

STUDENTS ASSOCIATIONS

Computer Science and I.T. Department

Computer Science and IT Dept. of Amrita School of Arts and Sciences, Kochi formed a department association named Computer Science Association, which comprises of faculty members and students from all programmes and batches. An executive committee was formed, which consists of selected students and faculty, for the efficient working of the association. Aim of the association is to promote the various skills of students in the computing discipline. Inauguration of the association was done by Sri. G. Krishnakumar, Senior Manager Tech., Sapient Corporation, Bangalore., 24th September 2009.

This association conducted on 3rd October 2009, a seminar and paper presentations on the topic "40Yrs of Internet – Trends and Technologies". Gayathri Balachandran, Reshma R Shenoy, Sajitha Sivan and Shahin Krishna of MCA 2008 Batch. (IInd Semester) presented papers on the topics like History, Trends and Technologies, Securities and the Future of Internet. Sri. A. S. Mahesh, Sr. Lecturer of the same department presented a paper on the topic "Cloud Computing".

Visual Media and Communication Department

Inauguration of 2009 - 2010 academic year activities of Visual Media and Communication Department was held on 3rd October 2009. During this occasion two different seminars respectively on the topics '40 years of NET - Media Perspectives', '50 Years of Doordarshan' were organized.

A Fine Arts and Media Association under the Department of Visual Media and Communication was inaugurated by Sri. Kumar Chellappan, Special Correspondent, Deccan Chronicle Chennai at 10.00 a.m. at the Brahmasthanam Auditorium. He delivered the key note address on the topic '40 years of NET - Media Perspectives'. Ms. R. Jyothilekshmi (Lecturer, Amrita School of Arts and Sciences, Kochi) and M.F.A. students presented papers on the topics 'Influence of Internet in Journalism' and 'Internet - Past, Present and Future' respectively.

During the event, Dr. C.S. Jayaraman, Senior Guest Professor was honoured upon receiving a Doctoral Degree recently. He was presented a Memento by Sri. Hari S. Kartha, Chief Editor, Janmabhumi on the occasion.

In the afternoon session based on the theme '50 Years of Doordarshan' a lecture was delivered by Sri. A. Sahadevan, Chief Programme Executive, India Vision Channel. Sri. L. Vinod (Senior Lecturer, Amrita School of Arts and Sciences, Kochi) visually gave a presentation on the topic "An overview of Doordarshan for the past 50 years".

Afterwards, the Visual Media students presented some visual stories which reminded everyone of the contributions given by Doordarshan to our country.

Commerce and Management Department

The Department of Commerce and Management organized its Association on 23rd September 2009. Association was inaugurated by Sri. P.R. Ramachandran, Deputy General Manager (Finance), BSNL at the Brahmasthanam Auditorium. Ms. Jisha Ajith (Faculty, Amrita School of Arts and Sciences, Kochi) and B.Com 5th Semester students presented technical papers on 'Journey of Internet through 40 years' and 'E-commerce - Models and Applications' respectively.

AMRITA
Film Fest
2010

on 6th and 7th February

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 will be held on 6th and 7th February 2010. Our launching objectives are to inculcate taste for quality films, promote and provide an opportunity for audience to appreciate and encourage films of unique character. To add colour to the festival, there will be competitions in Short films, Public Awareness Ad film Campaigns, a Film based Quiz and also a Painting Exhibition. The function will be inaugurated by Sri. Soorya Krishnamoorthy, Founder – Director, Soorya Festival.

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. Shenoi, M. A. Krishnakumar, T. Varun Prabha.

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a snapshot of happenings



*"Each and every object
in Nature teaches us
something. Renunciation
and selflessness are the
greatest lessons to learn
from Nature."*

- Amma



Inauguration of 2009 Academic Year

Activities of the 2009 Academic year began on 5th August 2009. Sri. CA. Venugopal. C. Govind, FCA, a Renowned Speaker, Management Consultant and Philanthropist and also the CEO of Verma and Verma Co., was the Chief Guest. Pujaneeya Swami Poornamritananda Puri blessed the audience with his eloquent message filled with Amma's love and grace. Dr. P. Venkat Rangan, our Vice Chancellor, shared his experiences with Amma to the students and presided over the function. Dr. A. Unnikrishnan, Associate Director, NPOL released the Academic Handbook and delivered the first academic address to the students. Dr. S. K. Ramachandran Nair, Sr. Medical Administrator, AIMS offered felicitations and recited a beautiful poem written by him.

Sanskriti Cultural Group started

Under the guidance of Prof. Vijay Menon a cultural group named **Sanskriti** started at the campus on 9th September 2009. About 100 students from both UG and PG batches constitute the core group of Sanskriti volunteers. The group aims at practising ethical values and serving the fellow beings inspired from Amma's teachings. Some of the selected students from the group were taken

to Amritapuri to learn self- help activities like doll making, fancy item making etc. etc... from waste materials to train their group mates. They have already started making these. Money they received from these products are being used purely for charitable purposes among the orphan children at Amma's Tribal Orphanage at Parippally and Matruchaya.

