

## Short Film Competition

To inculcate the spirit of making good short films, a short film competition was organized as part of the film festival. The 25 entries received, contained short films made by our students as well as from the outside participants, from which four were shortlisted. The first prize was bagged by the film, 'Ingane' directed by Smt. P. Sindhu, teacher and students of Govt. Vocational Higher Secondary School at Mupliyam, Thrissur. The second prize was shared between Sri. Ravisankar, our former MFA student and Sri. A. Jayasankar from NSS College, Pandalam. The films were 'Palice' and 'Thudakkam' respectively. The third one, 'Invincible', too was bagged by the former MFA student of our School. The prize-winners were awarded with cash prizes.



## Budget Discussion at India Vision

The students of B. Com. and M. Com. programmes participated in the live budget discussion organized by India Vision channel on Friday, 26<sup>th</sup> February 2010. The students actively participated in the discussion along with the experts from banking, finance and economic sectors. Dr. N. Ajith Kumar and Sri. K.R. Shabu, faculty members of Commerce also participated.



## Kalamritam 2010

The annual cultural fiesta of Amrita School of Arts and Sciences was celebrated with great pomp and vigour. The three day festival was inaugurated on 27<sup>th</sup> February 2010 by Sri. Kamal, an eminent film-maker of South India. Smt. Sreekumari Ramachandran, a renowned literatureur, presided over the function. Baby Malavika (Baby Savithri), a child cine artist and an excellent performer of Mohiniyattom offered felicitations. The festival ended with cultural programs by students which were well supported by the staff members. The staff and students collectively volunteered the duties with a spirit of service and renunciation to make the programme a great success.

Samskriti, the charitable group of the School, put up a small mess house with some home-made Kerala special dishes.

## Free Medical Camp for Vidyamritam Scholarship Students

Free Medical Camp was organized at Mata Amritanandamayi Math, Ernakulam on Sunday, February 28, 2010 for the Vidyamritam scholarship availing students. The hostel students in the Samskriti Cultural group actively volunteered during the camp for registration and other services.



## Students Only

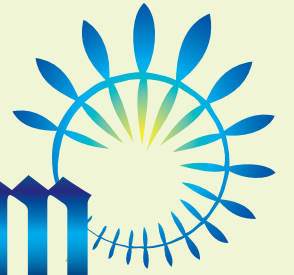
Kairali TV, one of the leading channels of South India, came to the School to conduct a programme, "Students Only", based on students on 29<sup>th</sup> February 2010. The crew members of the popular Malayalam movie, "Happy Husbands", now running successfully in Kerala, were on the stage. The students got an ample opportunity to interact with their most fascinated movie actors like Indrajeet, Jayasurya, Samvratha Sunil, Reema Kallingal, Vandana. The Producer and Director of the film Sri. Milan Jaleel and Sri. Saji Surendran were also on the stage. The students enjoyed the show by asking questions related to the movie. The show was later telecast on Kairali TV as four episodes.

Amrita School of Arts and Sciences, Kochi

# Amrita Kiranam

Vol. 13 | No. 14 | February 2010

a snapshot of happenings



VIDYAMRITAM SPECIAL ISSUE 2010



*"The increasing amount of scientific knowledge that humanity has acquired will ultimately point towards God"*

— Amma



## Vidyamritam 2010 – An Overview

The 6<sup>th</sup> annual extramural expert lecture series "Vidyamritam 2010" which commenced on 29<sup>th</sup> February 2010 at Amrita School of Arts and Sciences, Kochi lasted for one month upto 25<sup>th</sup> February 2010. The series was inaugurated by Dr. V.N. Rajasekharan Pillai, Vice Chancellor, Indira Gandhi National Open University (IGNOU) at the Brahmasthanam Auditorium. Dr. Pratapan Nair, Principal, Amrita School of Medicine, presided over the function. Dr. P.P. Vijayalakshmi, Chairperson and Head of the Department – Visual Media, welcomed the audience and Dr. M.V. Kamalakshi, Chairperson and Head of the Department – Commerce and Management, gave the vote of thanks. Prof. T.K. Ajai Kumar, Professor, Department of Commerce and Management, offered felicitations. Dr. U. Krishnakumar, Director, elucidated the details about 'Vidyamritam 2010'. Prof. P A Appukkuttan, Professor, Department of Visual Media was honoured with a Ponnada by Dr. Rajasekharan Pillai as a token of appreciation for completing 50 years of service in the field of teaching. An exclusive feature of Amrita School of Arts and Sciences, Kochi, Vidyamritam 2010 opened up new thoughts of creativity and academic fervour in all frontier areas of knowledge sharing. 40 experts from multi-farious domain areas shared their wisdom and knowledge with the students during the series.

