



Amrita Kiranam

a snapshot of happenings
Vol. 10 | No. 11 | January 2009

Sessions on Indian Culture and values

Dr. N. Gopalakrishnan, Director, Indian Institute of Scientific Heritage stayed in the campus for three days and handled various sessions on Gita and Management, Yoga and Stress, Study Habits and Indian Heritage for all different batches of students. He also conducted a Faculty Development Session on the Best practices in Student Mentoring and Teaching.

Sri. L. Girish Kumar, Director, Sreepuram Tantric Research Centre, Irinjalakkuda, conducted a Srilalitha Sahasranama Yagna continuously for five days to the hostel students. He explained the inner meanings of the verses used in the Lalitha Sahasranama. The students gained a lot from his profound research in the field. His classes are likely to continue in the next semester.



Prof. N. R. Menon, our Professor of Culture and Value Education gave an exclusive interview to Shailaja Sharma of Pragya Vision, a Delhi TV Channel at our campus. The Interview was later telecast in their programme "Ek Pankh Ki Udaan". Prof. Menon has been invited as an Expert Faculty to an International Intra-religions Summit at Tripura during December.

Corporate Relations: Placement and Training

With ample assistance from the Centre for Corporate Relations of University headquarters, placement and training efforts have been commendable.

Wipro conducted campus recruitment for the B.C.A.

Wipro Technologies recruited Six B.C.A. students in our campus selection to Wipro's WASE program. Also six of Our students got placed in iGATE Global Solutions.

Seven students from MFA program got an opportunity to do their internships at the world's largest broadcast media - CNN - IBN and TIMES NOW.

Vidyamritam and Kalamritam 2009 - a curtain raiser

Preparations have started for organising our two important events - Vidyamritam 2009, our fifth series of popular Annual Extramural Expert Lectures and Kalamritam 2009, our Arts Festival with its unique footing on Indian Arts, Music, Dance and Culture. Both these are slated for January - February 2009. Vidyamritam will also include **Four National Conferences on Cyber Security, Quality in Hospital Administration, Microfinancing and Broadcast Journalism**, in addition to a **Documentary Film Festival and Photography Exhibition**.

Six M.Sc. (IT) students got placed in INFOSYS through campus selection. Twenty three students from B.Com, BCA and M.Sc. (IT) branches short listed in GENPACT's first two levels of recruitment.

Final Semester M.Sc. (Hospital Administration) students will be going for full time Project in AIMS and other super speciality Hospitals in Kerala and outside during January 2008

Corporate Recruitment Training (CRT) and training for CAT 2009 are going on in full swing with the help of TIME for different batches.

Letz Quiz it.....

Computer Science, Commerce and Visual Media Departments conducted separate quiz competitions on the current trends in their domains.

Service during Amma's Birthday

About 500 students and staff did service at Amritapuri during Amma's 55th Birthday celebrations on 27th September. Students also rendered dance recital in Amma's presence.

Classes on Life skills

Dr. U. Krishnakumar, Director, Amrita School of Arts and Sciences, Kochi travelled extensively through Kerala for taking classes in more than 20 Amrita Vidyalayams including the VHSE school at Konni. Classes were conducted for the Higher Secondary students on life skills, study habits and stress management.



He was accompanied by Sanju R Nair (Visual Media) and Rajesh (Computer Lab) for technical assistance. Amma's messages of profound wisdom and Indian Culture were strewn into the sessions based on PPT's and Video Films.

Academic Programme to be offered from July 2009

M. B. A. M. C. A. M. Com. M. F. A. (Visual Media) M. J. (Visual Media)
B. Sc. (Visual Media) B. Com. B. C. A.

Published by: Department of Visual Media and Communication **At the Field and Desk:** A. G. Ajai Kumar, Geetha R. Pai, K. R. Shabu, K. M. Vineeth, A. S. Mahesh, Sonia B. Chellirian, S. Mahesh, R. Sanju, Divya V. Shenoi, M. A. Krishnakumar, T. Varun Prabha, Padma Nandanam, G. Anusree and R. Jyothilekshmi
Editorial Coordination: Dr. U. Krishnakumar **Design:** K. R. Muralikrishnan



May our beloved Amma
bless you all for a
Happy New Year



Grand beginning of the academic year 2008

Activities of the 2008 Academic year began on a memorable 7th August 2008. Smt. R. Srilekha, I.P.S., I.G. of Police and Managing Director, Roads and Bridges Development Corporation of Kerala Ltd., was the Chief Guest. She urged the students to dream big, tap the best from the uniqueness of the Amrita School ambience and pray for Amma's blessings. She shared vivid memories of her experiences whenever she took Amma's darshan. Dr. N. Unnikrishnan Nair, Former Vice Chancellor, CUSAT presided over the function. Pujaneeya Swami Poornamritananda Puri blessed the audience with his eloquent message filled with Amma's love and grace. Dr. Prathapan Nair, Principal, Amrita School of Medicine and Dr. S. Krishnamurthy, Dean (Administration), Amrita University blessed the gathering of new comers with their encouraging felicitations.

