



Onam Celebrations

Onam was celebrated in the campus on 20th August 2011. A grand Onam Sadya was served. Floral Decoration Contest, Thiruvathira Kali, Vadam Vali (Tug of War), performances such as Mahabali, Hanuman, Vamanan etc. were conducted.

Industry visits - MFA students

As in the previous years, final year M.F.A. students were taken to the major media institutions at Thiruvananthapuram on 9th, 10th and 11th of November as part of their academic industry visits. They visited Chitrangali Studios, Prasad Color Lab, Vismayas Max Studios and Amrita TV respectively during the first, second and final days. They watched the shooting of some movies at the Chitrangali Studios and interacted with some of the cine stars. At Amrita TV the departments visited were Teleport, MCR, Ingest, Graphics, Edit, News Desk, News PCR and the Floor. At Kaimanam Studio, the team visited WEB, Edit and the shoot of 'Kathayalithu Jeevitham'. At the Amrita, Executive Editor of News Sri. Neelan, Head - Technical Sri. G.P. Nair and GM - Programme Sri. Krishnachandran took classes.

Guru Poornima

- A Tribute to Guru

Guru Poornima was celebrated on 15th July 2011. The celebrations led by Br. Anaghamrita Chaitanya contained Guru Paduka Puja, Matru Puja, Dhanwanthari Homam in the morning followed by Bhagavathi Seva in the night. Hostel students participated.

Published by: Department of Visual Media and Communication **At the Field and Desk:** A. G. Ajai Kumar, Geetha R. Pai, K. R. Shabu, A. S. Mahesh, L. Vinod, Sunij S. Nair S. Mahesh, R. Sanju, Divya V. Shenoi, M. A. Krishnakumar, T. Varun Prabha.

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Placement Initiatives of the CIR Department

The following companies placed our students:

Infosys, Metro Vartha, The New Indian Express, OPI, AIMS (Dept. of Nano Sciences, Patient Services Dept.), Manappuram Finance Group, Madhyamam, Kairali TV, Deloitte Consulting India Pvt. Ltd., Poornam Infovision, Marine Biz, Web India 123, Cell Ad Technologies.

Students of 5th Semester MCA attended a two weeks intensive training by Accenture at the Amritapuri campus during July.

49 out of the 59 students of the 5th semester MCA batch have already been placed in Infosys, Zoho, Wipro and CTS during the campus interview at Ettimadai. 2 students at Google, 18 students at CTS, 22 at InfoSys, 1 at ZOHOO Corporation, 7 at Accenture got placed.

Internship and placements for MFA, B.Sc. (Visual Media), M.Com., etc. are being initiated.

Distinguished Lecture - Dr. P.T. Mathew, Principal General Manager, BSNL, Ernakulam

As part of the Vidyamritam series, a lecture was organized by the Department of Computer Science and I.T. on 22nd September 2011. Dr. P.T. Mathew gave an overview on the technical aspects of BSNL services like Landline, 3G, Mobile, WiMax, WLL, Internet, Broadband, ISDN, Leaseline, IN, Audio and Video Conferencing, Enterprise Solutions, I-Net, Telegraph, EPABX, Data Communication, DSPT Service, Global Conferencing, Managed Network Services, MPLS VPN. About 500 students from the Computer Science and Commerce Department participated.

Head Start Foundation Program by Accenture

The final semester students of MCA batch attended an intensive Head Start Foundation Program conducted by Accenture at Amritapuri from July 4th 2011. Application based courses, namely, Unix, Networking and Operating Systems, Programming Techniques, Java and RDBMS were taken by professionals such as Sri. Ezheyil Arasu, Sri. Arul Thomas, Ms. Mamata Rajappa, Sri. Girish Singhal and Sri. Amit Bajpai. 46 students from our campus partook in the training programme.