Sri. Simon Britto visits Campus on 16th January 2010

Under the auspices of the Samskriti Group a session was conducted on Environment. Eminent social worker, environmentalist, writer and motivational speaker Sri. Simon Britto, M.L.A. Kerala Assembly delivered an invigorating speech highlighting the relevance of expanding the social forestry project to combat the global warming phenomena. He stressed the importance of vegetarianism and inculcated the spirit of loving Mother Nature. . Students and staff were highly motivated by his words of wisdom and his selfless depiction of service despite his physical disability being a paraplegic. Visual media students conducted an interview session with him. He along with the staff and students also planted saplings. Sri. Sasidharan, the President of Nedumbassery unit of OISCA International, a prominent Japanese based NGO in the field for promotion of Ecological balance, Forestry and Energy Conservation also spoke on the occasion.



Sessions on Indian Culture and Values

New batch of students were taken to Amritapuri for receiving Amma's Blessings and Darshan. There they had an opportunity to closely observe Amma's humanitarian activities. Some of them also got chance to do selfless service in the Ashram's activities.

The students of 2007 and 2008 UG and PG batches were enlightened by a series of lectures on Indian values and culture by Prof. Vijay Menon, the Eminent Management Consultant, Faculty of I.I.M. , Indore and also the youngest faculty in the Civil Services Training Academy and Legal Services Officers Training School. He emphasized about the higher reality in life which should be equally focused along with education and life-making. He cited instances of great leadership from Swami Vivekananda's life. Prof. Menon, an ardent devotee of Ramakrishna Math and deep exponent of Vivekananda teachings, motivated the students to become vegetarians so as to be compassionate towards our fellow beings of nature.



Amrita Sanjeevani

The service oriented volunteer group 'Amrita Sanjeevani', of Amritapuri campus, visited our School on 9th January 2010. The group consisted of students led by the staff Smt. Vandana. They interacted with the UG students to inculcate the spirit of service shown by Amma throughout Her life. The one day programme gave some new insights to the existing service oriented activities of the Samskriti group.

Classes towards excellence and life skills by Dr. U. Krishnakumar

Dr. U. Krishnakumar, Director conducted classes on Life-skills, Human Dynamics, Study Habits and Career building for plus-two batches of the students of different Amrita Vidyalayams at Kodungalloor, Chavakkad, Perumbavoor, Ernakulam, Thrissur, Palakkad, Pathanamthitta, Thiruvalla, Harippad and Pandalam. Some of the students were taken to our campus to give practical demonstration classes in Visual Media.

Dr. A.P.J. Abdul Kalam's interactions

The students from the UG and PG batches were taken to the TDM Hall when Dr. A.P.J. Abdul Kalam, our former President, visited Kochi for the release of the book "Wandering in many Worlds" by Justice Sri. V.R. Krishna Iyer. There some of them had a chance to interact with him. He spoke more about his 'Vision 20 - 20' when one of our students requested him to elucidate on the subject.

Later during the same evening he came to AIMS hospital where the hostel batch of students got yet another opportunity to converse with him jointly with the medical students.

Translation Session by an Expert

A well-known columnist, translator and an ardent devotee of our most beloved Amma - Smt. Prema Jayakumar's session on 21st August 2009 turned out to be an excellent one. A good interaction happened after the session where she was asked about the different aspects and angles of translation. She cited various examples of translation made by media people from English to Malayalam and vice-versa in her own peculiar, humorous way.

Pain and Palliative Care at AIMS – Steps towards Compassion

The B.Sc. Visual Media students were taken to a Conference at AIMS organized by the Pain and Palliative Care Department at the hospital on 10th October 2009. The students gained valuable lessons on how to be compassionate towards their fellow beings who are suffering from incurable diseases. The classes led by Doctors, Religious leaders and Media persons provided important inputs and were thought provoking and motivational.

A Rare Photographic Event – Tholpetty Nature Camp

The staff and students of the B.Sc. (Visual Media) were taken on a three day trip from 4th November 2009 to the Tholpetty Wildlife Sanctuary located inside the beautiful Wayanad Range for getting practical exposure to wildlife photography. The students cherished the rare opportunity of witnessing and taking photographs of some of the wildest inmates.



Accolades to short films by MFA passed-out students

Two of the short films made by our MFA students won awards at State Level Film Festivals. "Kolussu" made by Ms. Chandrakala C, won Second Prize at BIMS – Short Film and Documentary Festival organized by Bharatheeya Vidya Bhavan.

