



BRAHMASTHANAM FESTIVAL

The School is eagerly awaiting for the arrival of our most beloved Amma, Mata Amritanandamayi Devi, for the Brahmasthanam festival on 17th and 18th April. During the Brahmasthanam Festival, yet another photography exhibition is being organized by the Visual Media Department for the whole campus. Again the prizes would be sponsored by the CANON Company.

An examination on culture and values was also conducted as part of the Brahmasthanam festival. The first three winners will be awarded Gold, Silver and Bronze medals respectively by Her Holiness, Mata Amritanandamayi Devi during the Brahmasthanam festival. Prizes are sponsored by Prof. N. R. Menon, Faculty for Value Education.



Visit to MATRUCHAYA ORPHANAGE

Some hostel students visited the Matruchaya Orphanage on the banks of the beautiful Poorna River and spent some unforgettable and relishing moments with the inmates.



A journey inwards to the heart of the nature - PARAMBIKKULAM TRIP

The staff and students of the MFA (Visual Media) were taken on a three day trip to the Parambikkulam Wildlife Sanctuary for getting practical exposure to wildlife photography. After the introductory session by the Divisional Forest Officer, the students moved towards the depth of the forest for trekking and bird-watching. An eco-meditation camp was organized by the Forest Department through which the students were taken to the depths of silence encircling the forest. The students also got a rare opportunity to witness and take photographs of some of the wildest inmates.



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anapshotofhappenings



AMRITA VISHWA VIDYAPEETHAM UNIVERSITY
Established u/s 3 of UGC Act 1956
A multi campus university accredited by NAAC with 'A' grade

This issue of Amritakiranam exposes mainly the happenings at the Vidyamritam 2009 which was a memorable academic exercise.

- Pranams and Greetings from
Members of Field and Desk



vidyamritam

Annual Extramural Lecture Series

Vidyamritam, our Annual Extramural Expert Lecture Series, turned out as one of the biggest events of the School in 2009. Vidyamritam 2009 was inaugurated on 27th January by Dr. S. Anantha Narayanan, Director, Naval Physical Oceanographic Laboratory (NPOL). Thereafter more than sixty lectures on different topics were delivered during the series. Vidyamritam 2009 lasted for a month ending on 24th February 2009.

Vidyamritam witnessed a conglomerate of shared wisdom by academicians, professionals and mentors of committed excellence.



Valedictory Function of Vidyamritam 2009:
Sri. N. Narayanamurthy, Project Director, MKIII, GSLV, ISRO, Dr. N. Unnikrishnan Nair, Former Vice Chancellor, CUSAT



Inauguration of Vidyamritam 2009 by
Dr. S. Anantha Narayanan, Director, NPOL,
Dr. K. Paulose Jacob, Dean, CUSAT and
Swami Purnamritananda Puri.

The Valedictory Session of Vidyamritam 2009 was inaugurated by Sri. N. Narayanamurthy, Project Director, MK III, GSLV, ISRO. Dr. N. Unnikrishnan Nair, Former Vice Chancellor, CUSAT, presided over the function.

The focal point of this Vidyamritam apart from the previous ones were the Four National Conferences held by the three Departments of the School.



NATIONAL CONFERENCE ON CYBER SECURITY AND CRIME DETECTION

Organized by the Department of Computer Science and IT, the Conference was inaugurated by Sri. T. Vikram I.P.S., Dy. Commissioner of Police, Kochi city. He also delivered the keynote address. Background support and assistance were given in abundance by Sri. Manoj Abraham I.P.S. (City Police Commissioner) and Sri. Lokanath Behera I.P.S. (I.G. of Police, now on deputation at the National Intelligence Agency, New Delhi) for making the Conference a grand event. A website hacking contest was conducted as part of the Conference. The delegates were issued certificates. More than 100 external delegates participated. Main speakers were:



Speaker	Topic
Sri. Sankaran Nampoothiri, CEO, Lattice Bridge Infotech, Chennai	Crime, Security, Compliance and Associated Technologies
Sri. Amarnath Raja, CEO, InApp Ltd., Trivandrum	Cyber Security and Open Source
Sri. Prashant R Nair, Asst. Professor, Amrita Vishwa Vidyapeetham	Biometrics and Cyber Security
Adv. Prem Kamath, Cyber Law Expert, Advocate, Kerala High Court	An Introduction to Information Technology Law



NATIONAL CONFERENCE ON Global Financial Crisis and THE IMPACT on INDIAN ECONOMY

The one-day National Conference organized by the Department of Commerce and Management was inaugurated by CA Venugopal C. Govind F.C.A. Dr. Rajagopala Nair, Head of the Department of Commerce, St. Albert's College, Ernakulam and Dr. N. Ajith Kumar, Professor at Marthoma College, Perumbavoor, took sessions. Invited paper presentations on the subject were done by students of other campuses. The first three contestants were given prizes and the delegates were issued certificates. More than 40 external delegates participated in the Conference.