Amma's 58th Birthday Celebrations

More than 500 students and majority of the staff members participated and volunteered in the celebrations. Students also presented cultural programme including a modern musical skit highlighting the message of humanitarian services initiated by Amma. The cultural programme "Amma's Dream based on the famous English poem " Tell Me Why " by Declan Galbraith covering all aspects of Amma's humanitarian services, presented by our students and staff was highly applauded.

New Faculty Appointments:

1. Smt. Smitha Nambiar (Multimedia Developer – Advertising, Dept. of Visual Media and Communication)
2. Sri. D. Harikrishnan (Lecturer, Department of Visual Media and Communication)
3. Sri. S. Girish (Lecturer, Department of Commerce and Management)

Amrita School of Arts and Sciences, Kochi

Amrita Kiranam

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a snapshot of happenings



Inauguration of Academic Year 2011

The 2011 Academic Year activities of the School was inaugurated by Dr. Beena I.A.S., Managing Director, Roads and Bridges Development Corporation of Kerala Ltd., on 21st July 2011. Swami Amritakripananda Puri, Mata Amritanandamayi Math blessed the function at Brahmasthanam Auditorium. Dr. N.S. Pandian, Dean (P.G. Programmes), Amrita Vishwa Vidyapeetham delivered the Presidential address. Dr. U. Krishnakumar, Director welcomed the audience. Dr. N. Ajith Kumar, Professor, Department of Commerce and Management was honoured with a Ponnada jointly by Swamiji and Dr. N.S. Pandian on his successful completion of the 25th year in Research Career.

During the function, a poetry composed by T.V. Deepthi, B.Sc. Visual Media 5th semester was rendered by Amrita Veechi, the School Orchestra Team.

Four books which were co-authored by K.R. Shabu, Asst. Professor, Department of Commerce and Management along with Sri. K.M. Vineeth, were released during the function. The copies of, 'Applied Cost Accounting', 'Accounting for Managerial Decisions', 'Management Accounting', 'Financial Accounting', were handed over by Dr. Beena to Dr. N.S. Pandian.

Kali Puja led by Swami Amritakripananda Puri

Swami Amritakripananda Puri, guided the Kali Puja held on 21st July 2011 evening at 6 p.m., for the students to attain strength and power in mind and body and also to derive success in life. The Puja lasted for one and a half hours. All hostel students participated on the auspicious rituals. Mantra chantings created an atmosphere of divine vibrations which was a unique experience to the students as well as the devotees who participated.



Sri Krishna,
full of life and laughter

"There have been very few who have been able to rejoice both in victory and in defeat. Sri Krishna is one who celebrated both life and death. That is why he was always able to give a big smile. He took birth with a smile on his face, lived with a smile, and left his body with a smile. The message that he conveyed through his life is that we should make life full of laughter." - Amma





National Seminar on Soft Computing Techniques in Computational Biology

We along with DBT- BIF centre at the State Inter-University Centre of Excellence in Bioinformatics (SIUCEB), Thiruvananthapuram organized a National Seminar on Soft Computing Techniques in Computational Biology. The first phase was held at SIUCEB on October 14th and 15th. It was inaugurated by Dr. Gopa Kumar, Principal, CET. Dr. M.V.Judy, ASAS, Ms. Ranjitha Rajan, ASAS, Dr. Achuthsankar S. Nair, Director, SIUCEB, Dr.U.Krishnakumar, Director, ASAS, Sri. A.S. Mahesh, ASAS, Ms. T.R. Swapna, Amrita School of Engineering, Coimbatore, Ms.Nidhi, NIT, Calicut, Ms. Baharak Goli,

SIUCEB, Ms. B.L. Aswathi, SIUCEB, Dr. S.S.Vinod Chandra, Director, Computer Centre, UoK, Prof. Vrinda V. Nair, College of Engineering, Trivandrum handled the sessions. The second phase was conducted at our campus on October 29th. Br.Pradeep Achan, Director and Chief Operating Officer, Amrita Technologies inaugurated the event. Dr. M.V. Judy, Ms. Ranjitha Rajan, Prof. Vrinda V. Nair, Ms. Geetha, SIUCEB, Dr. B. Ramadoss, Professor and Head, Dept of CA, National Institute of Technology, Trichy, Sri. Ajit G. Warriar, Amrita Technologies handled the sessions.