## Department of Computer Science and I.T.

Date	Speaker	Topic
February 01 Monday	Sri. K. Jayakrishnan, Director, Xtend Technologies	Code Complete - Understanding Machine Code, Assembly Language and C
February 02 Tuesday	Sri. C. Mahesh, Software Engineer, FISAT	Cloud Computing and Virtualization
February 03 Wednesday	Sri. Madhusoodan Gupta, CEO, Radha Electronics	Technology Trends in Personal Computing
February 04 Thursday	Smt. Deleesha Viswanath, Lecturer Dept. of Computer Science, CUSAT	Bio-Informatics
February 04 Thursday	Sri. Ramesh Govind, Project Manager, Infovista Ltd.	Building scalable open source web applications

**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, L. Vinod, Sonia B. Chellerian, S. Mahesh, R. Sanju, Divya V. Sheno, M. A. Krishnakumar, T. Varun Prabha.

**Editorial Coordination:** Dr. U. Krishnakumar **Design:** K. R. Muralikrishnan

## Department of Computer Science and I.T.

Date	Speaker	Topic
February 06 Saturday	Sri. B. Mahesh, Manager - Customer Relations & Operations, Optilogic, Technopark	Module 1: 'PHP' the easy ways and Module 2: "How to approach placements"
February 08 Monday	Sri. Prasanth R Nair, Vice Chairman Dept. of IT, Amrita Vishwa Vidyapeetham	Information Security
February 22 Monday	Sri. A.S. Mahesh and Mrs. Ranjitha Pramod Senior Lecturers, Dept. of C.S and IT, ASAS, Kochi	Cloud Applications-Architecture & Security Issues
March 1 Monday	Dr. U. Krishnakumar, Director, ASAS, Kochi	Use and Abuse of Cyber Space – Technology, Media and Commercial Perspectives

## Department of Visual Media and Communication

Date	Speaker	Topic
February 01 Monday	Sri. L. K. Leenus Film Maker and Communication Professional	A Director's Perspective
February 01 Monday	Sri. A. Sahadevan Chief Programme Executive, India Vision Channel	Film Scripting
February 02 Tuesday	Sri. Madanan Chief Artist, Matrubhumi	Visual Arts - Lecture Demonstration
February 03 Wednesday	Sri. Sunij. S. Nair Web Developer	Relevance of Web in Industry
February 08 Monday	Sri. Kumar Chellappan Special Correspondent, Deccan Chronicle	Evolution of a Television Journalist
February 11 Thursday	Smt. Swaroopa Kartha Creative Head, Jellitta Communications	Brand War
February 20 Saturday	Prof. I. Shanmugha Das, Lecturer in English Sri C Achutha Menon Memorial Govt. College, Kuttanellloor	An Introduction to World and Indian Cinema
February 22 Monday	Sri. Mohandas Wildlife Photographer	Exploring Wildlife with a Camera
February 22 Monday	Sri. T. Unni Padmanabhan Bird Photographer	Dimensions of Photography - Bird Photography

