

Amrita School of Arts and Sciences, Kochi

# Amrita

# Kiranaam



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a snapshot of happenings

"Everyone in the world should be able to sleep without fear, at least for one night. Everyone should be able to eat to his fill, at least for one day. There should be at least one day when hospitals see no one admitted due to violence. By doing selfless service for at least one day, everyone should help the poor and needy. It is Amma's prayer that at least this small dream be realised."

- Amma



## vidyamritam 2010-2011



The seventh annual extramural expert lecture series 'Vidyamritam 2010 - 2011' commenced on 14th October 2010. Sri. C.J. Mathew, Development Commissioner, Cochin Special Economic Zone (CSEZ), was the Chief Guest. Dr. P. Venkat Rangan, Vice Chancellor, Amrita Vishwa Vidyapeetham, presided over the function. Swami Purnamritananda Puri, General Secretary, Mata Amritanandamayi Math blessed the function. More than 20 experts shared knowledge in their domain areas to the different streams of students from the three Departments during the first phase. As part of the

Vidyamritam, a Sanskrit Exhibition was jointly organized by our School and Vishwa Samskrita Prathishtan, at the Brahmasthanam Auditorium. Smt. Leela Menon, Veteran Journalist inaugurated the exhibition. Dr. K.N. Padmakumar, Poorna Kalik Pramukh, Samskrita Bharathi, offered felicitations. Our students under the guidance of Smt. Sreedevi, Faculty in Sanskrit, displayed various day-to-day items with their Sanskrit names in the Exhibition Stall. Brief displays depicting the depth of ancient Indian wisdom in modern science were also exhibited. The exhibition was a grand success. The second phase of the Vidyamritam series continued during January - February 2011. Another 20 distinguished speakers shared their knowledge and wisdom with the students during the second phase too.



## Major experts who had visited our campus during both phases of Vidyamritam

### Department of Computer Science and I.T.

**Sri. K. Jayakrishnan**, Director, Xtend Technologies (P) Ltd.

**Sri. M. Srivalsan**, Head, ICTS, Amrita Vishwa Vidyapeetham, Coimbatore

**Sri. Prasanth. R. Nair**, Vice Chairman, Dept. of IT, Amrita Vishwa Vidyapeetham

**Sri. K.V. Somanathan Pillai**, Senior Manager, Indian Bank, Coimbatore

**Sri. L. L. Ramachandran**, Chief manager, Information Systems, BPCL Kochi Refinery

**Sri. Ramesh Govind**, Manager Engineering, Myhealthjobs (Software Company)

**Sri. Madhu Gupta**, CEO and MD, Radha Electronics

**Smt. Daleesha M. Vishwanath**, Asst. Professor, Division of Information Tech., School of Engineering, Cochin University of Science and Technology