LOOPHOLE - Ethical Hacking Workshop

A two day National Workshop, "Loophole - Ethical Hacking Workshop", organized jointly by the Computer Science Department of Amrita School of Arts and Sciences, Kochi and KYRION, was inaugurated by Dr. K. Paulose Jacob, Director, School of Computer Science Studies, CUSAT on 5th of April 2011. During the workshop all practical aspects of Ethical Hacking were handled. Certificates and toolkits were provided. 150 participants from different organizations attended. Students and Faculty of Computer Science Department was immensely benefitted. Sri. Arshadeep Singh, Corporate Trainer, and Sri. Kesav Bajaj, Business Manager, KYRION Ltd. New Delhi, handled the sessions.

Discussions on Research in Bioinformatics

Dr. Judy Nair, Asst. Professor, Dept. of Computer Science, Smt. Ranjitha Pramod and Dr. U. Krishnakumar had some active discussions with Dr. Natalia Maltsev, Department of Human Genetics, Computation Institute, University of Chicago and her team members Dr. Paul J Dave, Sri. Dina and others on the prospective collaborative project on Gene prediction algorithms. Others who joined the discussions were Br. Pradeep Achan and his team from Amrita Technologies and Dr. Krishnan Nambodiri from CEN, Ettimadai campus. Discussions were held at Arts and Sciences and AIMS campuses.

National Conference on Indian Capital Markets

The Department of Commerce and Management and Geojit BNP Paribas jointly organized a One Day National Conference on the modernity and vibrancy of Indian Capital Markets was conducted on Friday, 1st April. Sri. Vivek Krishna Govind, Representative, Institute of Chartered Accountants of India inaugurated the Conference at the Brahmasthanam Auditorium at 10 a.m. Dr. V.K. Vijayakumar, Investment Strategist, Geojit BNP-PARIBAS, and Sri. M. Peter, Senior Manager, Geojit BNP-PARIBAS, handled the sessions. Dr. Vijayakumar took Demonstration Session and lectured on On-line Trading. More than 150 students and teachers from inside and outside Kerala participated in the Conference in which 20 Research papers were presented.

National Conference on 'Indian Mutual Fund Industry: Opportunities and Challenges'

Commerce and Management Department conducted a National Conference on 'Indian Mutual Fund Industry: Opportunities and Challenges' on November 19th. The Conference was inaugurated by Sri. K.S. Rao, Zonal Head - South India, Birla Sunlife Asset Management Company Ltd., Bangalore. Dr. V.K. Vijayakumar, Investment Strategist, Geojit-BNP Paribas Financial Services Ltd., Dr. Rajagopala Nair, Professor and Head, St. Alberts College. Dr. N. Ajith Kumar, Professor, chaired the Research paper presentation session. Papers were presented on the theme topic and under the Sub-Themes on 'Portfolio Management and Performance', 'Recent trends in marketing of Mutual Funds', 'Recent trends in technology infrastructure for Mutual Funds' and 'Issues in Regulation and Investor Protection'.