Onam celebrations



With the usual festival gaiety Onam was celebrated in the campus with Pookkalam, Uriyadi and Onam feast. Matrubhumi Club FM team also joined the celebrations.

Environment and Sustainability

Dr. Aravindakshan, Director, Environmental Science, Amrita Vishwa Vidyapeetham delivered sessions on Environment and Sustainable Development. As an eminent environmentalist he guided the students towards developing sensitivity for protection of mother nature.



A day at Vaidyamadham



Faculty members of Visual Media Department and some students from the Amrita School of Ayurveda visited the famous Vaidyamadham Ayurveda Nursing Home and factory in Mezhatthur, a beautiful village on the banks of Bharathapuzha. They were led by Sri. Hari. S. Kartha, Chief Editor, Janmabhumi, Dr. Brahmachari Sankara Chaithanya, Medical Director, Amrita School of Ayurveda and Dr. Krishnakumar. Eminent Chief Physician Ashtavaidyam Vaidyamadham Cheriya Narayanan Namboodiri was interviewed at his residence. He spoke vividly on his family heritage, Ayurveda and its future, sharing his unforgettable experiences.



Interview was later titled as "Ayushman Bhava" and featured as lead story in Sunday Supplement of Janmabhumi. Trissur reporter of Janmabhumi was also in our team.

'Bluetooth'

A film 'Bluetooth' produced by the MFA students was appreciated and shown in various channels like Indiavision, CNN, Amrita TV during primetime news and other time slots. Film directed by Anoop gives an eloquent message on the ill effects of the mobile phones on campuses.

Department of Commerce and Management

Even in the first semester of the academic year 2008-2009 some interesting sessions were held. The list at the end encompasses the details of the sessions.

BSDP by MSME

The second annual edition of 'Business Skill Development Programme' for the final year B.Com. students sponsored by the Ministry of MSME was inaugurated on 23rd October. Prof. T.K.Ajaikumar, CEO, Abacus Consultants was the Chief Guest and Sri. G.S. Prakash, Dy. Director, MSME Institute, Thrissur presided over the function. Classes in BSDP are regularly being held.

Extramural and Outreach activities of M.H.A. students

The M. Sc. (Hospital Administration) First and Third semester students were fortunate to attend a series of lectures by eminent personalities from healthcare as well as other disciplines in the second half of the year 2008.

As a part of academic curriculum, the first semester students were given orientation at Amrita Institute of Medical Sciences so as to get acquainted with various functions and services at the hospital. This also included interactive sessions with heads of various departments like Marketing, Purchase, Radiology, Pharmacy, Telemedicine, Nursing etc. The third semester students undertook mini project at various hospitals in and around Ernakulam, for which they were deputed on Saturdays. This realistic experience proved to be highly beneficial to the students as they developed increased awareness on the practical working conditions of a hospital. List of invited talks are given separately.

Br. Dr. Sankara Chaitanya, Medical Director, Amrita School of Ayurveda, Amritapuri, lectured on Ayurveda and its evolution. He emphasized the importance of Ayurvedic drugs and on preventing many ailments by uprooting the main causative factor.

Service at the International Pediatric Cardiology Conference at AIMS

The students had an opportunity to be a part of organizing and coordinating some activities of the conference which was held at AIMS hospital for 3 days from November 7th to 9th. They were also given appreciation certificates taking into account their excellent voluntary service.

International Pediatric Cardiology Conference

The students had an opportunity to be a part of organizing and coordinating some activities of the conference which was held at Le Meridian, Kochi.