**Dr. M. V. Judy**, Assistant Professor, Dept. of Computer Science and IT, Amrita School of Arts and Sciences

**Sri. C. V. Prasannakumar**, Senior Lecturer, Dept. of Computer Science and IT, Amrita School of Arts and Sciences

### Department of Commerce and Management

**Sri. Prasanth. R. Nair**, Vice Chairman, Dept. of IT, Amrita Vishwa Vidyapeetham

**Dr. Nithyananda Bhat**, Director, Sukriteendra Research Foundation

**Dr. Rajagopala Nair**, HOD of Commerce, St. Albert's College, Ernakulam

**Smt. Geetha Anand**, Senior Branch Manager, United Indian Insurance Co. Ltd.

**Sri. K.V. Somanathan Pillai**, Sr. Manager, Indian Bank, Coimbatore

**Sri. Balachandran**, International Trainer, Junior Chamber International

**Dr. Mary Joseph**, Dean, Bharath Matha Institute of Management, Thrikkakkara

**Prof. Sunanda Muraleedharan**, Chair Person, Amrita School of Business, Kochi

**Sri. P. Santhosh Kumar**, National President, Junior Chamber International

### Department of Visual Media and Communication

**Sri. Sunny Joseph**, Cinematographer

**Sri. Manoj K. Das**, Chief Editor, Deccan Chronicle

**Sri. Sebastian Thenassery**, Content Editor, Amrita TV

**Sri. Kumar Chellappan**, Special Correspondent, Deccan Chronicle, Chennai

**Smt. Swarupa Kartha**, Creative Head, Jellitta Communications

**Sri. Sooraj M. K.**, Animation Director, Toonz Animation India (P) Ltd.

**Sri. Deepak Dharmadam**, Senior Reporter, Amrita TV

**Smt. Sudha Nambudiri**, Chief Sub-Reporter-Editor, The New Indian Express

**Sri. Nimal**, Manager Operations, MAA Communications BOZELL Ltd.

**Dr. S. Anil Kumar**, Director of Public Relations, CUSAT

**Sri. Deependra Dev**, Creative Director, Aakar Digital Media Solutions (P) Ltd., Kochi

### Road Safety Promotion

#### - A Session by an Expert

As part of the "one-man" programme to formulate norms for safe road travel in the country, Sri. Upendra Narayanan, who is a former international rally driver talked to our students on the topic. Sri. Upendra Narayanan has undertaken the mission to highlight the dangers of road travel in the national highways. He pointed out areas where total attention is necessary to make travel safe. All batches of students attended the lecture session. Dr. K.R. Viswambharan I.A.S., Vice Chancellor, Kerala Agricultural University, presided. Sri. Upendra Narayanan too spoke to the students on the topic.

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### Short films / Documentaries /

#### Animation Movies by students

The final year MFA students produced two short movies, one in 2D and another one in 3D. The 2D short movie, 'Pazhamchollukal', and the 3D short movie, 'U-Turn', were produced by a team of students, Anand R Krishnan, Davis Joseph, G. Manju, Soma Prince and K. Nikhil Raj, who are specializing in Animation and Content Management. Several other short films and documentaries were produced by the MFA students specializing in Broadcast Journalism and Video Production during the semester. Major ones are 'Pulluvan', 'Darpanam', 'Rubies Cube', 'Rose and Tears' etc. Documentaries were presented at various film festivals.

### Hayavadana

#### - A Theatre Workshop

Magic Theatre, a professional theatre for performing arts, organized a stage performance of Girish Karnad's 'Hayavadana' at the Kerala Fine Arts Hall on Feb 12th. The Malayalam play directed by Vijaykumar, who is a very well known theatre person, lasted for 2 hours. Smt. Geetha R. Pai, Lecturer, Dept. of Visual Media and Communication and 30 students from the B.Sc.VM and MFA Programme, attended the play. The entire cast and crew of 'Hayavadana' participated in the open discussion for the benefit of understanding the play and for the benefit of the students.



## Workshop on Environmental Film Making

The Department of Visual Media and Communication hosted a two day workshop as part of the ACCA (Appreciate Climate Change through Arts) jointly organised by ABS Kochi and British Council, Chennai. As event partner, Amrita School of Arts and Sciences, Kochi became the venue for the workshop and Environmental Film Making. The 2010 UKEFF Award Winner Ms. Nina Subramani (Film Director, Script Writer and Editor) led the workshop. It was conducted on 24th and 25th February 2011 for the benefit of the post graduate students of the department of Visual Media.

The inaugural session on the first day began with an invocation and the traditional lighting of the lamp. Mr. Reghunath Paleri, renowned film director and script writer gave the inaugural address. Prof. Jacob Chacko, President ABS Kochi introduced the theme.

During the sessions Ms. Nina Subramani emphasised the need for documentaries. She also threw light on the basic requirements for making a documentary from research to the facial script. Films dealing with environmental issues created a visual impact that jolted the viewers into the realization of the quality of the situation.

The two day session concluded on the note of optimism with the students promising to do their best to save the earth. Certificates were distributed to all the participants.

