (IT), MFA** (Visual Media), **M.Com.** (Finance and Systems) and **M.Sc.** (Hospital Administration) has begun.

Field and Desk : Staff and Students, **Dept. of Visual Media and Communication**, Amrita School of Arts and Sciences Brahmasthanam, Edappally North P.O, KOCHI - 682 024 Tel: 0484 - 280 2899, 280 1489, 280 1965 Fax: 0484 - 280 2511 E-mail: asaskochi@amrita.edu, asaskochi@gmail.com Web: www.amrita.edu (FOR PRIVATE CIRCULATION ONLY)



AMRITA SCHOOL OF ARTS & SCIENCES
KOCHI

Amrita Kuruncam

Vol. 8, No. 9 MAY 2008 a snapshot of happenings

AMRITA SCHOOL OF ARTS AND SCIENCES, KOCHI

Vidyamritam Special

From the desk



One of the most remarkable achievements of the School over the last four years has been the conduct of Vidyamritam our Annual Extramural Expert Lecture Series. Vidyamritam 2008 was inaugurated on 11th February by Dr. Jancy James, Vice Chancellor, Mahatma Gandhi University in the presence of Poojaneeya Swami Poornamritananda Puri. Dr. Jancy James delivered an excellent speech on the importance of values in education. “Education is instilling a spirit or power in our personality; it is upto the students to tap knowledge with intuitive ability drawn from this spiritual ambience”, she said in the Inaugural Keynote address. Thereafter many other lectures on different topics in Vidyamritam series were delivered. Vidyamritam 2008 lasted for about a month.

The Valedictory Session of Vidyamritam 2008 was held on the 8th March. The Chief Guest was Dr. Gangan Prathap, Vice Chancellor, Cochin University of Science and Technology (CUSAT). Dr. N. Unnikrishnan Nair, Former Vice Chancellor, CUSAT and Creative Consultant, Dr. N.N. Panicker graced the occasion with their esteemed presence. Dr. Gangan Prathap emphasized the role of induction and deduction in the thinking process. While Dr. N. Unnikrishnan Nair stressed on educational values, Dr. N.N. Panicker focused on the importance of creativity.

Among other campus experiences, the focus of this issue will be the Vidyamritam 2008.



Dr. Jancy James, Dr. Prem Nair and Swami Purnamritananda Puri

Vidyamritam unfolds.....

Department of Culture Education and Linguistics

Prof. N.R. Menon - Youth and Community Outreach

The session by Prof. N.R. Menon on the topic ‘Youth and Community Outreach’ was very enlightening and entertaining. He advocated on the need for a pure and proper mindset to accept and nurture values. He went on to describe Values as a form of Sadhana.

Dr. Lakshmi Sankar - System of Education in the Upanishads

Dr. Lakshmi Shankar, Lecturer in Sanskrit, Sree Shankara Sanskrit University, Kalady handled the topic ‘System of Education in the Upanishads’. She focused on the role education plays in grooming the character of an individual and went on to explain the relevance of Vedas with special reference to Jnana Kandam and Karma Kandam.

Sri. L. Gireesh Kumar - Relevance of Rituals

Sri. L. Girish Kumar, Director, Sreepuram Tantrik Research Centre stressed on the importance of values and tolerance in human lives in his enlightening speech. He said that values are the foundation for a successful human life and advised the students to inculcate and practice values from a young age itself. He talked about the relevance of rituals in daily life.



Dr. N. Gopalakrishnan - Geetha and Youth
Dr. N. Gopalakrishnan, Indian Institute of Scientific Heritage threw light on the importance of Bhagavad Geetha in the modern days. He also spoke about the role of youth in adopting Geetha by implementing the messages in their daily life.

Dr. U. Krishnakumar - Life Skills

Dr. U. Krishnakumar, our Director talked on Life Skills and shared his rich personal experiences.





Department of Commerce and Management

The expert lecture series of the Commerce department started on 11th February immediately following the inaugural function.

Sri. P. Santhoshkumar - Blow the Trumpet

The first in the series was a motivational talk by Sri. P. Santhoshkumar, a seasoned mentor and HR specialist. In his interesting interactive session called Blow the trumpet, he stressed the need for developing positive attitude. Attitude brings out the hidden talents within a person. He stressed the importance of change and the need to adapt to it. According to him success is a journey from failure to failure without losing the enthusiasm. He showed lot of visual and film clippets to drive his points in the most unambiguous way.