NATIONAL CONFERENCE ON Contemporary Trends in HEALTHCARE DELIVERY

Another one-day National Conference organized by the Healthcare section of Commerce and Management department was inaugurated by Dr. Prem Nair, Medical Director, AIMS Hospital. Poster presentations on the topic were invited from students of other campuses. The first three contestants were given prizes and the delegates were issued certificates. 20 external delegates participated in the event. Main sessions were:

Speaker	Topic
Dr. S. K. Ramachandran Nair, Senior Medical Administrator, AIMS	Emerging trends in Hospital operations and services
Br. Pradeep Achan, CTO, Amrita Technologies Ltd.	Advanced patient care information systems
Dr. P. V. Ramachandran, HOD, Dept. of Radiology, AIMS	Advancements in Diagnostic Radiology
Sri. Bharatheesh Reddy, DGM, Apollo Hospitals, Bangalore	HR strategies in operations and services in healthcare
Dr. Smt. Kanchana Giridhar, Administrative Director, Giridhar Eye Hospital	Healthcare delivery in speciality setting: A success story
Dr. Sundeep Vijayaraghavan, Associate Professor Dept. of Plastic Surgery, AIMS	Video presentation on patient care in a super speciality setting - the case of AIMS, Kochi

The Heritage and Cultural Festival Kalamritam '09



The School celebrated the annual three day Cultural fiesta 'Kalamritam 2009' on January 28th, 29th and 30th.

Kalamritam 2009 was inaugurated by the renowned literateur Sri. C. Radhakrishnan. Eminent artist Sri. Kalamandalam Kesavan inaugurated the Valedictory function of the event.

The three days loaded the campus with the cultural, literary and other events of amusements by the students for which ample support was given by the staff members.

The Photography Competition which was organized as part of Kalamritam 2009 proved to be great success with the active participation of students. The Prizes were sponsored by CANON Company and were distributed to the winners by Sri. Thomas Pappan, Business Manager, Kerala Region, CANON Company.



INTERNSHIPS

The M. Sc. (Hospital Administration) students are doing their main project at Amrita Institute of Medical Sciences, Kochi in 15 various departments such as Cardiology, Radiology, Ophthalmology, Telemedicine etc. The main objective is to increase proficiency in hospital care and health care management. Dr. S.K. Ramachandran Nair, Dr. Sanjeev Singh and Dr. Prem Nair are providing guidance to the students.

The senior batch of MFA students are on the verge of successfully completing their internships. Among them, Sri. P.B. Anoop got placed in Indiavision channel. He has been deputed to serve the Delhi Bureau. Sherylene Shamina Refeeque joined as Sub Editor in The New Indian Express at Chennai. Some of the MFA students are on the threshold of producing a short film and a documentary. The short film 'Kannimanga' is about the friendship that is lost nowadays. The documentary film 'Urvaratha' is about the traditional folk dance Kuthiyottam.

Trips towards service - AMMA'S PROGRAMMES

The U.G. and P.G. hostel students were taken to a series of trips for attending Amma's programmes. The first one among the series was to Kodungalloor, the second one to Thiruvalla and the last one at Mananthavady. The students got a golden opportunity to participate in the service activities of Mata Amritanandamayi Math in the divine presence of Amma which they cherished a lot. They attended Amma's Satsang, Bhajans and Sani Pujas. In between, the hostel students were taken to Vallickavu for Amma's Darshan.

THROB Studio Visit

The MFA students, as a part of their academic visits, were taken to Throb Studio, a renowned studio in the film field located at Kochi which rents equipments for movies and television serials. The students were initiated to the world of equipments that are used behind the screen in movies. Among those, the movie camera used with the support of crane was live demonstrated. Each one of them got a chance to handle the camera attached to a crane which was a new learning experience. They also got a chance to take rotating shots using a round track and trolley with a video camera.