## NAALAM - 2011

### - Inter Collegiate Arts and Literary Festival

NUALS (National University of Advanced Legal Studies) Students Council, Kaloor conducted a National Level Inter Collegiate Arts and Literary Festival "NAALAM-2011" on 3rd, 4th and 5th of Feb 2011. Our B.Sc. and MFA Visual Media students won prizes in Photography, Theatre, Art Exhibition competitions. The team of MFA 1st year Visual Media students, Midhun Dev, Sreeja S., Devipriya Prasannan, got the 1st prize in Face Painting Competition. Sandhya U. Menon, B.Sc. VM 4th semester student got 1st prize in Photography Competition. Aswathi Omanakkutta Kurup got 1st prize in Eastern Solo Song Competition. Parvathy S. Nair got 1st prize in Film Critique Competition. The Drama 'The Monkey's Paw' enacted by the 6th semester students of B.Sc. VM got Special Jury Award.

## Amala Bharatham Campaign

As part of the Amala Bharatham Campaign, Swami Jnanamritananda Puri and Br. Gurudas Chaitanya visited the campus and briefed the students about the need of Amala Bharatham and the message of Amma on the project. Inspired from their words, about 500 students and 50 staff members did yeomen service of cleaning up the premises of Kunnumpuram. An area of about 4 Kilometers starting from the College front gate and ending upto the front gate of AIMS hospital was cleaned. The students and staff collected the waste containing covers of harmful tobacco products, food waste, glass, grass, soft plastic, paper materials etc. dumped carelessly by public on roadsides in long plastic bags. These were later handed over to the AIMS Compost Unit for further processing.



As part of the Amala Bharatham Campaign, November 14 was observed as a Cleaning Day by the students. A student volunteer group cleaned up the campus and hostel premises during the evening. Separate waste bins were implanted throughout the campus for avoiding the careless dumping of plastics and other waste materials in the premises. Apart from these all 4th Sunday's are observed as Clean Sundays.



## Placement: a grand success of the CIR Department

The Corporate and International Relations (CIR) Department did a magnificent effort to place our passing out students from various streams in national and internationally acclaimed organizations. CIR is in constant touch with the corporate world to gather the latest requirements and suitably modify and fine tune the training programmes to match the requirements. CIR also organizes training programmes for the development of each and every student of Amrita Schools of Arts and Sciences in areas beyond academics, with a view to equipping them with the required skills that are indispensable in the corporate scenario. With their adorable efforts, more than 90 percent of the students were placed. The placements status upto February 2011:

6 students from BCA in Wipro, 3 BCA students in TCS, 5 M.Sc. IT students in Zerone Consulting, 3 BCA students in iGate, 13 BCA students and 3 M.Com students in Ahalia Money Exchange, 4 M.Com students in HDFC Bank, 1 BCA student in Collabra, 1 M.Sc. IT student in Optiologic, 2 M.Sc. IT students in Infovista, 1 BCA student in Sand Blue were placed. 10 students from MCA and 1 student from M.Sc. (I.T.) in INFOSYS, 4 M.Sc. (I.T.) students and 3 MCA students in CTS, 5 MCA students in WIPRO, 4 MCA students in Accenture, 7 MCA students in HP, 3 MCA students in IBM, 1 MCA student in L&T InfoTech, 1 MCA student in Payoda, 1 student each from M.Sc. (I.T.) and MCA and 12 students from BCA in PATNI, 7 MCA students in Mind Tree, 1 MCA student each in Mahindra Satyam and Rapid Value, 3 MCA students in Experion, 3 BCA students in Tally, 17 in UST, 9 B.Com students and 1 M.Com student in OPI were placed during the campus interviews. 1 MFA in New Age newspaper, 1 at Sand Blue, 5 at Amrita TV, 20 B.Sc. (Visual Media) and MFA at Raj TV and 1 at MM TV got placed. All the students of B.Sc. (Visual Media) and MFA got placed for internship training in companies representing all domains of media field in Kerala and elsewhere, including CNN-IBN, O&M, JWT, Draft FCB, Optio Logic, Kairali TV, Indian Express, etc. Like in the previous year more than 15 organisations are waiting to come for the recruitment drive for B.Com. and M.Com. students during April 2011. Because of the excellent training from CIR many B.Com. students have scored high percentage in CAT and MAT and waiting for MBA Admissions.