Cycle Rally on 'Conservation of Petrol'

The Final Year MFA (Visual Media) students of Amrita School of Arts and Sciences, Kochi organized a POSTER DESIGNING Competition on "Conservation of Petrol". As part of this, a Cycle Rally, 'Avabodh', was conducted on October 17th for creating awareness among public on the importance of Petrol Conservation and Road Safety. Sri. Adarsh Kumar G Nair, Motor Vehicle Inspector, Tripunithura inaugurated the Rally. He spoke on "Petrol Conservation and Road Safety" and gave practical tips through short films. Mata Amritanandamayi Math General Secretary Swami Purnamritananda Puri blessed the function. Brahmachari Tapasyamrita Chaitanya flagged off the cycle rally. A team of 30 students and staff members took part in the rally which cycled through Edappally Junction, AIMS Hospital and Cheranelloor. Pamphlets depicting the road rules and petroleum conservation tips were distributed to the public. Sri. Adarsh Kumar distributed prizes to the winners of the Poster Competition.

E-Lakshya Project

E-Lakshya, a talent development company offering learning solutions to individuals, enterprises, institutions and an expertise in learning content development, training delivery and education process management, made an Ad film along with our Final Year MFA students specializing in Broadcast Journalism and Video Production. Focus of the awareness Ad Campaign was the All Kerala School level Quiz Competitions organized by E-Lakshya. The students had the opportunity to handle Professional Cameras and associate with Professionals from E-Lakshya. Some students even acted in the film.

National Seminar on Discrete Mathematics and Applications

Smt. Supriya Rajendran, Lecturer, Computer Science Department attended a Two Day National Seminar on Discrete Mathematics and Applications at M.E.S. Asmabi College, Kodungallur.

Sanskritam Exhibition

As part of Kalamritam 2011, a Sanskritam Exhibition was arranged jointly by the student volunteer service group Samskriti, and Vishwa Samskrita Prathishtan. The wisdom of our ancestors in modern science and inventions were portrayed in the exhibition. More than 300 items encountered in our daily living were displayed with Sanskrit names. It was inaugurated by Dr. Lakshmi Sankar. The Exhibition was coordinated by Smt. Sreedevi, our visiting faculty from Vishwa Samskrita Prathishtanam.

Award for Excellence in Journalism to our Faculty Member

Our senior Expert Faculty in the Department of Visual Media Sri. Hari. S. Kartha has been awarded The Regent Maharani Sethulekshmi Bai Award instituted by the Travancore Royal family for media excellence. The Award carries a cash prize of Rs 15,001, a plaque and certificate. He is the first recipient of this Award. Award was presented on 20th November at the Vyloppilli Samskrithi Bhavan, Trivandrum. All the members of the Travancore Royal Family were present at the function. The Maharajah of Travancore, Sree Uthradam Thirunal Marthanda Varma gave away the award. What won him the Award was his weekly column 'Thikachum Vyakthiparam', in Janmabhumi. The opening of the vaults at the Sree Padmanabha Swami Temple, under instructions by the Supreme Court, was a mega media event in not only Kerala, but all over the world. The raging controversy was dealt in my column under the caption 'Nilavarayile Niramalya Rahasyam'. The Award jury was chaired by Sri. K.L. Sreekrishna Das, veteran media person and ex-Principal Information Officer of the Government of India, Sri. K.S. Viswambharadas, popular writer-journalist and former Director of Public Relations, Government of Kerala and Sri. Ravi Varma Raja, a member of Regent Maharani's family.

S.I.M.P.L.E. - a best practice initiative introduced in Library

SIMPLE (Self Instructional Model for Positive Learning Environment) is a best practice initiative introduced in the campus from November onwards. SIMPLE intended to improve the reading and assimilation skills. Students are required to compulsorily spend one hour in the library in a week reading newspapers, periodicals, magazines and books of general interest. They are to give a synopsis of their reading on a weekly time bound basis to the Faculty Co-ordinators. Record keeping and supervision is managed by a group of more than 200 volunteers assisted by Staff Coordinators and Library staff, who were trained by Dr. U. Krishnakumar. SIMPLE enables a student to improve vocabulary, language skill and general awareness which are factors playing vital roles in developing the personality, thus making a student more employable. During the evening hours till about midnight more than 50 students are seriously using the library now. Implementation of this has been highly appreciated by all the parents.