The junior batch of MFA students are on the threshold of successfully completing news stories under the guidance of Sri. P.J. Cherian, Senior Cameraman, Malayala Manorama Television as part of their course curriculum.

The senior batch of Visual Media students as part of their project have completed making individual fiction and non-fiction short movies.



CONVOCATION

The second batch of passing out students were taken to University Head Quarters at Ettimadai for the Convocation ceremony. The students were awarded Degree Certificates by Sampujya Swami Amritaswarupananda Puri.

Seminar on PHOTOGRAPHY

The B.Sc. and MFA Visual Media students once again got a golden opportunity to know more about photography when six professional photographers came in at a confluence in the School. Sri. Vinod Kumar, Sri. K.V. Vincent, Sri. T.J. Varghese, Sri. P.K. Baburaj, Sri. Joshy Manjummel and Sri. Ambili Pravada who were industry experts specializing in the various domains shared their valuable experiences along with the classes which explained the usage of different compositions in photography.

NATIONAL CONFERENCE ON BROADCAST JOURNALISM

A One-day National Conference was organized by the Department of Visual Media and Communication. The Chief Guest of the Programme was Sri. G. Jayalal, Director General, All India Radio. He delivered the keynote address on Evolution and Renaissance of Broadcast Media. A Citizen Journalist contest was organized as part of the Conference. The first three achievers were awarded prizes and the delegates were issued certificates. Citizen Journalist contest was judged by veteran journalists Sri. K.M. Roy, Sri. P. Rajan, Smt. Leela Menon and our faculty members Sri. Hari S. Kartha and Sri. Kumar Chellappan. 20 delegates from other organisations participated. Main speakers were :



Speaker	Topic
Sri. G.P. Nair, Technical Head, Amrita TV	Technology Trends in Satellite Television
Sri. L. Vinod, Lecturer, ASAS, Kochi, Artist and Media Consultant	Creative Trends in Contemporary Art and Advertising
Sri. George Sebastian, Chief Operating Officer, Mathrubhumi Club FM	The role of FM in Broadcast Media
Sri. Pramesh Kumar, Bureau Chief, MMTV	Reporting in national and regional channels

vidyamritam Annual Extramural Lecture Series



DISTINGUISHED LECTURE SERIES

Standing apart from the regular departmental series Vidyamritam was blessed by some exclusive sessions of distinguished speakers.

Seminars attended by Teachers				
Sl.No.	Faculty	Department	Seminar	Organized by
1.	Smt. Maya L. Pai	Department of Computer Science	International Symposium on Probability theory and Stochastic Processes	Department of Mathematics, CUSAT
2.	Sri. S. Sumesh	Department of Computer Science	International Symposium on Probability theory and Stochastic Processes	Department of Mathematics, CUSAT
3.	Smt. Geetha R. Pai	Department of Visual Media and Communication	International Seminar on English in Higher Education: Content, Pedagogy and Change	Department of English St. Theresa's College, Kochi in collaboration with London Metropolitan University, U.K.
4.	Smt. Sangeetha K. Prathap and Smt. P.P. Sajitha	Department of Commerce and Management	Presented papers on "Restoration and Socio Economic Transformation of Fishing Communities in Coastal Kerala after the Indian Ocean Tsunami of December 2004" at the International Conference on Marine Ecosystem Challenges and Opportunities	Marine Biological Association of India
5.	Sri. K. R. Shabu and Sri. K. M. Vineeth	Department of Commerce and Management	Global Financial Crisis and the Impact on Indian Banking Sector with special reference to the stock quotes of ICICI Bank Ltd. at the National Conference on Global Financial Crisis and The Impact on Indian Economy.	Department of Commerce and Management, ASAS, Kochi

Educational Values and Culture	
Smt. R. Sreelekha, I.P.S., I.G. of Police, Managing Director, RBDC	Women and Social Justice
Prof. B. S. Warriar, Retd. Joint DTE and Career Consultant	Communication Skills for Career success
Dr. L. Vijai, Lecturer (Philosophy), Univeristy College, Trivandrum	Ethical debates in Cyber CRIME
Department of Computer Science and I.T.	
Dr. A. Unnikrishnan, Associate Director, NPOL, Kochi	Neural Networks in Signal Processing
Dr. K. Paulose Jacob, Director (Strategic Planning), CUSAT	Cloud Computing
Department of Commerce and Management	
Dr. Raghuram K. Nair, Head (Radiation Physics), RCC, Trivandrum	Technologies in Radiology and Radiotherapy
Sri. P. K. Aravindan, Director, Kuttukaran Institute of HRD, Kochi	Brain Utilization
Department of Visual Media and Communication	
Sri. Manoj K.Das, Resident Editor, The New Indian Express, Kochi	Reporting Terrorist Strikes
Sri. R. Premraj, Deputy Director, Films Division, Mumbai	Grammar of Film Language
Dr. S. Anil Kumar, Director of Public Relations, CUSAT	Science Journalism: Charms and Challenges
Dr. K. Ampady, Director - News, Doordarshan, Trivandrum	24 Hours News Channel Culture