## Final Semester Internships / Projects

The final semester students of M.F.A. in Visual Media and M.Com are doing their internships in reputed organizations such as O&M, DRAFT FCB+, Mind Mine Communications, McCann Erickson, Amber IT Minds, Artis Ark (Animation Company), Jai Hind TV, Kairali TV, Amrita TV, Metro Vartha daily, New Age Business Daily, The New Indian Express, Media Gate, Cochin Stock Exchange etc.

The final semester students of the first batch of our B.Sc. Visual Media Programme are on the verge of their final internships in media Organizations such as Draft FCB+, Optiologic, Amrita E-learning Centre, Amrita TV, Asianet+, Kairali TV, Designer Publications, O&M, The New Indian Express, Mathrubhumi, Raj TV, Maitri Advertising, etc.

The internship trainings are arranged in diverse areas as per the students' preferences such as Programme Production, Public Relations, Print and Visual Journalism, Visualization, Art Direction, Event Management, Editing, Video Production, Photography, Animation, Graphics, Illustration and Web Designing, Content Writing, Corporate Magazine Writing, Copy Writing, News Production etc. The CIR Department of the School arranged the internships to the majority of students.

## Fresh Appointments

The following new staff members joined our service:

- Sri. M.S. Arun (Lecturer, Department of Commerce and Management)
- Ms. Uma Devi (Junior Lecturer, Department of Computer Science and I.T.)
- Sri. Deepak (Systems Support - Technical, Department of Computer Science and I.T.)
- Ms. Greeshma Raveendran (Office Assistant, Centre for International Relations)
- Ms. C.N. Amritha (Office Assistant, Administration)

## Faculty Development

### Programme on Active Learning

Rajesh M., our Officer - Learning in CIR Department attended a one day FDP on Active Learning in Amrita School of Business Bangalore on 22nd January 2011. The Programme was a joint venture of ASB and IIM Ranchi.



He also attended an International seminar on multimodality, Multilingualism, Multiculturalities - New Pedagogies for new time on 24th and 25th January 2011, hosted by the Dept. of English and Centre for Research in English, St. Teresa's College, Ernakulam and co-organised by the London Metropolitan university, London.

## SCRIPT 2011 - An International Competitive Film Festival for Short films

SCRIPT 2011: An International Competitive Film Festival for short films on Social Themes and Corporate Social Responsibility (CSR) initiatives was organized by the Rotary Club of Cochin Metropolis on 28th and 29th of January at The Fine Arts Hall, Cochin, Kerala. Our School was invited to participate in the Festival. Dr. P.P. Vijayalakshmi, HOD, Visual Media Department, Sri. L. Vinod and Ms. R. Vidya, Lecturers, Visual Media Department with twenty five students from the MFA batch attended the two day festival. Renowned Media personalities such as Smt. Bina Paul Venugopal, Film Editor, Smt. Revathy, Film Actor and Director, Sri. E.P. Unny, Chief Cartoonist, The New Indian Express interacted with the students.

## Deepavali and Navarathri celebrations

Deepavali and Navarathri were celebrated by the hostel students. Bhajans and Satsangs were held. Their books were kept for Puja during the Navarathri days.

## Seminars attended by faculty members

### Department of Computer Science and I.T.

On 4th November 2010, Dr. U. Krishnakumar, Director, Dr. M.V. Judy, Asst. Professor, Sri. A.S. Mahesh, Sr. Lecturer, Computer Science and I.T. Department were invited to take sessions at the ISTE short term programme, 'Emerging Trends in Information Technology and its application' at CUSAT. Dr. U. Krishnakumar and Sri. A.S. Mahesh jointly lectured on 'Cloud Computing and Virtualization'. Dr. M.V. Judy took session on two topics, 'Research trends in Bio-informatics' and 'Using soft computing techniques in Bio-informatics'.

A paper titled "An Enhanced Solution to the Protein Folding Problem Using a Hybrid Genetic Algorithm with G-Bit Improvement Strategy" by Dr. M.V. Judy and Sri. B. Ramadoss was accepted for publication in ICCMS International Conference of IEEE.

Smt. K.G. Rajani and Smt. Ambily S. Nair, Senior Lecturers, Commerce and Management Department attended a National Workshop on 'Tools and Techniques of Social Science Research' at Bharat Mata College, Thrikkakara from October 11 - 13. Bharat Mata Institute of Management organized the Workshop.