Community medical camp on November 15th 2008

The camp was organized by Amrita School of Arts and Sciences in collaboration with AIMS hospital and Amma's devotees of Arukutty, a suburban area in Kochi. The objective of the camp was to provide free specialty clinical service to the local population of Arukutty and surrounding areas. Presence of Doctors from various super specialties and Para-medical professionals of AIMS were the highlights of the camp. The first and third semester M.Sc. (HA) students played a major role in coordinating and in the eventual success of the camp. In the initial planning stage, the organizers together with the AIMS camp coordinators decided the time, place and type of medical camp. The camp was conducted on 15th November. The camp witnessed a large gathering of local population. 1800 patients were attended to by 29 doctors and other Para medical professionals. During the preliminary survey it was found that the local community was susceptible to many communicable diseases such as geriatric patients with varied problems, gynec, ophthalmology related. As it was found out that the locals also lacked awareness on various medical aspects, a community awareness exhibition was also part of the camp. Keeping this in view the broad specialties chosen were Gynecology, Pediatrics, Orthopedics, General medicine, General Surgery, Ophthalmology, Dentistry and Oral cancer detection.

INTERDISCIPLINARY AND OTHER ACADEMIC ACTIVITIES OF OUR FACULTY MEMBERS and VISITORS

Department of Visual Media and Communication (for M. F. A.)

Sl.No.	Faculty	Affiliation	Topic	Duration
1.	Sri. K. G. George	Guest Professor (Chairman, KSFDC)	Handled sessions in Film Form and History, Production Designing and Management, Direction and Montage for the MFA students	50 hours during August to November 2008
2.	Sri. Aneesh Martin	Guest Lecturer (Freelance Consultant)	Handled sessions on Promo Making for the MFA students	50 hours during August to November 2008
3.	Sri. K.B. Venu	Guest Lecturer (Chief Sub Editor, News and Current Affairs at Kairali TV)	Handled sessions on News Production for the MFA students	50 hours during August to November 2008
4.	Sri. K. M. Roy	Guest Professor (Senior Journalist)	Handled sessions on Media Analysis for the MFA students	30 hours during August to November 2008
5.	Sri. Kumar Chellappan	Visitor (Principal Correspondent, Deccan Chronicle, Chennai)	Handled sessions on Cyber Journalism and Radio Production for the MFA students	10 hours during August to November 2008
6.	Prof. C.S. Jayaraman	Guest Professor and Media Expert	Handled sessions on Script writing, Feature Writing and Visual Arts for the MFA students and B.Sc. Visual Media students respectively at the ASAS, Kochi	50 hours during August to November 2008
7.	Sri. Manoj Chandran	Guest Lecturer (Freelance Consultant)	Handled sessions on Photography for the MFA students	50 hours during August to November 2008
8.	Sri. Ramesh Ramakrishnan	Guest Lecturer (Sound Engineer, Amrita TV)	Handled sessions on Audiography for the MFA students	30 hours during August to November 2008
9.	Sri. L. Vinod	Guest Lecturer (Freelance Consultant)	Handled sessions on Advertising, Content Management for the MFA students	50 hours during August to November 2008
10.	Sri. P. J. Cherian	Chief Cameraman, Malayala Manorama Television	Handled sessions on Videography for the MFA students	50 hours during August to November 2008
11.	Sri. Sanju R. Nair Sri. M.A. Krishnakumar	Asst. Manager and Visual Media Developer (Dept. of Visual Media)	Participants at the 18 th Broadcast India 2008 Exhibition held at Mumbai. Interacted with the professionals from ARRI Flex, JVC, Panasonic, Hitachi, Panther Companies in the exhibition stalls	November 2008
13.	Sri. M. T. Neelan	Guest Lecturer (Chief Executive Editor, Amrita TV)	Handled sessions on Investigative Journalism for the MFA students	30 hours during August to November 2008
14.	T. Varun Prabha, M.A. Krishnakumar and Sanju. R. Nair	Faculty Members	Acted as Faculty Resource for One day workshop on "Visual Media " for VHSE Students of Amrita Vidyalayam, Konni	November 2008

Department of Visual Media and Communication (for B. Sc. Visual Media)