Other speakers in the Vidyamritam series were:

DEPARTMENT OF VISUAL MEDIA AND COMMUNICATION

Master Fine Arts in Visual Media and Communication	
Sri. T. K. Rajeev Kumar, Film Director, Former Chairman, KSFDC	Significance of language in film
Sri. Ram Menon, Executive Director, Impresario	Event Management - Scope and Opportunities
Sri. B. Sreejan, Senior Reporter, The New Indian Express, Trivandrum	Investigative Journalism : The present and future
Sri. K. V. Kiran, Freelance Animation Consultant	Flowcharting or Pipeline maintenance in animation
Sri. K. S. Midhun Kumar, Video Editor, Marine Biz Channel	A prologue to Non-linear Editing
Sri. T. N. Rajgopal, Former Creative Art Director, JWT Advertising Co.	Creativity in Advertising
Sri. Satheesh Chandran, Asst. Station Director, AIR, Trivandrum	A doorway to the world of Radio
Sri. Madhavan Ramakrishnan, Chief Executive Officer, D3V Games	How Indians will make the world play and get paid doing it ?
Sri. Rahul Raj, Renowned Music Director	Techniques in music
B.Sc. in Visual Media	
Smt. Swaroopa Kartha, Creative Head, Jellitta Communications	What do advertisements wash better-your clothes or your brains?
Sri. Madanan, Chief Artist, Mathrubhumi Publications	Relevance of visual arts
Sri. Ramesh Ramakrishnan, Sound Engineer, Amrita TV	Role of audiography in visual media
Smt. Shany Prabhakar, Correspondent, MM TV	Art of anchoring, presentation and live programming
Sri. Mohandas, Wildlife Photographer	Capturing nature and Wildlife through a lens
Sri. T. Unni Padmanabhan, Bird Photographer	Through the eyes of a photographer
Smt. Sudha Nambuthiri, Science Reporter, The New Indian Express	Science Reporting with a news value

DEPARTMENT OF COMPUTER SCIENCE AND I.T.

Smt. Daleesha M. Vishwanath, Lecturer, Dept of Computer Science, CUSAT	Information Retrieval
Sri. K. Jayakrishnan, Director, XTend Technologies	Computer Viruses
Sri. Madhu Gupta, CEO and M D, Radha Electronics	Hardware Technology Trends
Sri. A. Sreekumar, Lecturer, Dept of Computer Science, CUSAT	Cryptography - Secret Sharing
Sri. Ramesh Govind, Project Manager, Infovista Ltd., Kochi	Use of Open Source Software in Enterprise Computing
Sri. G. Krishnakumar, Senior Manager (Technology), Sapient Corporation Ltd.	Agile Technology
Dr. Muralikrishna, Scientist, NPOL, Kochi	Advances in wireless computing
Smt. S. Malathy, Lecturer, Dept of Computer Science, CUSAT	Building Re-usable Software

DEPARTMENT OF COMMERCE AND MANAGEMENT

Sri. Prasanth R. Nair, Vice Chairman (I.T.), Amrita Vishwa Vidyapeetham	MIS application
Smt. Shyama Sasidharan, Head, Client Relations & PR, Prime Time Unlimited	Event management
Dr. M. C. Dileepkumar, Reader, Dept. of Commerce, The Cochin College	Youth and social commitments
Dr. N. Ajith Kumar, Professor, Marthoma College, Perumbavoor	How to prepare a project paper
Sri. Sreekumar, Senior Manager, ICICI Bank	Practical banking
Dr. Rajagopla Nair, HOD of Commerce, St. Albert's College	Accounting for managers
CA. Sudheer Babu K. B. (FCA), Former Mg. Director, KSFE	Chit funds as an investment avenue
Sri. Chemmanam Chacko, Writer	Role of humour as a corrective measure
Sri. Brijesh, Reliance Equity, Kochi	Financial services
Sri. P. Santhosh Kumar, Junior Chamber International Trainer	Communicate to excel