Dr. U. Krishnakumar took mentoring sessions in EQ and Study Habits for the higher secondary students of Amrita Vidyalayams, Perumbavoor and Ernakulam.

He also lectured on Emotional Intelligence in the Colloquium series at Amrita School of Business, Kochi.

### Department of Commerce and Management

On 17th December 2010, Amrita School of Business (ASB) and Hedge Equities jointly organized a workshop on 'Gateway to Financial Freedom' at ASB, Kochi. Sri. K.R. Shabu, Sri. K.M. Vineeth, Smt. K.G. Rajani, Senior Faculty Members, Dept. of Commerce and Management, and Sr. L. Vinod, Adv. S. Jayaprakash and Smt. Sonia B. Chellirian, Senior Faculty Members, Visual Media Department, partook in the workshop.

On 15th and 16th September 2010, Sri. K.M. Vineeth and Sri. K.R. Shabu, Sr. Lecturers, Department of Commerce and Management presented research papers on "Social and Taxation Aspects of Special Economic Zones" during the National Conference on 'Special Economic Zones and Economic Development: Opportunities and Challenges'. The Conference was jointly organized by a cluster of colleges under the M.G. University and the P.G. Department of Commerce and Research Centre of The Cochin College.

In association with Indian Accounting Association at Department of Commerce, St. Albert's College, Kochi, Center for Corporate Development and Training organized a Seminar on 'International Financial Reporting Standards'. Smt. K.V. Vijayalakshmi, Lecturer, Commerce and Management Department, attended the Seminar.

### Department of Visual Media and Communication

A live news based programme on Asianet News channel 'In Print' is regularly anchored by Adv. S. Jayaprakash, Senior Lecturer, Visual Media Department. Half an hour long programme analyzes the news published in different newspapers. The programme is telecast on all Thursdays from 7.30 a.m. to 8 a.m.

A documentary 'Kaladharante Yathrakal' on the life of renowned artist and sculptor, Sri. T. Kaladharan was released at Orthic Creative Centre, Ernakulam on November 14th. A DVD copy of the Painting Theatre conducted, in our School, by Sri. T. Kaladharan, during the Annual Cultural fete Kalamritam 2010, was handed over to him by Sri. L. Vinod, Senior Lecturer, Department of Visual Media and Communication during the event.

Three students from the first year MFA Programme, S. Sreeja, K.R. Sakunthala and Minnu Gregory participated in the 'Mankada Ravi Varma Memorial Function' held at Orthic Creative Center, Ernakulam. Sri. Adoor Gopalakrishnan, Renowned Film Maker was the Chief Guest. 'Forms and Figures', a group painting exhibition by renowned artists, Sri. G. Rajendran, Sri. T. Kaladharan, Sri. Suresh Koothuparambu and Sri. Saju Thuruthil, was also inaugurated by Sri. Adoor. The students later on had an interactive session with Sri. Adoor.



### Script Workshop by Sri. Raghunath Paleri

A five day Script Workshop led by eminent Writer and Director Sri. Raghunath Paleri, was organized at our School for the first year MFA (Visual Media) students. Some of Sri. Paleri's major films such as Swaham, Piravi, Vanaprastham won Kerala State and National Film Awards. Some of them were nominated in major film festivals over the world such as Locarno International Film Festival, Hawaii International Film Festival, Cannes Film Festival, Istanbul International Film Festival, AFI Fest, Bergamo Film Meeting etc. The workshop provided an ideal opportunity in finding out what it takes to bring a story together. Screenwriting classes, cinematography classes, studio classes, technical classes on editing tools, sound design classes etc. were taken by Sri. Paleri. At the end of the workshop, the students gained hands-on experience through producing five short movies.

## Mananthavady and Kodungallur Brahmasthanam Festivals - Service by Students

Amma's programme venues create an atmosphere of peace, joy and good cheer. Our students enjoyed the opportunity to work side by side with local volunteers to serve the throngs of devotees and curious onlookers who attended the events on two occasions, one at Kodungallur and another one at Mananthavady with the right spirit. About 500 students at Kodungalloor and 70 students at Mananthavady poured their heart and soul to serve Amma's devotees alongwith the staff who had accompanied them.