Dr. Nityananda Bhat - Communication Skills

The second semester students had the privilege to attend a session on Effective communication by Dr. Nityananda Bhat, Retd. Professor of English. He focused on the skills of communication namely expressing and listening. He opined that knowing the audience was the key mantra to a successful speech delivery. He went on to explain the relevance of communication in the success of a business firm.

Sri. P.J. Johney - Direct and Indirect Taxes

Sri. P.J. Johney Chartered Accountant

and a well known speaker on Direct and Indirect Taxes rendered an enlightening session on taxation and finance to the B.Com students. He started off with the importance of the three P'S and three I'S in human life namely planning, preparation, perseverance and intelligence, interest and involvement. He sought the attention of students on various branches of accounting such as cost accounting, financial accounting, inflation accounting, management accounting etc.

Dr. Rajagopala Nair - Retailing in India

Dr. Rajagopala Nair, Professor, Department of Commerce, St. Albert's College, spoke on Retailing in India and the various aspects regarding the same. He went on to proclaim India as the country having the largest potential for retailing. He also pointed out that retailing was a sunrise industry next to Information Technology. The challenges faced by retailers in the form of unhealthy competition and lack of organisation were highlighted in the session.

Dr. N. Ajith Kumar - Foreign Exchange Markets

Dr. N. Ajith Kumar, Professor, Department of Economics, Cochin College gave an exciting talk on Foreign Exchange Markets. He focused on the history of foreign Exchange and its significance in the financial sector.

Sri. T.P. Rajkumar - Perspectives on Insurance

A Session on Insurance was handled by Sri. T.P. Rajkumar, Manager, ICICI PRUDENTIAL. He gave a detailed description on the procedures involved in Insurance Management. The speaker defined various Insurance Terminologies such as Risk Premium, Mortality Rate, Pure Premium, Loadings, Annuities etc. He also highlighted the importance of underwriting in Insurance. The session concluded with introductory remarks on a new Insurance product of ICICI Prudential targeted at the students.

Sri. Riju Vishwanath, "Partner - Experiences in Entrepreneurship"

Sri. Riju Vishwanath, Partner, Best Bakers enlightened the students of the fourth and sixth semester on the topic entrepreneurship development. Being an entrepreneur himself, he guided the students through benefits of entrepreneurship not forgetting to mention that it was not a bed of roses. He even quoted personal experiences and stories from the mythology to prove his points.

Sri. B. Anil Kumar - Corporate Governance

Sri. B. Anil Kumar, Company Secretary, Hindustan Newsprint Limited addressed the students on the increasing role and relevance of Corporate Governance in today's era. He opined that corporate governance was inevitable for the survival of an organization. The duties of corporate auditors in relation to corporate governance were discussed.

Sri. P. Sukumar - Humour in Management

Sri. P. Sukumar, Writer, delivered an enriching and enlightening session on the topic 'Humour in Youth'. He emphasized on the need for humour in the various walks of life. He opined that humour is indispensable in life and drew instances from his own life to substantiate the same. He went on to point out the absence of sense of humour among the youth. He also displayed his artistic talents by drawing on the board.

Smt. Jyotis George - Chain Stores Management

Smt. Jyotis George, Spencers Limited enlightened the students on the topic Chain Stores Management. She discussed the origin of Chain Stores and the different forms of Chain Stores. She went on to describe the benefits and drawbacks of Chain stores. A brief insight into the logistics involved in Chain Stores Management was given.



Kalamritam 2007

The annual three day Cultural fiesta of the school was celebrated on 14th, 15th and 16th of November 2007.

Kalamritam 2007 was inaugurated by the renowned literature Sri. C. Radhakrishnan. The Chief Guest for the Valedictory function was Sri. T. Kaladharan, the renowned Artist and Sculptor and Secretary, Kerala Kalapeetham.

The entire campus was vibrant with cultural, literary and events of other amusements.



Photo Contest 2008

As part of Vidyamritam 2008, the annual expert lecture series, a photography competition and the screening of the short films of the Visual Media students was held at the college premises from February 15th to 18th which attracted large number of viewers. The short films of the students beginning from the first batch of the visual media were screened. In the photography competition, Gayatri Dwivedi, Anoop K A and Shyam TS of first year Visual Media won the first, second and third prizes respectively.