Sl.No.	Faculty	Affiliation	Topic	Duration
1.	Sri. Manoj K. Das	Guest Lecturer (Resident Editor, The New Indian Express)	Challenges in Print Media	October 2008
2.	Sri. K. M. Roy	Guest Professor and Senior Journalist	Grooming of a Journalist	October 2008
3.	Prof. C. S. Jayaraman	Guest Professor and Media Expert	Sessions on Visual Arts (Theory and Practice)	30 Hours from Aug 2008 - Nov 2008)
4.	Sri. L. Vinod	Guest Lecturer (Freelance Consultant)	Sessions on Advertising	November 2008
5.	Ms. Archana Shankar	Visitor (An Alumni), Radio Jockey - Club FM)	' F. M. - A Promising Field '	November 2008
6.	Smt. Leela Menon	Visiting Expert (Managing Editor, Janmabhumi daily)	Development of women and empowerment	October 2008
7.	Sri. George Sebastian	Chief Operating Officer, Club FM	Overview of Club FM	November 2008
8.	Sri. T. Kaladharan	Guest Lecturer (Secretary, Kerala Kalapeetham and Eminent Painter & Sculptor)	Conducted Practical classes on Painting and Arts	15 hours from Aug 2008 – Nov 2008
9.	Sri. Hari S. Kartha	Guest Professor (Chief Editor, Janmabhumi daily)	Journalism and Aspects of Print Media	October 2008
10.	Sri. P. Rajan	Guest Professor and Senior Journalist	Ethical values and Principles of a Journalist	October 2008
11.	Prof. T. K. Ajaikumar	Professor	Life Skills - Attitude Development for Media studies	November 2008
12.	Col. M. K. Chaudhary	Visitor (Spl. Officer at AIMS)	Motivation and Confidence	November 2008

INTERDISCIPLINARY AND OTHER ACADEMIC ACTIVITIES OF OUR FACULTY MEMBERS and VISITORS

Department of Commerce and Management

Sl.No.	Faculty	Affiliation	Topic	Duration
1.	Dr. Divyasree Jayaram	Guest Lecturer	Participant in the Mini Project on Leadership and Interpersonal Transactions within a Hospital – organized by ASAS	August 2008
2.	Anusree. G	Lecturer	Participant in the Hosman Conference 2007 at Amrita Institute of Medical Sciences (AIMS)	October 2007
3.	Sajitha. P. P	Lecturer	Session on Entrepreneurship at the Business Skill Development Programme for B. Com. (Final)	September 2008

AMRITA

Documentary
Film Festival '08

M.F.A. students were absorbed in vibrant activity in the Documentary Film Workshop Amrita Docu-Fest '08 conducted by the Visual Media Department on 17th and 18th of July 2008. The Film Festival conducted by the School was a contemporary cutting edge festival that brought documentaries that promoted a cinematic experience, emphasizing the fact that the works of emerging, independent and low budget films continue to be appreciated. Our programming ensured that best of some documentaries are



shown and discussed. Many of the films screened were made by budding youngsters.

Docufest was inaugurated by Sri. K.G. George, a doyen of Indian Film Making and Chairman, Kerala State Film Development Corporation. In addition to the news coverage by Amrita TV and others, the emerging FM Radio, S-FM of the Sun Network made a live coverage of the event.

Prof. C.S. Jayaraman, President, Cochin Film Society and our Faculty member took an appreciation class on Sehjo Singh's famous documentary "Truck Driver". The short films shot by the Visual Media students were also screened. Sri. Kumar Chellappan, Science Documentary Expert and



Principal Correspondent, Deccan Chronicle, took a session on the Science Documentary - The Life of Mammals.

Dr. K. Ambady, Director, News, Doordarshan, Thiruvananthapuram lectured on Documentary Film Making: Creative Freedom and Alternative Film Language. He showed the documentary 'God Grew Tired of Us'.

Sri. P.J. Cherian, Chief Cameraman, Malayala Manorama Television took a demonstration class using 35 MM Professional Video Camera.



The two-day Docu-Fest ended with an interactive session by Sri. R. Shyamaprasad, President (Programme), Amrita TV and Renowned Film Maker. He also chaired the valedictory function as Chief Guest.

Sri. Radha Ramanan's Special Videography Sessions

Sri. Radha Ramanan, who is a Film maker and Videographer, took classes using track and trolley and 1 KV Studio Lights. He also guided students in conducting talk shows and interviews of eminent personalities like Sri. P. Rajan, Sri. K.G. George, Sri. Hari S. Kartha, Sri. Kaladharan and Sri. Shyamaprasad.

Visit by a Contemporary Film Maker

The campus was delighted when the contemporary film maker, Sri. Major Ravi visited the campus. He interacted with the Visual Media students and shared his experiences in making films in adverse situations. The speaker also explained the various circumstances faced by the team when they have to shoot films in places like Kargil.