Sri. Ravisankar, another passed out student from the same batch, made a short film "Paalice", which won the Award for the Second Best Short Film at the Kerala State Children's Film Festival held at Kollam. Sri. K. Madhu, a renowned movie artist, distributed the prize.

A half-an-hour documentary on traditional folk art Kuthiyottam named 'Urvaratha' was produced by some of the earlier passed-out students, which was launched with great pomp and ceremony.

Among the two short films made by our senior batch of MFA students, and sent to Ability Fest – an International Film Festival for Disabled Persons, Chennai, "The Invincible" was short-listed. The same was screened at Sathyam Theatres at Chennai for which two of our staff members attended. M/s Ravisankar, Chandra Kala and Chandrasekhar, passing out students of M.F.A. received special mementos from Sri. Kamal, Film Director on the occasion of Kalamritam 2010.



Department of Commerce and Management

Sri. P.J. Johney, Chartered Accountant, conducted an introductory session on 'Accounting and Finance' for the first semester Commerce students.

Prof. Sasidharan Uppath handled sessions on 'Motivation and Defective Learning' for the B.Com and M.Com students.

Dr. M.N. Ananthanarayanan, In-charge, Urban Medical Centre, Dept. of Community Medicine, AIMS, lectured on 'Emergency preparation and spreading of Contagious Diseases' for the 3rd Semester Hospital Administration students.

Sri. K.M. Vineeth, Lecturer, Amrita School of Arts and Sciences, Kochi published his second book on 'Research Methodology'.

DEPARTMENTAL ACTIVITIES

Department of Visual Media and Communication

National Photography Exhibition



The All Kerala Photographers Association conducted a two day fest for professional photographers from the country at Lulu Convention Center, Thrissur. The halls of the Convention Center exhibited photos taken using the latest camera technologies, printing machines, studio settings, softwares and most sought after 'steady cam'.

As part of the fest, a photography competition on nature and wild life was conducted. Some of the photos taken by the B.Sc. Visual Media students along with the Visual Media Department staff members were shortlisted and displayed. They were taken to the exhibition on 8th August 2009 where they could also talk with professional photographers which were a great knowledge sharing experience. Some of the contemporary professional cameras were live demonstrated.

Painting classes by Sri. L. Vinod

Sri. L. Vinod, Senior Lecturer, Visual Media Department, took practical sessions on painting for the MFA students.

YAKKA Media

Some of the passed out MFA students have started a joint venture in the form of a full-fledged Media Production House which contains Advertising, Photography, Videography, Editing, Public Relations and Event Management. A fully equipped studio is also set-up inside the firm.

Videography Demonstration by Sri. Radha Ramanan

Sri. Radha Ramanan, a prominent Videographer and our faculty for Videography took full day practical demonstration sessions using Video lights for the B.Sc. Visual Media and MFA students. The 1 KV, 2KV, Baby lights which are used for making movies were live demonstrated.

Dr. Sarath Menon's - U.S. Professor visited the Campus

Dr. Sarath Menon, a well-known Professor and Orator from the U.S. was invited to the campus to lecture on 30th July 2009 about the topic, "Media and Society". He spoke on the relevant media factors affecting the society through explicit and implicit means in a language which was so eloquent and gorgeous.

Press Club Visit

The visit to the Ernakulam Press Club was an unforgettable experience. Our B.Sc. Visual Media and MFA students were taken to the Ernakulam Press Club as part of their industrial academic visits. The theoretical knowledge about press meetings gained a practical touch when the students closely watched and observed press meetings with their own eyes. Some of the reporters presented were from the leading newspapers and channels.

Sri. Manoj K. Das - The New Indian Express

Sri. Manoj K Das, Resident Editor, Asianet News Channel took sessions on the various aspects of Broadcast Media to the B.Sc. Visual Media students.

Art Gallery Visit

The B.Sc. Visual Media students were taken to the Durbar hall Art Gallery to watch a painting exhibition on 23rd August 2009 by Sri. L. Vinod and Ms. Divya V. Shenoy, faculty members. Most of the paintings were fantastic and being Fine Arts students, they gained lots of new techniques from those pictures.



Placements

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

75% of 2009 passed out students got placed.

Companies that have recruited our students during include the last year include WIPRO, iGATE, ACS, net Bios, GENPACT, UST Global, Techwise, Galtech Enterprises, Data Float, Spectrum Softech, Sea View Support Systems, A&N Infomart, Cybernet, Amrita Technologies, etc.

Companies visiting this year

iGate, Wipro, DigitalMesh, Spectrum, Ernst and Young, SIT Mobile Software, Easy Learn(Zerone Consulting), ACS, OPI Global, ChaYoWo Games, AI Ahalia Exchange, Geojit Securities, Hedge, DBFS etc

Healthy practices continued

Feedback of the students regarding the teaching methodology, curriculum, content delivery etc is taken twice in every semester. Parental counseling for weaker students were also conducted.