Visit by a Doyen

Renowned lyricist Sreekumaran Thampy visited the campus on March 15th and shared his experiences with the students. His recounting the tests in life and the path followed that eventually culminated in where he stands today was indeed inspirational for the young media aspirants.



A tryst with nature

Passing out students of the first batch of BCA and B.Com went on a memorable trekking and tour to Wayanad. They had close encounters with Mother Nature. They stayed in our Mananthavady Brahmasthanam complex for three days and enjoyed nature at Chembra peak, Thirunelli, Kalindi and Kabani river beds, Tholpetty Wildlife Sanctuary, Kuruva islands and Irippu waterfalls. There enjoyed a camp fire at Mananthavady.



A homely mentoring

Dr. U. Krishnakumar is taking regular evening classes exclusively for hostel residents in Life skills and confidence building.

Placements

During the last year some of the leading companies made tie-ups with the Corporate Relations and Placement Cell of the School. Around 113 students were selected from the campus from various streams in companies such as KGISL, WIPRO, INFOSYS, MASCON GLOBAL LTD., HCL TECHNOLOGIES, ICICI PRUDENTIAL, GENPACT, ATLAS HEALTHCARE SOLUTIONS, UST GLOBAL etc. Upcoming recruiters include I-Gate Global Solutions, Reliance Life Insurance, Cybernet Slash Support, Elton Technologies, Infovista etc.

Placements in a nutshell

With only few more days left for the 2006-08 batch students before they pass out of the college, the search for the right job is but the only option for many. This search has already borne the fruits for several students. In the MFA (Visual Media), Archana Sankar got placed as a Radio Jockey at the SFM (Sun Network's FM Radio). Remya Menon got appointed as the Editor and Post Production Co-ordinator at the Marine Biz Channel, Neena Balakrishnan as the Assistant Sound Engineer at the SFM, Sherylene Shamina Rafeeq as the Editorial Assistant, Thumbi Childrens' Publications, D.C. Books and Themsheena Hydaker as the Media Executive at Impact Media Advertising, Abu Dhabi, UAE.

'D-17' - a unique venture of Amrita Alumni

Yet another reason for the college to be proud of its students. Manu, Chidambaram, Prabhath and Vinod, former Visual Media students of the college will soon be seen with their maiden film, D-17, the shooting of which is currently in progress. While Manu and Chidambaram don the role of the Director, Prabhath and Vinod handle the camera. John George Stephen is the Production Co-ordinator. Let's wish them good luck.

Tete-e-Tete with film personalities

The first year Visual Media students of the college participated in 'Mulla Pookkumbol' - a film based programme featuring Dileep, Lal Jose, Meera Nandan at the Malayala Manorama TV, actively taking part in the discussion on film 'Mulla'.





Sri. C.S. Jayaraman - Frames of perception: Painting and Cinema

Sri. C.S. Jayaraman, Retd. Head of the Department, English Department, Sacred Heart College, Thevara started his session by introducing Cinema as the seventh art and talked about the early days of Cinema and its journey till the recent times. He explained the relationship between painting and cinema. The students got an insight on different terms used in cinema such as Perspective, Vanishing Point, Deep and Shallow Focus, Impressionism, Subjective and Point of View Shots,

Expressionism, Automatic Writing, Collage, Surrealism etc. during his lecture.

Sri. L. Vinod - Interpretation of Visuals – Language in Advertising

Sri. L. Vinod, Guest Lecturer in Applied Arts, Govt. R.L.V. College of Music and Fine Arts, Tripunithura conducted an interactive talk on colours, a visual language used in the field of Advertising. He also covered the history of Visual Art. The session concluded with an open discussion on questions asked by the students.



Sri. Mohandas - Nature and Wild Photography

Sri. Mohandas, a Wildlife Photographer from Kochi talked about the importance of nature and wildlife through the eyes of a professional photographer. He spoke on different forests throughout Kerala and the ways of deriving good pictures from those locations. He showed various pictures taken by him during his career which was very encouraging to our Visual Media students.



Sri. C.N. Prakash - Bureau Operations and Reporting in Visual Media

Sri. C.N. Prakash, Regional Head, Amrita TV gave an insight into the art of reporting in visual media and the different operations practised in News Bureau. He gave stress to the point that a group of reporters with experience



is far better than a group of reporters with theoretical knowhow of Bureau. The speaker also explained the various operations carried on in the Bureau in creating good news stories and other programmes.