E-Governance

24 students from BCA 5th Semester are doing live e-Governance project in collaboration with NIC-Ernakulam under the guidance of Sri. V.T. Santhosh, Technical Director & DIO NIC Ernakulam, Sri. Hari Narayanan A.G. and Sri. Madhav K. Nair, Lecturers, Department of Computer Science & IT. In this project, an integrated suite of applications are developed which supports the functional areas and activities in the Collectorate, Taluk, Village and Revenue offices.

IAM Meditation Camp

Five Faculty Members along with Dr. U. Krishnakumar participated in the two day IAM Meditation Instructors Camp at Amritapuri. The two day camp was attended by Smt. Supriya Rajendran, Sri. Sanal Chandran, Sri. N. Arun Kumar, Smt. K.G. Gaina (Department of Computer Science and I.T.) and Sri. A.G. Ajai Kumar (Department of Visual Media and Communication). As the follow-up, Refresher Camps were conducted for the senior batches of students from 18th, 19th, 20th, and 23rd of July 2011. New comers were introduced to IAM. All faculty members underwent training along with the students to invoke Amma's Love and Peace.



Vidyamaritam 2011

The 8th annual extramural expert lecture series, Vidyamaritam 2011, commenced on 19th August (Friday) 2011. The function was inaugurated by Dr. N.K. Jayakumar, Vice Chancellor, National University of Advanced Legal Studies (NUALS) at 10 a.m. at the Brahmasthanam Auditorium. Dr. Prem Nair, Medical Director, Amrita Institute of Medical Sciences and Research Centre, presided over the function. Prof. N.N. Menon, Centre Manager, Centre for Corporate and International Relations delivered the welcome address. The function was blessed by Swami Purnamritananda Puri, General Secretary of Mata Amritanandamayi Math. The website, 'Code Teasers', hoisted by the BCA students, under the guidance of Sri. Sanal Chandran, Lecturer, Computer Science Department, was also inaugurated by Dr. Jayakumar. Experts from different domains of Commerce and Management, Computer Science and Visual Media will share their valuable experiences during "Vidyamaritam 2011".



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Kalamritam 2011

The three day Annual Heritage and Cultural festival, 'Kalamritam 2011' was inaugurated by Sri. Soorya Krishnamurthy, Founder-Director, Soorya Stage and Film Society and Chairman, Kerala Sangeetha Nataka Academy on 24th August 2011. Dr. Lakshmi Sankar, a well known researcher and speaker and Assistant Professor, Department of Sanskrit, Sreekrishna College, Guruvayur, presided over the function. The cultural and art forum of Amrita School, 'Amrita Kala Ranjanam' was inaugurated by Sri. Soorya. Samskriti group set up a food court with Kerala, North Indian and Gujarati dishes. During August 24, 25 and 26, the staff and students performed in the art and cultural programs and competitions.

Code Teasers - A Tutorial Website

The final year BCA students under an inspiration to share their learning with the rest of the world undertook a worthwhile project by conceiving, designing, developing and finally uploading a website www.codeteasers.com. The website designed to help other students offers the fundamentals of programming, JAVA. A simple but powerful object-oriented programming language, Java, the base of the site, is used to develop small-scale as well as enterprise-level applications. The 14 member team which built the website consisted of Salini U., Neeraja C.S., Shibila M., Remya Ravi, Sangeetha Nair, Sruthi K.N., Nanditha Janardanan, Kiran Nair, Archana Vijay, Sandhya Damodharan, Neeraja T.P., Priyanka P., Shilpa Jose and Shilpa Suresh Babu. Sri. Sanal Chandran, Junior Lecturer in the Department of Computer Science and I.T. at ASAS, Kochi guided the students. The achievement was celebrated with a small ceremony at the MCA Lab on campus on May 29, 2011. Dr. U. Krishnakumar, Director, lit the lamp.

