

100th Ayroor Hindu Mata Convention at Cherukolppuzha

Our most beloved Amma inaugurated the 100th Ayroor Cherukolppuzha Hindu Mata Convention on 5th February 2012. During the occasion about 200 students and 25 staff members attended. They did volunteering services and took Darshan.

An orientation session by our Visual Media Faculty Members

With a view to acquire special skills required to stretch their potential to the full, the VHSE students of Amrita Vidyalayam, Konni visited our School on 10th January 2012. During the day, training was given in various aspects of Visual Media - Photography, Videography, Editing and Audiography. Faculty members, Sri. Sanju R. Nair, Sri. M.A. Krishnakumar, Sri. T. Varun Prabha and Sri. D. Harikrishnan guided the students in demonstration classes.

An Award for Musical Performance to our student

Mahima Dinesh Nair, a student of our final semester B.Sc. Visual Media Programme, bagged a Level 1 Award for Music Performance Grade 1 Violin by Trinity College, London. She is a member of Amrita Veechi, our College Orchestra. She was given special training, before the exam, in Violin by Dr. C.S. Jayaraman, Faculty Guide, Amrita Veechi.

Holi celebrations

Holi, the festival of love and joy and the day of victory over the evil forces was celebrated in the campus on the night of 8th March 2012. Colours were sprayed on others. A medley of different items followed – songs, dances, sweets distribution and finally as the symbol of burning evil forces - Holika Dahan. The background playing of bhajan's 'Mayyajji', 'Mata Rani', 'Meri Jhopadi' and 'Khol Darwaza' created an atmosphere of spiritual fervour.

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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Sanatana Dharmotsavam - 9th - 11th March 2012



Sanatana Dharmotsavam 2012 conducted at Brahmasthanam from March 9th - 11th turned out to be two sadhana days for the students and staff members. The pujas were led by Sri. L. Girish Kumar, Director, Sreepuram Tantric Research Centre, Irinjilakkuda. Swami Purnamritananda Puri blessed the festival. Followed by Amrita Astothararchana and Lalitha Sahasranama chanting, there was a musical concert by Sri. Chottanikkara K.N. Ajayakumar (Vocal), Sri. Chembai Rajendran (Violin), Sri. Vechoor Jayan (Mridangam) and Sri. Kottayam Harikrishnan (Ghatam). Thrikala Sreechakra Puja, Dhanwanthari Homam, Dasadravya Mrityunjaya Homam, Aikyamatya Sooktha Ganapathy Homam etc were conducted. A special Saraswathi Puja and Vidyagopala Archana for the intellectual and overall development of the students were conducted. Interactive sessions by Si. L. Girish Kumar, meditation sessions by Swamiji and Sarva Dosh Nivrana Puja were attended by many students and hundreds of devotees. As part of protecting nature Sakambari Puja was conducted and saplings were distributed as prasad.

A Trip for Visual Arts students

Dr. C.S. Jayaraman, Professor, Visual Media Department, coordinated a visit to some places of historical importance in Kochi on 23rd January 2012. The one day trip was arranged as part of the visual arts classes to the 2nd semester B.Sc. Visual Media students. The first among the line was the Dutch Palace, where the life styles, attires and equipments of ancient ruling kings of Kochi Royal Family were depicted. The second one was the Jewish Synagogue. The hand painted floor tiles from China, Belgium made Chandelier, at the Synagogue were awesome. A Catholic turned Protestant Church, St. Francis Church, was the third spot to visit. The building was designed in the Portuguese style which contained Vasco Da Gama's burial. Sri. L. Vinod, Asst. Professor and Ms. Divya V. Shenoy, Lecturer from the Department accompanied.

Fresh Appointments

Sri. C. Sivabhaskaran, Faculty - Learning and Development Corporate and Industrial Relations Department.

Amrita School of Arts and Sciences, Kochi

Amrita Kiranam

a snapshot of happenings

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27th South Zone Inter-University Youth Festival

Our final year MFA students represented the University for the 27th South Zone Inter-University Youth Festival held at Sathyabhama University, Chennai from 18th - 22nd December 2011. Midhun Dev, a final year MFA student specializing in Applied Art and Advertising bagged the 1st and 3rd prizes for Poster Making and On-the-Spot painting. Later on, Sampujya Swami Purnamritananda Puri blessed the prizes.



"Patience, constant enthusiasm and firm determination are necessary factors for success."
— Amma

Conference on Next - Generation Sequencing and Bioinformatics for Genomics and Healthcare

Dr. M.V. Judy, Asst. Professor, Department of Computer Science and I.T., participated in two day Conference on Next - Generation Sequencing and Bioinformatics for Genomics and Healthcare hosted by SciGenom Labs Private Ltd, Rajiv Gandhi Centre for Biotechnology and Center for Bioinformatics-University of Kerala held from 16th and 17th of December 2011.