Department of Computer Science

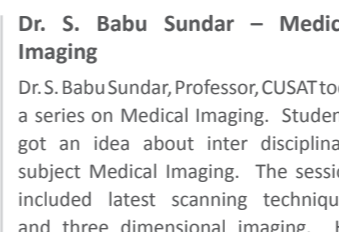
Sri. G. Krishna Kumar – Agile Methodology

Sri. G. Krishna Kumar, Sr. Manager, Sapient Corporation Ltd., gave a valuable and informative talk on Agile Project Management and Implementations in most leading IT firms. Session gave the idea about the new project management technology which maintains a friendly relationship and constant interaction between the customers and software professionals.



Br. Pradeep Achan – Technology Trends in Enterprise Applications

Br. Pradeep Achan – COO, Amrita Technologies gave a very interesting lecture on the ten technology trends for Enterprise applications. He explained about Green IT, Unified Communications, Meta Data Management, Virtualization, Mashups, Web Oriented Architecture, Real World Web and Social Software.



Dr. S. Babu Sundar – Medical Imaging

Dr. S. Babu Sundar, Professor, CUSAT took a series on Medical Imaging. Students got an idea about inter disciplinary subject Medical Imaging. The session included latest scanning techniques and three dimensional imaging. He covered tomography, ultrasonography, Projection radiography etc.

Smt. Daleesha M. Viswanathan – AI and Intelligence Systems

Smt. Daleesha M. Viswanathan, Lecturer in Computer Science Department, CUSAT, conducted a session on AI and Intelligent Systems. She explained problems under AI and Human Intelligence. The session gave the idea about problem solving and search techniques. The talk included a summary of semantic networks and neural networks which are emerging areas in AI.

Sri. Madhusudhan Guptha – Latest Trends in PC

Sri Madhusudhan Guptha CEO & MD, Radha Electronics began the session with basic components of computer. The session discussed the developments in processors, memory, Hard disk, network devices, Servers etc. All the topics touched the latest technology changes in them.

Sri. M. Srivalsan – Wireless Networks and Security Issues

Sri. M. Srivalsan, Manager, ICTS, Amrita Vishwa Vidyapeetham, took a session on Wireless networks and security. The talk included wired network and benefits of wireless technology. Various standards of wireless networking were also mentioned in the session. The speaker also discussed WiFi protected method.

Sri. M. Elangovan – Opportunities in CAD/CAM

Prof. M. Elangovan, Dept. of CAD/CAM, Amrita Vishwa Vidyapeetham took the session about CAD/CAM. The growth of CAD/CAM in engineering field was explained. He also mentioned many new softwares for CAD/CAM. Slide shows were very interesting and made the topic easy to understand. The interactive talk threw open many new frontiers of knowledge.

Smt. S. Malathi – Software Documentation

Smt. S. Malathi, Lecturer in Computer Science, CUSAT talked about Software Documentations. The necessity of documentation was made clear to the students. She also gave an idea of documentation standards. The session was interactive and matters were presented in an excellent way.

Dr. Muralikrishna – Monte Carlo Technique

Dr. Muralikrishna, scientist, Signal Processing Division, NPOL, talked on Monte Carlo Techniques, which helps in problem solving and formulation. He gave an idea on computer simulation and Random Walk, a concept in probability. Dr. Muralikrishna appraised the students, the necessity of excellence and competition in the field of IT.

Sri. Bijoy K Sivan – Project Management

Mr. Bijoy Sivan, Development Manager of Atlas Health Care gave an insight into the IT industries in India and various challenges faced by IT industries. He discussed the importance of soft skill development for project management.



Two Day Seminar on Women Empowerment and Entrepreneurship



A Seminar on Women Empowerment and entrepreneurship was held on 6th and 7th March as a part of Vidyamritam 2008.

Dr. D. Rajasenan, Dean, Faculty of Social Sciences, CUSAT delivered the keynote address. He stressed the need for Women Empowerment with special reference to entrepreneurship. Women Empowerment is the key to social and economic development-he opined.

A Panel Discussion was held on the topic 'Status of Women in Kerala and the Transition towards Women Empowerment'. The panelists included eminent personalities like Smt. Leela Menon, Sri. Kabeer B. Haroon, Dr. Neena Joseph and Sri. Hari S. Kartha.

Sri. Hari S. Kartha moderated the

session. He said that women are instrumental in both the success and failure of men.