INTERDISCIPLINARY AND OTHER ACADEMIC ACTIVITIES OF OUR FACULTY MEMBERS and VISITORS

Department of Commerce and Management

Sl.No.	Faculty	Affiliation	Topic	Duration
4.	Vineeth K.M.	Lecturer	Participant in the UGC-CSEZ sponsored National Seminar on Banking in the Era of Diverse Development Paradigms: From Financial Inclusion to Special Economic Zones, at the Department of Applied Economics, CUSAT	March, 2008
			Participant in the Faculty Development Programme organized by ASAS Kochi	June 2008
			Published his book titled 'Marketing Research (Kalyani Publishers, New Delhi)	August 2008
5.	Sangeetha. K. Prathap	Lecturer	Presented paper titled 'Scaling Up the Microfinance Alternative for Financial Inclusion' at the Proceedings of UGC-CSEZ sponsored National Seminar on Banking in the Era of Diverse Development Paradigms: From Financial Inclusion to Special Economic Zones, Department of Applied Economics, Cochin University of Science and Technology.	March 2008
			Presented paper titled 'Status of Housing Finance by Commercial banks in India' at the KCSTE sponsored Emerging Technologies and Financing Models for Affordable Housing in India – A Techno Economic Perspective –Department of Applied Economics, Cochin University of Science and Technology	June 2008
			Presented paper titled 'Issues and Considerations in housing Disaster Victims Evidences from the Indian Ocean Tsunami of 2004 in Kerala' at the KCSTE sponsored Emerging Technologies and Financing Models for Affordable Housing in India – A Techno Economic Perspective., - Department of Applied Economics, Cochin University of Science and Technology	June 2008
			Authored the book titled 'Book Chapter in Status of Fisheries Economics and Extension Research in India – Opportunities and Challenges' published by the Diamond Jubilee Publication of CMFRI	
6.	Sri. P. J. Johnney	Guest Lecturer (Chartered Accountant)	Lectured on the topic 'An overview on Taxation & Finance'	September 2008
7.	Dr. Ajith Kumar	Guest Professor	Rendered a session on 'The introductory aspects of Economics' to the M.Com. students	September 2008
8.	Prof. S. Jagdish, CA	Professor	Separate sessions on the current global financial crisis sessions for the mainstream commerce and non-commerce students at the Amrita School of Arts and Sciences, Kochi	November 2008
9.	Sri. G.S. Prakash	Guest Lecturer (Dy. Director, MSME Institute, Thrissur)	Lectured at the 2nd Business Skill Development Programme - at the Amrita School of Arts and Sciences, Kochi	November 2008

Department of Commerce and Management (for Hospital Administration Programme)

Sl.No.	Faculty	Affiliation	Topic	Duration
1.	Dr. Divyasree Jayaram	Guest Lecturer	Participant in the Project on Administration of a Medium-sized hospital of V.G. Saraf Memorial Hospital, Kochi – Organized by ASAS	December 2007
2.	Sri. Kalyanasundaram	Manager, Purchase Dept., AIMS	Took a session on internal anchoring and personality development to the first semester MHA students	September 2008
3.	Dr. Jay Mishra	Sunny Buffalo, U.S.A.	Applications of operations research in hospitals	September 2008
4.	Dr. Vipin Kumar	Visitor (Scientist, CMFRI)	'Paradigm of personal effectiveness'	September 2008
5.	Col. D. K. Choudhary	Visitor (Officer on special duty at AIMS Hospital)	Lectured on effectiveness of management focusing on marketing strategies that need to be adopted for a hospital	October 2008

Police, Creativity and Social sensitivity

As part of the Awareness on Crime beat Department of Police conducted a popular drama on tackling Crime through the Janamaithree initiative. All the police officials were appreciated for their excellent performance on spreading the social sensitivity related to crime in society.



**Department of
Computer Science and Applications**

Research and academic initiatives of many faculty members continued as in previous years.