HOSPITAL ADMINISTRATION SECTION	
Dr. Philip John, Director, Peejays Clinic	The new science of mind
Sri. Benny George, Management Consultant, Success Unlimited	Attitude and leadership
Prof. K. P. S. Nair, Professor, School of Engineering, CUSAT	Safety and security in the hospitals
Adv. M. L. George, Director, Fiat Justicia	Medico legal aspects of healthcare management
Dr. Rahul Lakshman, Physician, Dept. of Pain and Palliative Care, AIMS	Significance of palliative care in the current healthcare scenario
Dr. S. Gopakumar, Lecturer, Ayurveda Medical College, Trivandrum	Medical tourism in Ayurveda

ACADEMIC VISITS

ALL INDIA RADIO visit

The visit to All India Radio which was a much awaited trip turned out as an unforgettable experience. Our B.Sc. Visual Media and MFA students were taken to the All India Radio, Kochi on 4th March 2009 and 16th March 2009 respectively as part of their industrial academic visits.

The Recording Studio introduced some new facets of broadcasting and demonstrated the process of digitalization of signals and sounds. The process of modification of sounds and their transmission through a carrier having a particular frequency were also explained. Control Room was the next stop followed by the Announcer Booth. To the great fortune of the B.Sc. Visual Media students, some among them who were good at Malayalam were taken to the Studio for recording an interview with Smt. R. Sreelekha I.P.S. on the topic 'Women Empowerment' that was broadcasted on the Women's Day. They were asked to prepare questions and their voices were recorded. Finally, the announcements in between the programmes using the softwares Fader and Sound Forge were exposed.

ART GALLERY visit by the B. Sc. (Visual Media) students

The B.Sc. Visual Media students were taken to the Durbar hall Art Gallery on 4th March by Sri. L. Vinod, our faculty member. The gallery which contained the works of Smt. Kajal Charankatt, renowned artist was extremely informative. The influence of Sri. Jackson Pollock was quite blatant in Kajal's paintings named "THE TREE SERIES". Paintings of Sri. Jijo Ayroor, Sri. Yusuf Arakkal, Sri. T. Kaladharan etc. were the major works of attraction. Smt. Kajal spared some time to interact with our young batch of enthusiastic Visual Media students.

Visit to MATHRUBHUMI CLUB FM by MFA students

During the series of visits arranged by the Department of Visual Media the first in the line was a one day visit to Mathrubhumi Club FM at the Kochi Bureau - one of the emerging popular FM stations in Kerala. Sri. George Sebastian, the Chief Operating Officer, guided the students with an introductory discussion on the different programmes. He also introduced some of the acknowledged Radio Jockies. The students got an opportunity to witness the different sections of programme production. The sound editing by using the Pro-tool software, Live broadcasting and jingles-making were also shown and explicated. It was wonderful opportunity for the MFA students to know the whole functioning in an FM station.

PRISM – Conference for M. Sc. (H.A.) students at Madurai

The Conference was held at Aravind Eye Hospital, Madurai on 14th and 15th of February, 2009. The main coverage of the Conference were Evidence-Based Management, Concept of EBM and its role in ensuring, Organizational Sustainability, Understanding market size and trends, Quality Assurance and Patient Satisfaction etc. The main speakers were Sri. R. Basil, Managing Director and CEO Manipal Health systems, Sri. P.Sudeep, Southern Regional Vice President, National Institute of Personnel Management and Registrar, Centre for Earth Science Studies, Trivandrum, Smt. Suzanne S Gilbert, Ph.D, MPH Coordinator, IAPB HR Program Committee, Director, Center for Innovation in Eye Care Seva Foundation, Berkeley, California USA, Sri. Venkat Changavally, CEO, Emergency Management Research Institute (EMRI), Secunderabad, Sri. R.D. Thulasiraj, Executive Director, Aravind Eye Care Hospital, Madurai.

M.B.A. Admissions

Interviews for admissions to the M.B.A. Programme of Amrita School of Business were conducted here. The selection process was coordinated by Dr. E. Meera, Faculty Member of ASB, Coimbatore.

"Open your heart and chant: May all beings in the universe attain peace and happiness."

— Amma