SPIC MACAY Cultural Circuit 2011

The SPIC MACAY (Society for Promotion of Indian Classical Music And Culture Amongst Youth) Cultural Circuit 2011 as part of their visit to educational institutions visited our campus on 8th August. They conducted a lecture demonstration and performance session with light and full make-up. Kalamandalam Kuttan Ashan was the main artist. P. Appukkuttan Master gave the lecture demonstration. Other artists Kalamandalam Kuttykrishnan, Kalamandalam Venkit Raman, Kalamandalam Mohanakrishnan, Kalamandalam Devarajan, Sadanam Dhaneesh, Kalanilayam Sankaran accompanied the main artist. Sri. Unnikrishnan, coordinated the programme for the Kerala Chapter of SPIC MACAY.

Department of Visual Media and Communication



Perspective - National Workshop on Visual Journalism and Video Production

The Department of Visual Media and Communication conducted a Two Day National Workshop on Visual Journalism and Video Production. Dr. K. Ampady I.I.S., Dy. Director, Doordarsan, Thiruvananthapuram, inaugurated the Workshop. Sampujya Swami Purnamritanada Puri, blessed the function. Sri. Hari S. Kartha, Chief Editor, Janmabhumi, Sri. Kumar Chellappan, Special Correspondent, Daily News Analysis, Adv. S. Jayaprakash, Professor, Department of Visual Media and Communication took joint classes on the different aspects of news.

Paper presentation by Faculty Members

A paper titled, 'Development through Akshaya Centres', was presented by Ms. R. Vidya, Lecturer, Visual Media Department at the National Conference on Grass Roots Communication for Development organized by Manonmaniam Sundaranar University, Thirunelveli, on 26th February 2011. On 16th March, Sri. L. Vinod, Sr. Lecturer, Department of Visual Media and Communication, presented a paper on 'Visual Rhetoric: Interpretation of Visuals in Modern Advertising' at Govt. R.L.V. College of Music and Fine Arts, Tripunithura as part of their weeklong Degree Show titled 'Transforms'.

'Behind the Scenes' - National Conference and Workshop on Video Production Techniques for Advertising and Applied Art

The Visual Media and Communication Department organized a National Conference and Workshop on Video Production Techniques for Advertising and Applied Art, 'Behind the Scenes', on 16th and 17th of November. Eminent Cinematographer Sri. K.G. Jayan inaugurated the event. The Conference began with his keynote session on Cinematography. Br. Anaghamrita Chaitanya lighted the lamp. National Award Winner and Former Chief, Chitrnanjali Studio - Audiography Section, Sri. T. Krishnan Unni, National Award Winning Editor Sri. B. Ajith Kumar, World renowned Photography and Graphic Designing Expert Sri. Feroze Babu, led the Audiography, Editing and Digital Workflow for Advertising sessions respectively. Sri. Sankaran Namputhiri, Advertising and Web Technology Architect and Consultant, Chennai, conducted the Practical Workshop on the second day. Many group of students created wonderful visual advertisements in the workshop. More than 30 participants from outside the campus attended in addition to all the 250 students of our Visual Media department.



Award for Short film to our former student

Anuj Ramachandran, our former MFA student and a novice filmmaker won Special Jury Award for Direction for his short film, 'Azeem', in Don Bosco International Film Festival 2011. Renowned Director and Film Maker of Malayalam Film Industry Sri. Lal Jose gave away the award in the presence of budding actress Archana Kavi. The movie was screened during the festival days.

International Artists Day

Birthday of Pablo Picasso, 25th of October, is celebrated the world over as the International Artists' Day. Our Department of Visual Media and Communication celebrated the event by organizing academic presentation on Picasso by Prof. C.S. Jayaraman, a renowned Artist and Professor, followed by the screening of a film showcasing the life and works of Picasso. The function commenced with an introductory address by Dr. U. Krishnakumar, Director, who introduced the essence of the great artist through a profound quote of Picasso, 'Art is a lie that makes you realize the truth'. The program was attended by all the staff and students of the Department.