Smt. Leela Menon, an eminent journalist highlighted the trials and tribulations of a women entrepreneur. She stressed the hardships faced by women in their entrepreneurial ventures. The cynical attitude of the society towards women were discussed. Dr. Neena Joseph, Associate Professor, IMG, Kochi substantiated the above arguments through statistical data and figures.

Sri. Kabeer B. Haroon, Director, Clean City Project, enlightened the students on the role and functioning of Kudumbashrees. He gave an insight into the various training methods and programmes initiated by the Kudumbashrees.

Dr. N. Ajith Kumar, Professor, Department of Economics, Cochin college addressed the students on the role and impact of Microfinance. He went on to explain the Grameen Bank model of Micro financing.

The second day of the seminar witnessed talks by personalities like Sri. Bobby Mathew, Senior Manager, Federal Bank and Sri. K.G. Mohanan, Joint Rubber Production Commissioner, Rubber Board.

Sri. Bobby Mathew highlighted the relevance and importance of Micro Credit to the lender and the beneficiary. He went on to explain the various schemes of Micro Credit offered by Federal Bank.

Sri. K.G. Mohanan emphasized the need



for SHGs in the rubber sector to gain access to the marginalized sector. He mentioned that various measures such as financial assistance and training are being undertaken by the Rubber Board to empower the marginalized.





Department of Commerce and Management Hospital Administration Series

Dr. M. Bhasi - Use of Computer simulation in planning and scheduling

Dr. M. Bhasi, Professor, School of Management Studies, CUSAT, gave an enlightening session on various aspects of planning, forecasting, simulation, scheduling etc., illustrating several examples related to healthcare and introducing various simulation software which can be implemented in healthcare sector.

Dr. Rahul Laxman - Care Unlimited

Dr. Rahul Laxman, Department of Pain and Palliative Care, AIMS delivered an enlightening and highly informative speech on 'Care Unlimited'. The main focus of palliative care is to improve the comfort of patients. In some cases the diseases of the patients cannot be cured. In such cases the thrust is upon the patient care team to reduce the patient's physical, emotional and sociological discomfort. Empathy is an important word used in this context.



Sri. S. Sivaramakrishnan - Cognitive change for personal re-engineering

Sri. S Sivaramakrishnan, General Manager (HRD), AIMS, gave an excellent interactive session on "Cognitive change for personal re-engineering". Some abstracts from the Upanishads and Gita were quoted to illustrate his subject of focus and compared our body to a chariot, 5 horses to our 5 sense organs, common sense to charioteer and rein to our mind, to further state that overall control of ourselves can lead us to self actualization. He stressed that, for a successful life we need to understand the cosmic laws. On the whole he won us over by his child like enthusiasm and left an indelible imprint in our memory.

Dr. Sreekanth Moorthy - Managing Radiology Department

Dr. Sreekanth Moorthy, HOD, Dept. of Radiology, AIMS, gave an enlightening session on the topic 'Radiology'. The topic included the main problems



faced by the radiology department. He also covered different functional areas needed in a radiology department and sophisticated technologies like PACS (Picture Archival and Communication Systems) used for image management.

Dr. M. Gopalan - Amazing facts of Human Body

Dr. M Gopalan, HOD of Medical Illustration, AIMS, spoke on "Amazing facts of Human Body". He began his talk on "Origin of the Universe" and continued to speak about Physiological functions of the human body. He diligently answered the students' queries.

Sri. P. Gangadharan - Cancer in India

Sri P.Gangadharan, Biostatistician, Dept. of Oncology, AIMS, gave a very highly informative session on "Cancer in India". He spoke about cancer that is devouring the Indian population at large and imparted his knowledge about cancer - the cause, prevention, detection, warning signals, control of cancer and epidemiology.

Sir. M.G. Raghavan - Customer Care

Sri M G Raghavan, Manager, State Bank of India, gave a lecture on the nuances of customer care. The session was an eye-opener towards the various statutory regulations regarding Consumer protection.



Sri. P.N. Narayanan - Office Administration and general management

Sri P N Narayanan, MD, Scientific Enterprises gave a lecture on efficient office administration. The session was highly informative. He earnestly answered all queries that had been put forward by the inquisitive students.

Dr. C.J. John - Building a positive attitude

Dr. C.J. John, Psychiatrist, Medical Trust Hospital, Kochi, gave an enlightened session on building a positive attitude. He emphasized on stress and stress related diseases. He also focused on life style diseases like hypertension, cardiac failure caused mainly due to imbalance in hormonal production as a result of stress. He concluded by highlighting effective stress control measures for the students.