National Conferences - Dept. of Commerce and Management

Three National Conferences were organized by the Department of Commerce and Management.

The first in the series was on 3rd February 2012. The One Day National Seminar on Entrepreneurship Motivation was jointly organized by M.S.M.E. Development Institute, Central Government and the Commerce and Management Department. Sri. Aravindakshan Kavikkal, Finance Manager, Kerala State Industrial Development Corporation, Kochi inaugurated the event. Sri. Martin P. Chacko, Asst. Director, M.S.M.E. Development Institute, Thrissur, Smt. P.K. Shibi, CEO, Spinach India, Sri. K.R. Jayaprakash, Lead District Manager, Union Bank of India, Asst. Industrial Development Officer, DIC, Smt. R. Rema and Sri. Riju Viswanath, Managing Partner, Best Bakery Group were the distinguished speakers.

The second one was on Trends in Supply Chain Management and Logistics on March 3rd. Dr. K.N. Raghavan, IRS, Additional Commissioner, Central Excise, Customs and Service Tax, inaugurated the Seminar. Industry Experts Sri. Ajith Kumar, Management Consultant, SAP, Supply Chain, IT, Operational Excellence and Dr. K.V. Pradeep Kumar, Director (Finance), Central Warehousing Corporation, New Delhi took the sessions.

The third one in the series was on 9th March 2012. The One Day National Seminar on Empowerment of Women through Entrepreneurship was inaugurated by Smt. Parveen Hafeez, Managing Director, Sunrise Hospitals. Dr. Kochurani Thomas, Associate Professor, Bharat Mata College, delivered a distinguished lecture. An experience sharing session followed with main speakers being Smt. Jasmine Mathew, Proprietor, Joanns Home Style, Sri. K.K. Pillai, CMD, NIKASU Group, CSEZ and Sri. K. Jayakrishnan, Co-Founder and Director, Xtend Technologies. Smt. Sheela Kochouseph, Managing Director, V Star Creations, delivered the valedictory address.



Interview of an eminent philanthropist

Prof. N.R. Menon, our former culture education faculty, and a renowned philanthropist was interviewed by a group of final year B.Sc. Visual Media students on 4th February 2012. The interview was made as a foreword to the Promo CD of Jan Shikshan Sansthan, Idukki. The scheme of Jan Shikshan Sansthan (JSS) is a unique scheme crafted by the Government of India. JSSs are Institutes for Peoples' Education and focus on the poor, the illiterates, the neo-literates, the underprivileged and the unreached.



Talk by Dr. Manoj Shinde, a distinguished psychiatrist

Dr. Manoj Shinde, a well known psychiatrist from Los Angeles addressed the visual media students on 11th January 2012. He talked about psychiatry and its relation with the day-to-day life. His main emphasis was on clinical psychiatry which deals with understanding, treating, preventing and relieving distress, emotional and other psychiatric disfunctioning thereby promoting better health and well being of human beings. He also pointed out the contributions of Indian culture to modern psychiatry.

Asan Video Awards-12

Our final year B.Sc. Visual Media students produced short films for Asan Video Awards-12, the 6th National Level Video Festival. This was organized by the Department of Visual Communication at the Asan Memorial College of Arts and Science, Chennai. From among the 8 short films sent, 'Sesham' was short listed to the final round.



National Conference on Computing

Two day national conference on Contemporary Trends in IT was conducted by the Dept. of Computer Science at our campus on 23rd and 24th March. The speakers and Topics were :

Sri. Sunil Balakrishnan, Centre Head - Kochi, UST Global - Keynote Address, Sri. Ramesh Govind, Senior Architect, 'Real Consultant', Kochi - Topic: iOS Application Development, Sri. Jibu George, UST Global - Topic: Microsoft Windows Azure Cloud Computing Platform, Sri. Prashant R. Nair, Assistant Professor, Amrita Vishwa Vidyapeetham, Coimbatore - Topic: Biometrics, Sri. N. Biju Abraham, Professor, Dept. of Computer Science Engineering, Rajagiri School of Engineering & Technology - Topic: Firewalls – A practical Approach, Dr. T. Mahalekshmi, Professor in Computer Applications, SNIT, Kollam - Topic: Bioinformatics: Strategies, Trends and Perspectives, Sri. Ajay Balakrishnan, AMMACHI Labs, Amrita Vishwa Vidyapeetham, Amritapuri Campus - Topic: Advanced Human Computer Interaction technologies for skill development and Sri. Kannan Surendran, VALUE Virtual Labs, Amrita Vishwa Vidyapeetham, Amritapuri Campus - Topic: Virtual Labs: Revolutionizing Science and Engineering Education in India through ICT, Dr. B. Kannan, Associate Professor, Dept. Computer Applications, CUSAT - Topic: Data Mining



Budget Analysis at India Vision

35 students from B.Com. and M.Com. and two lecturers, Prof. K.R. Shabu and Smt. N. Sumangala participated in the live budget discussion of India Vision channel on 16th March. Dr. N. Ajith Kumar, Professor, Dept. of Commerce and Management was one among the expert panel members.