## ANOKHA 2011 at Amrita

### Viswa Vidyapeetham

ANOKHA 2011, the annual technical festival held at Amrita School of Engineering, Coimbatore campus, from February 8th to 11th, was one of the major events attended by the Faculty Members and students of our Computer Science and I.T. Department. ANOKHA, provided the platform for the best minds in the country to showcase their talent and ingenuity. The students from different disciplines came together and shared the mutual enthusiasm & love in science, technology. Nearly 35 students from B.C.A. and M.C.A. batches with Faculty Members Sri. A.S. Mahesh, Sri. Sanal Chandran and Ms. S. Geetha attended the three day long event. Some of the students went up to the final rounds of various competitions held as part of the event.

## WORLD CANCER DAY - Poster Presentation at AIMS

In connection with the falling on FEBRUARY 4th, the Department of ONCOLOGY at AIMS organized a poster competition for the students and staff in the AIMS campus including the Amrita Viswa Vidhyapeetham. Our MFA students under the guidance of our senior lecturer Sri. L. Vinod participated in the competitions. B. Manoramy and K. R. Sakunthala won the 2nd and 3rd prize respectively.



## annual SPORTS 2011

Sports was conducted on 1st March. Dr. Ajithkumar, our Commerce Professor and former Secretary of the Kerala Cricket Association, also an ardent media critic of cricket inaugurated the sports. More than 500 students participated in the sports. There were items for staff also. Earlier on the day, sports 'T' shirt was released and there was a procession led by the band team of Amrita Vidyalyam. Championship was won by the house named Eswari. Madhu of M.F.A. ( Visual Media ) of Gayatri House was the Man of the match and Swathi Nandakumar of BCA 6th Semester and member of the Amrita house was declared the Woman of the match in Cricket.



## SAHI - Technical Seminar on the Open-source Test Automation Tool

On 27th January 2011, a Technical Seminar was conducted on Automation testing tool by Se-Mentor at Park center, Techno Park. Faculty members, Sri. Arun Kumar, Sri. C.V. Prasanna Kumar, Sri. Sanal Chandran from the Computer Science Department attended the seminar. Some of the areas covered in the seminar were Browser and Operating System independent, Powerful recorder which works across browsers, Powerful Object Spy, Command line and ant support for integration into build processes, Supports external proxy, HTTPS, 401 & NTLM authentications, Supports browser popups and modal dialogs, Supports AJAX and highly dynamic web applications etc. Sri. Narayan Raman , CEO of Tyto Software Pvt. Ltd ,Bengaluru delivered the speech. It gave a broad idea about Automated Software testing and the advantages of 'SAHI' against other automation tools.

## Sanskriti Activities

During Kalamritam 2010, the Sanskriti group members collected an amount from the active sale of their handmade items. The second phase of such collected amount was selflessly donated to the deserving patients of AIMS, recommended by the Dept. Of Patients Services, AIMS.



## Interactive session with an Investigative Journalist

The B.Sc. VM, MFA, B.Com and M.Com students got a rare opportunity to interact with one of the most sought out media persons of India, Sri. J. Gopikrishnan when he visited our campus on 24th January 2011. Sri. Gopikrishnan, Sr. Reporter, Pioneer, New Delhi, is the key person who has exposed the 2 G Spectrum Scam before the world. He interacted with the students for about one and a half hours. The students clarified their doubts on various topics such as media, politics and society.

## Major Accomplishments by students

Sri. Aswin J. Kumar, our MFA Visual Media Alumni, currently working as Reporter in The New Indian Express, Thiruvananthapuram bagged an award for 'Best Reporting in Print' in International Film Festival, Kerala (IFFK).

Sri. Anuj S.R., a former MFA Visual Media student, presently working in Surya TV as Programme Producer won the State Award for the Best Short Film during the Don Bosco Short Film Festival. The short film 'Id - The Darker Side' was produced by him as a part of his final project. The film got yet another accreditation when it got the National Film Promotion Council Award in 2011.