INTERDISCIPLINARY AND OTHER ACADEMIC ATIVITIES OF OUR FACULTY MEMBERS and VISITORS				
Department of Computer Science and Applications				
Sl.No.	Faculty	Affiliation	Topic	Duration
1.	Gaina K. G.	Lecturer	Participated in the National Seminar on Information Theory at Dept. of Maths, CUSAT	December 2008
			Participated in the International Seminar on "Technology Education and Knowledge Building" at CMS College of Science and Commerce, Coimbatore	March, 2008
			Participated in International Symposium on Data, Information and Knowledge Spectrum (ISDIKS 07)	December 2007
2.	Sumesh. S	Lecturer	Participated in the National Seminar on Information Theory at Dept. of Maths, CUSAT	December 2008
3.	L. Nitha	Lecturer	Participated in International Symposium on Data, Information and Knowledge Spectrum (ISDIKS 07)	December 2007
4.	Maya L. Pai	Lecturer	Participated in the National Seminar on Information Theory at Dept. of Maths, CUSAT	December 2008
			Participated in the "National Seminar on Statistical Methods & Reliability Analysis" organized by Department of Statistics, Cochin University of Science and Technology	January , 2008
			Participated in the "Business Research Methods & Models" organized by Department of Applied Economics, Cochin University of Science and Technology	March, 2008
5.	Ambili S. Nair	Lecturer	Participated in the "National Seminar on Statistical Methods & Reliability Analysis" organized by Department of Statistics, Cochin University of Science and Technology	January , 2008
6.	Nisha Pillai U.	Lecturer	Participated in International Symposium on Data, Information and Knowledge Spectrum (ISDIKS 07)	December 2007

Department of Visual Media and Communication

Visits at Kochi

Students of B.Sc. (Visual Media) and M.F.A. were taken on a series of visits to different media organizations and places of historical importance at Kochi to gain first-hand knowledge of the activities.

The first in line was the visit to the The New Indian Express, Kochi wherein the students gained a lot of information about the technical activities going on in the newspaper industry. The students were introduced to the technologies used in printing newspapers. Students were shown the different departments and their functioning. Some of the heads of departments explained the functioning and usages of the machines. Students saw the process of final printing of newspapers. They gained an insight into how news is made.

The second and last in the series was a visit to the Dutch palace and Jewish Synagogue at Mattanchery, Kochi. The Dutch palace conceived the mural paintings still protected with great care. The students who were given some theoretical



and practical lessons on painting gained some rich inputs from there. The Jewish Synagogue gave

some reminiscences about the Jewish Era in Kochi.

Thiruvananthapuram Visit of Media students

First and final year students of the MFA (Visual Media) were taken on a series of visits to different studios and media organizations at Thiruvananthapuram to have first-hand knowledge of the activities.



The students got ample opportunities to visit eminent personalities like Sri. Surya Krishnamurthy and Sri. Kavalam Narayana Panicker during the tour. Sri. Surya Krishnamurthy, the founder of Soorya Stage and Film Society, the biggest cultural society in Asia, talked about the recent rejuvenation of traditional arts. He also entertained the students to witness Kathak performance by the Kathak Kendra Goup, New Delhi during the Soorya Festival.

Sri. Kaavalam Narayana Panicker, a renowned dramatist and poet and the Director of the Sopanam Institute of Performing Arts and Research, spoke on the principles laid down

They visited the Prasad Color Lab which is a film-processing unit situated inside KINFRA Film and Video Park which provide services like developing the negative, generating positive prints with sounds, color grading and tele syncing. The students were shown the film negative development machine and the color grading systems.

The second in line was Chalachitra Academy, which was a storehouse of information on history, developments and modern trends in film and video. An interaction the students had the opportunity to meet Ms. Beena Paul, the renowned Film Editor, who is the Deputy Director of the Academy. She gave the students an excellent insight into the various facets of feature film editing.



The third day of the visit was devoted to the Chitrnanjali Studios set up by the Kerala State Film Development Corporation aimed at encouraging the film industry of Kerala. The different units in the Studios like Film Processing Units, Museum, Editing Suite, Recording Studio, Dubbing Floor, Indoor Studio Floor and Outdoor Location were also shown. Sri. K.G. George facilitated this visit.

At Amrita TV

The last among the three day visits was to the Amrita TV. At Amrita TV students were made to focus their studies on the News Department. Various aspects of news gathering, production and transmission were shown to them. Sri. Neelan, Chief News Editor, Amrita TV took a class on the different processes involved in the news transmission at the Amrita TV. Sri. G.P. Nair, Technical Head, Amrita TV took a session on the technical aspects of video and audio formats used at the Amrita TV and also the details of transmission. Students were taken in batches to the Editing and Graphics Department which provided abundant information about the various softwares and the various facets of editing.

The live telecast of a news bulletin was shown. The students visited the Production Control Room and the Studio Floor of the channel.



by Bharathamuni in his Natyashastra which is topically relevant in all dance and theatre forms. The most informal interaction ended with Sri. Kaavalam and his team singing a well-known folk song written by him for the movie Kummatty.

Campus Olympics by Club FM

The Mathrubhumi conducted a Campus Olympics for the students of our School. The Programme was an integration of fun in Olympics. The Programme was conducted by two RJ's from Club FM and was aired.