Integrated Amrita Meditation Technique

As a part of the value - based education, which is given during every year, the new batches of students, were initiated to the inner world of concentration through meditation when Br. Yogamrita Chaithanya took the "Integrated Amrita Meditation Technique" classes. During the four hour sessions, the students cherished a refreshing experience which they unambiguously expressed in their feedback. The session lasted for about a week.



Students doing 4th Semester Projects in various companies

M.Com. (Finance and Systems)

Federal Bank, Ahalia Exchange, Hedge Equities Karvy Finapolis

Visual Media

Jaihind TV, Kairali TV, Malayala Manorama, Red FM The New Indian Express, Jeevan TV, Amrita TV.

MSc.IT

TCS, A&N Infomart, Pantech Solutions, Amrita Technologies, Spectrum Softech etc.



A one day pilgrimage to Sri Ramakrishna Math

The students from the Samskriti group were taken to Sri Ramakrishna Math, Vyttila, Ernakulam for viewing a beautiful pictorial exhibition of photos and paintings from the life and teachings of Sri Ramakrishna, Sri Sarada Devi and Swami Vivekananda. Students were extremely moved that some of them were shedding tears in devotion and reverence to the Mahatmas.



Trip to Adi Sankara Math and Mathruchaya Orphanage

Some hostel students were taken to a trip at Adi Sankara Math at Kalady on 1st November 2009. They had the fortune to spend some time in the Math and later taken to the Gosala where the students fed the cows with their own hands. Later during the afternoon, they were taken to Mathruchaya Orphanage as part of the usual visit during every year. Prof. N.R. Menon, Dr. S.K. Ramachandran Nair, Senior Medical Administrator, AIMS, Dr. T.K. Ajai Kumar, our Senior Faculty Member, accompanied the students. Prof. N.R. Menon addressed the Mathruchaya inmates in a touching way. Later our students and the inmates shared moments of joy by performing various cultural programmes.

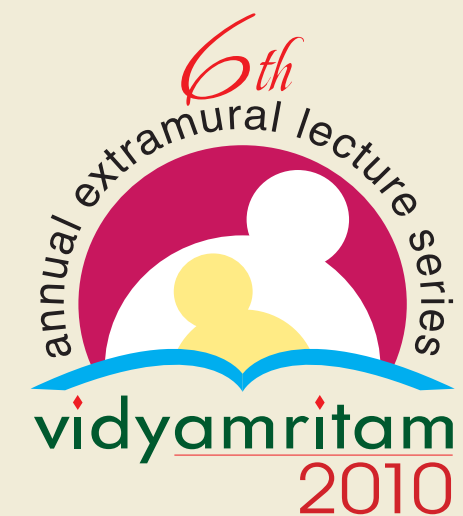


Onam 2009

Onam was celebrated in the campus in a great pomp and vigour. The celebrations started on the previous day of the Onam celebrations when students helped to arrange the Onam Sadya. As part of the Onam festival, a Pookkalam matsaram was conducted. Later there was a tug-of-war contest which was followed by Thiruvathirakali. The staff also contributed equally by actively participating by making pookkalams and performing Thiruvathirakali. Later, a grand onam feast was served. Swami Purnamritananda Puri, General Secretary of the Mata Amritanandamayi Math blessed the function. As in the previous years, a mango tree sapling was planted by Br. Yogamrita Chaithanya as part of environment protection.



Later the function ended with a camp fire organized by the hostel students at night.



Vidyamritam 2010 - A Curtain Raiser

School is planning to organize the popular annual extra mural expert lecture series Vidyamritam during February 2010. Preparations have already begun with regard to resource pooling and scheduling of the event. An exclusive feature of Amrita School of Arts and Sciences, Kochi, Vidyamritam 2010 will open up new thoughts of creativity and academic fervour in all frontier areas of knowledge sharing. Around 34 experts from the different domain areas share their expertise with the students during the month of February.

Amma's 56th Birthday - Vidyamritam student volunteers

About 400 students and 50 staff members did an excellent service at the 56th birthday celebrations of Amma at Amritapuri. The students got a rare opportunity to serve the Vidyamritam scholarship students during the three days. They poured their heart and soul for the event to become a grand success. The students were co-ordinated by Smt. Supriya Rajendran, Lecturer in Computer Science Department.

The Samskriti Group also carried out much disciplined volunteering work during Amma's Vidyamritam competitions at Kodungalloor and Thrissur prior to Her 56th Birthday on 6th September 2009 and later on during Amma's Birthday at Amritapuri.

Kalamritam 2010

The annual cultural festival, Kalamritam 2010 is going on. The three day festival began on 27th January 2010. The students and staff are actively participating in the grand event. Kalamritam was inaugurated by Sri. Kamal, Eminent Film Director.