## Department of Commerce and Management

Date	Speaker	Topic
February 01 Monday	Dr. P. Vasantha Kumari, Reader in Commerce N.S.S. College, Ottapalam	Introduction to Derivatives
February 05 Friday	Sri. Sebastian Pothampilly, General Manager District Industries Center (DIC)	Entrepreneurship Development
February 08 Monday	Sri. Prasanth R Nair, Vice Chairman Dept. of IT, Amrita Vishwa Vidyapeetham	Management Information Systems
February 20 Saturday	Sri. Ganesh Kumar, Country Head International Commercial Bank, SENEGAL	Is Core Banking a solution to all our banking problems?
February 23 Tuesday	Smt. Geetha Anand, Senior Branch Manager United Indian Insurance Co. Ltd.	Role of Intermediaries in the new scenario of Insurance Business
February 24 Wednesday	Dr. Rajagopala Nair, Professor and HOD (Commerce) St. Albert's College, Kochi	Science of Accounting
February 25 Thursday	Sri. P. Santhosh Kumar, National President Junior Chamber International India	"Yes, We Can!"
February 22 Monday	Sri. A.S. Mahesh and Mrs. Ranjitha Pramod Senior Lecturers, Dept. of C.S and IT, ASAS, Kochi	Cloud Applications-Architecture & Security Issues

In addition to this there was a series of Distinguished Lectures conducted at each Department for which classes were taken by domain experts.

## Distinguished Lecture Series

Date	Speaker	Topic
<b>Department of Educational Values, Culture and Human Dynamics</b>		
February 06 Saturday	Sri. Soorya Krishnamoorthy, Founder Director Soorya Stage Show and Film Society	Cultural Values in Modern Education
February 27 Saturday	Dr. M.V. Natesan, Senior Lecturer, Dept. of Vyakarana, Sree Sankara Sanskrit University	Greatness of "Aswatha Vriksha"

## Department of Commerce and Management

February 23 Tuesday	Sri. E. Madhavan General Manager, Reserve Bank of India, Kochi	Managing the Effects of Global Financial Crisis in India – Role of RBI
February 04 Thursday	Dr. V. K. Vijaya Kumar, Professor of Economics and Renowned Orator, Sree Krishna College, Guruvayoor	India – An Emerging Economic Superpower: Challenges and Prospect

## Department of Computer Science and I.T.

February 01 Monday	Sri. Suresh Senior Manager (Systems and MIS), IOC Ltd.	ERP Implementation – A case study
February 09 Tuesday	Sri. V.T. Santhosh Technical Director and DIO, National Informatics Center	National E-Governance Plan

## Department of Visual Media and Communication

February 03 Wednesday	Dr. K. Ampady, IIS Director ( News ), Doordarshan, Trivandrum	Mass Communication – Changing Perspectives
February 09 Tuesday	Prof. K.C. Chithrabhanu Professor and Art Historian	Form and Language of Indian Art
February 10 Wednesday	Prof. Vijayakumara Menon, Professor and Art Historian (Visiting Professor, Sree Sankara Sanskrit University, Kalady)	The Correspondence between Fine Art and Applied Art

## Amrita Film Fest 2010

The Amrita Film Fest 2010 organized by the Department of Visual Media and Communication and Media Association of Amrita at the Amrita School of Arts and Sciences, Kochi was held on 6th and 7th February 2010. Seven quality international films were screened. As part of the festival, there were competitions in Short films, Public Awareness Ad film Campaigns, and also a Painting Exhibition. The function was inaugurated by Sri. Soorya Krishnamoorthy, Founder – Director, Soorya Festival. Prof. C.S. Jayaraman, Chairman, Organizing Committee and Dr. P.P. Vijayalakshmi, Head of the Department of Visual Media and Communication distributed the prizes during the closing function on 7th February 2010. Sri. L. Vinod, Organizing Secretary proposed the vote of thanks. Many delegates from Pazhassi Raja College, Pulpally, Wayanad and Assumption College, Changanassery attended the festival.



## Painting Exhibition

The unique paintings by both students as well as staff displayed some rare composition of paintings. More than 50 paintings were shortlisted for display at the exhibition. The painting exhibition which lasted for two days was inaugurated by Sri. Soorya Krishnamoorthy.



## Ad Film Competition

To make the public aware of social necessities, Public Awareness Ad Campaigns were invited from the competitors. The senior batches of B.Sc. and MFA students were motivated by the spirit and produced some small short films. From among these, the best two campaigns were awarded with consolation prizes.