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Paper presentation

Sri. Vinod.L, Asst. Professor, Visual Media and Communication presented a paper on "The importance of cyber journalism as an effective media tool, with special reference to Blogging and Social Networking" on 4th September 2011 at Rashtriya Swayamsevak Sangh State Headquarters, Ernakulam in connection with a two day long seminar on Role of Media in the Changing Society. Sri. Hari. S. Kartha, Professor, Visual Media and Communication spoke on the importance of Print and Broadcast media.

Auditions for AIU South Zone Youth Festival

Our students participated in the Amrita Audition 2011 on November 5th at Ettimadai, for selection to the South Zone Inter University Youth Festival- 2011. Majority of the students qualified for the Festival to be held at Sathyabama University from 18th to 22nd December 2011. The selected students are: Sreeja S., Sakunthala K.R., Sai C.S., Manisha K., Sinsha Surendran, Rakhi C.R., Ananthkrishnan, Aneesh G.K., Kurup Vasudev Sakthidharan, Midhun Dev (MIME), B. Manoramya (Rangoli and Collage), S. Subhash Kumar, Siddharth Kandoth (Cartoon Drawing), K. Vishnu Prakash (Clay Modelling).

Masters in LEEDS University U.K.

Two passed out students from our School, Surekha R and Aswathy A joined the Leeds University Business School, U.K. for higher studies in Management after completing B.Com. Both of them are doing Masters in HRM.

R. Revathy, 5th semester student of B.Sc. Visual Media Programme, participated in 'Kazhchakkoottu', a Photography Workshop conducted by Malayala Manorama Yuva on 15th and 16th of July 2011 at Kollam. She won consolation prize for her entry.

Teachers Day Celebrations

Tribute to the teachers was rendered during the Teachers Day on 5th September 2011. The students presented stage programme with audio visual presentations filled with emotional fervor, depicting the holistic services rendered by the teachers. Importance of a Guru in the life of a disciple was highlighted by Sampujya Swami Purnamritananda Puri during his blessing address. The students also presented mementos to their revered teachers as tokens of their love and gratitude.

Distinguished Lecture on Indian Values, Heritage and Culture

Dr. N. Gopalakrishnan, Director, Indian Institute of Scientific Heritage gave distinguished lectures on 19th and 20th September, on Indian culture and its greatness by sharing his valuable experiences. In addition to the three separate sessions for students he conducted an extremely important session for faculty and other staff on commitment to do effective and efficient teaching, parental counseling and administrative work as well as research methodologies.



Regional Workshop on Science Broadcasting at FTII, Pune

Our Faculty Members from the Visual Media Department, Sri. Sanju R. Nair and Sri. T. Varun Prabha attended the Regional Workshop on Science Broadcasting organized at Film and Television Institute of India (FTII), Pune, by Vigyan Prasara, Department of Science and Technology, Govt. of India in partnership with SEVAKS, New Delhi from 14th - 18th November. The workshop focussed on improving the skills needed to quickly locate scientific content relevant to specific audiences and to structure the content in comprehensible and engaging ways. The workshop provided tools, tricks and tips for covering issues related to health, agriculture, environment and technology. The workshop oriented the producers to the best practices used in attracting audiences in a competitive media environment.



Educational Nature Camp at Periyar Wild Life Sanctuary

An Educational Nature Camp was arranged at Periyar Wildlife Sanctuary, Thekkady on 14th, 15th and 16th November for the 3rd semester B.Sc. Visual Media students. The nature camp also serves as a platform for developing the photographic skills of the students. The camp was a mixture of trekking, study of different herbs, birds and animals and study classes by experts from the Kerala Forest Department. Ms. Divya V. Shenoy, Lecturer and Sri. Krishnankutty, staff accompanied the students.