News on Waste Management Project at Thrikkakara, Kochi, compiled by Ms. Rakhi Vijayan was published in the Kochi Edition of The New Indian Express Daily. She is a student from the Final Year MFA specializing in Broadcast Journalism and Video Production. She is currently doing her two months internship at The New Indian Express, Kochi Bureau.

## Integrated Waste Management

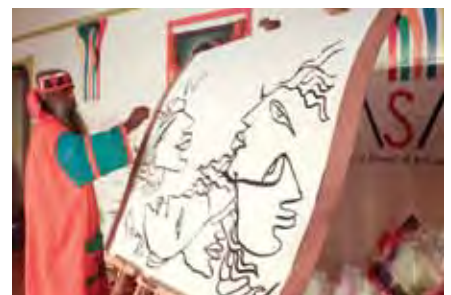
### - A Documentary Project by B.Sc. Visual Media students

A documentary project, 'Integrated Waste Management', was produced by a group of B.Sc. Visual Media students. The group members, Aaryathara, Sukeerthi, Surabhi and Shalini, are doing their final semester B.Sc. Visual Media Programme. The 15 minute documentary is on the full fledged Compost Unit working at Amrita Institute of Medical Sciences, where food waste, hospital waste, plastics and other materials are efficiently segregated, re-cycled and re-used. Malayalam and English versions of the documentary were released during the inauguration of the Compost Unit at AIMS during the first week of December.



## Kalamritam 2010

Kalamritam, the annual cultural fest was celebrated with pomp and gaiety on 6th, 7th and 8th of October 2010. The event was inaugurated by Sri. T. Kaladharan, Secretary, Kerala Kalapeetham, Renowned Cine Artist, Sri. Harisri Asokan presided over the function. A major attraction of the fest, 'Amrita Veechi', the College Orchestra Team, headed by Prof. C.S. Jayaraman, got inaugurated on the occasion. The fest commenced with the on-stage performance of Sri. Kaladharan, depicting the evolution of art. "Karunthalakkoottangal", a breath taking performance by MFA 3rd semester received huge applause. The valedictory function was inaugurated by Renowned Poet and Lyricist, Sri. S. Ramesan Nair. "Guru Parampara", a tribute to our great forefathers was performed jointly by the students and staff members under the guidance of Prof. S. Jayaprakash and Dr. U. Krishnakumar. The staff members presented an interesting comedy show.





## Sanatana Dharmotsavam and Vidyagopala Archana



More than 750 students, staff and their families from our college actively participated and did yeomen service at the Sanatana Dharmotsavam and Vidyagopala Archana conducted at the Brahmasthanam, Kochi on 4th, 5th and 6th. Swami Purnamritanada Puri guided the celebration. Sri. L. Girishkumar, eminent Tantric and Director of Sripuram Tantric Research Centre led the team of tantric experts to propitiate the blessings of Amma, the Guru and Goddess of knowledge and auspiciousness.

## An odyssey with nature



The students and staff who participated in Amma's programme in Mananthavady had a memorable experience with nature at the Banasura Sagar reservoir which is the largest earth dam in India. They went for boating. They also enjoyed the visit to Rose Park which is a rare place with more than eight hundred different varieties of roses. They made these trips as instructed by Amma. They felt like being in 'Ananthavady' (Garden of Bliss).



## National Conferences

Three National conferences are being organised in April. They are: Capital Markets (Dept. of Commerce and Management), Ethical Hacking (Dept. of Computer Science and I.T.), Perspectives on Modern Visual Media (Dept. of Visual Media and Communication). A film festival is also being organised.

## Live session on National Budget

Students and staff from the Dept. of Commerce and Management made an excellent use of the opportunity to be the unique participants in a live discussion session on National Budget on the Indiavision TV channel. Dr. N. Ajithkumar, our Professor guided the students and prepared them for the active deliberations. The programme was highly appreciated by the viewers.



Students also witnessed for the first time the Baul Sangeet offered by the world famous singer Parvathi Baul. The faculty from Dept. of Visual Media also interviewed her.



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