Dr. Ravindranatha Kamath - Holistic Medicine

Dr. Ravindranath Kamath, Dept. of Holistic Medicine, AIMS, succeeded in capturing the audiences' attention by imparting his expert knowledge on the vedic aspect of holistic medicine. The session was an eye opener towards various fine nuances of Ayurveda as well as alternative therapies like reiki and music therapy.

Department of Visual Media and Communication



Sri. Chandrasekharan - Time and Visual Media

Sri. Chandrasekharan, Senior News Editor, Amrita TV spoke about the concept of time. He emphasized the significance of sculpting time in the making of a film. He shared his valuable experiences regarding time management in the field of visual media. The students gained valuable lessons from his session.

Sri. S. Manikandan - Some experiences in Screenplay Writing

Sri. S. Manikandan, a Senior Film Associate Editor shared his experiences as an Editor in the film field. He also made his session an interactive one with the students asking lots of questions related to editing in cinema. He also talked about the latest techniques used by Editors in cinema. The students got ample opportunity to interact with him.

Sri. K.M. Roy - Media and Democracy

Sri. K.M. Roy, a Senior Journalist and Pioneer in the field of media told the students about the various roles of media in a democratic country. He highlighted the point that media is the backbone of democracy. He also pointed out the Emergency period declared by Smt. Indira Gandhi and the restrictions laid down on media, the period experiencing a shattering of democracy for sometime.



Sri. Neelan - Words, Images and Meanings

Sri. Neelan, Chief Executive Editor, Amrita TV with more than 35 years experience in the field of Visual Media took a series on Words, Images and Meanings. Students got an idea about how a sound with body and images creates meanings in Visual Media. He also explained the ways to create meaningful images. The session ended with the screening of an investigative documentary produced by him.

Sri. Feroz Babu - Digital Workflow

Sri. Feroz Babu, a Senior Industrial Photographer, gave a very interesting lecture on the latest trends in photography. He made the students understand the different techniques of taking good photos using recent technologies like Typography, usage of Vector Graphics, Resolutions, Pixels, Screen frequency. The lecture also contained the screening of some prize-winning photographs.

Sri. Manoj K. Das - News Simulcasting

Sri. Manoj K. Das, Deputy Resident Editor, The New Indian Express, Kochi gave a session on the topic News Simulcasting. He explained about the scope of simulcasting news, a technological innovation in the field of media and its advantages. He also discussed the different types of news, and the ways of preparing good news.



Sri. K.U. Krishnakumar - Mural Painting - Its Origin and Relevance

Sri. K.U. Krishnakumar, Principal, Guruvayur Institute of Mural Painting spoke a lot about the history and scope of Mural Painting, our lineage art. The lecture along with slide shows contained some rare photos which showed the beauty of Mural Paintings in temples. He showed a documentary prepared by

him about the lives and works of Mural Painters. The session became more interesting when Sri. Krishnakumar drew some Mural pictures towards the end. He also showed the brushes and paints used and explained their making.

Sri. A. Sahadevan - News Production

Sri. A. Sahadevan, Chief Programme Executive, India Vision channel, Kochi spoke about the relevance of news to people and society today. He pointed about sensationalism, which can be created by journalists. "Information is a rain cloud and a rain cloud is wealth", he pointed out. He also emphasized the various factors which readers look for in news like photos, headlines, advertisements, picture captions etc. He showed some of the news stories cast by India Vision. The session ended with an interaction with our students.

Sri. Pradeep Gangadharan - Conceptualization in Advertising

Sri. Pradeep Gangadharan, Director, Brand ID, Kochi started his session with the ways of developing creative ideas. Later on, he covered different areas like Advertising Agencies, Administration, Client Services, Market Research, Media Strategies, Creative Strategies, Budgeting, Logo Designing etc. The session included slide presentations which contained some of the world's best and award winning advertisements.

Sri. T. Unni Padmanabhan - Bird Photography

Sri. T. Unni Padmanabhan, a Bird Photographer from Thirur took a session on Bird Photography. He started his lecture by telling about the different species of birds and the ways of identifying them. He also explained the ways of taking good photographs of birds like how to frame the lens, backgrounds, Shutter speed adjusting, choosing of lens, not disturbing the birds etc. Overall, the session was very interesting for the students.