Students and staff went to the Kodanad Elephant sanctuary as part of making a documentary and ad film. Forest officials rendered all the assistance.

Paper published by CIR Faculty

Sri. M. Rajesh, Senior Faculty, Learning and Development, Centre for Corporate and International Relations, authored a book titled 'The Neo-Colonial Power Hierarchies and the Strategies of Exploitation: A reading of Chinua Achebe's Ant Hills of the Savannah'. The book was published by Lit Spark Publications in September 2011.

Amala Bharatham Cleaning Campaign at Sabarimala

More than 25 boys alongwith our Director and some staff actively participated in Amma's Amala Bharatham Project at Sannidhanam and Pamba in Sabarimala.

Short films for Disability Festival Awards

The students of B.Sc. Visual Media 5th semester and MFA 3rd semester produced four short films - 'Athijeevanam', 'Kannundengil Kanatte', 'Win', and 'Breaking Barriers Together', which were sent to ABILITYFEST 2011 - India International Disability Film Festival (All India One-Minute Film Competition On Disability) organized by Ability Foundation, Chennai.

Educational Nature Camps at Thattekkadu and Parambikkulam Wild Life Sanctuaries

Two educational nature camps were organized by the Department of Visual Media and Communication for the students to get practical exposure on lighting for Photography and Videography. The first one in the series was organized at Thattekkadu Wild Life Sanctuary on 22nd, 23rd and 24th of April for the 5th semester B.Sc. Visual Media students. The second one was organized at Parambikkulam Wild Life Sanctuary on 16th, 17th and 18th of August for the MFA 3rd semester students. The camps were well packed with trekking and study of different herbs, birds and animals along with the study classes by experts from the Forest Department. The students got plenty of information and chance to know more about forests.



Ramayana Pageantry

26th August 2011 witnessed a unique pageantry on Ramayana, the great Epic, as a grand finale to the Kalamritam 2011. The different phases in the Ramayana such as, Bala Kanda, Ayodhya Kanda, Aranya Kanda, Kishkindha Kanda, Sundara Kanda, Yuddha Kanda and Uttara Kanda were portrayed. About 80 members including students, staff members, and their children played various roles. The idea of the event which lasted for about an hour was conceived by Prof. S. Jayaprakash, Visual Media Department. He was assisted by Dr. U. Krishnakumar, Director and Ms. Sreeja, a final semester MFA student in the Direction. Final semester MFA students K. Vishnuprakash, S. Subash Kumar, D. Ananthkrishnan, A. Madhusoodhanan, Midhun Dev put their heart and soul in Art Direction, Production and the Stage Making, making the event memorable.

Crane and Lighting Classes for Visual Media Students

Industry Experts Sri. Radha Ramanan and Sri. P.J. Cherian demonstrated Crane and Lighting classes for the B.Sc. Visual Media and MFA students. Sri. Radha Ramanan, a Professional Cinematographer, demonstrated and lectured with Cranes, their importance, in Videography. Similarly, Sri. P.J. Cherian, Chief Cameraman, Malayala Manorama Television, demonstrated and lectured on 1KV Lights and Baby Lights to the students.



Session by a Professor from Houston University

The students got an opportunity to hear from an Expert Professor from Houston University, Dr. Sarath Menon, when he visited our campus on 12th August 2011. The focus of his session was Media, Culture and Society He turned his visit into a memorable one with the flow of rich wisdom.



Mattanchery Outdoor Camp

Prof. C.S. Jayaraman took the B.Sc. Visual Media 3rd semester students to Dutch Palace, Jewish Synagogue and Fort Kochi Beach. The art forms such as mural painting, the costumes worn by the royal people, armouries at the Dutch Palace and Synagogue provided a reminiscence of the hoary past. It was a profound experience for the Visual Arts students. Smt. Geetha R. Pai, Sri. L. Vinod, Faculty, Department of Visual Media and Communication, accompanied the group.