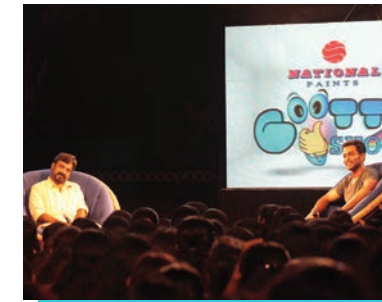
IAM Technique-Refresher courses

Refresher courses of Integrated Amrita Meditation Technnique (IAM Technique) were conducted at the School for the first year U.G. students. Dr. U. Krishnakumar, and Faculty members Sanal Chandran, N. Arun Kumar, Supriya Rajendran and A.G. Ajai Kumar jointly handled the refresher course.



Drawing and Painting Lecture Demonstration by an Artist

Sri. Madanan, Art Editor of Mathrubhumi, took a painting and drawing demonstration session for the Visual Media, B.B.M. and B.Com students on 23rd March. The session was arranged as part of our Vidyamritam series. Sri. Madanan is a renowned artist and former member of Lalitha Kala Academy. He explained the different modes of drawings and paintings such as Pen drawing, Ink drawing, Brush drawing, Charcoal drawing, Oil pastels, Water colour drawing, Oil paintings etc. He displayed some of his paintings to point out the differences between different modes of drawings. He also drew a picture using water colour. The students as well as staff members who attended highly appreciated the session.



Gooti Show - A Grand Celebrity Chat Show

The Gooti Show channelled by Surya TV was organized by our campus. It was conducted on Monday, 23rd January 2012. Leading Malayalam film actor Prithviraj and prominent movie director Ranjith were the invited celebrities. The show commenced by around 7:30 p.m. Ranjith rendered an inspiring speech to the film interested students. He also shared his thoughts on his recently directed film 'Indian Rupee'. Prithviraj's words on contemporary film industry and his experiences added an extra charm to the entire show. Gooti Show's host Govindankutty provided opportunities to the students to interact with the celebrities. The vibrant chat show was for celebrating the 100th day completion of 'Indian Rupee' which had Prithviraj as the lead cast.



Vivekabharatham - 150th Birth Anniversary celebrations of Swami Vivekananda

As part of the 150th Birth Anniversary of Swami Vivekananda, several elite and meaningful programmes were organized from January 12th - 15th at Vivekananda Nagar (Children's Park), near Boat Jetty, Ernakulam. A Media Seminar 'Work Excellence in Media' on 13th January was attended the students of B.Sc. and MFA Visual Media programme. Dr. U. Krishnakumar, Director, Sanju R. Nair, M.A. Krishnakumar, Smitha Nambiar, Faculty Members, Department of Visual Media also attended. Eminent media personalities such as Sri. R.R. Jayaram, Sri. Sajeev C. Warriar, Sri. N.P. Rajendran, Sri. S. Gurumurthy, Sri. V.D. Satheshan M.L.A., Adv. P.S. Sreedharan Pillai, Sri. Abdullah, Sri. M.P. Basheer, Sri. Pramod Rajan, Sri. Ravi Kuttikkadu, Sri. Hari S. Kartha and Sri. T.G. Mohandas participated.



Varnalekha - Annual Art Exhibition

The Department of Visual Media and Communications have been conducting the arts exhibition from the past couple of years. And this time it came out in flying colors and was absolutely, to be more artistic in writing, colorfully brilliant. Swami Purnamritananda Puri inaugurated this year's exhibition on 29th February. Professor C.S. Jayaraman and Asst. Professor Vinod Laxman coordinated the exhibition. Their tremendous and passionate artistic ideas and lessons along with the student artists' fresh new creativity jell up very well and it took 'VARNALEKHA' into a whole new level. The paintings were exhibited in the School upto 4th of March.

Life Skills Classes

Dr. U. Krishnakumar was invited to the Amrita Vidyalayams at Pathanamthitta and Perumbavoor to deliver lectures on life skills and career orientation for the plus-two students.

Hospital Service by M.Com. students

M.Com. students are doing weekly three days service internship at Pharmacy Department of AIMS Hospital to get hands-on exposure.



Kayikamritam 2012

Our School celebrated the 3rd Annual Sports Day, 'Kayikamritam' on 15th and 16th of March 2012 at our school play ground in a frolicsome atmosphere. This glittering event was flagged off by Dr. K.N. Unni, Principal, Amrita School of Dentistry, AIMS Hospital. The programme kick started with an impressive March past and Band led and choreographed by Sri. Arun, Physical Trainer, Amrita Vidyalayam. The march past exhibited the discipline and hard core practice. The first year U.G. girls presented a National Integration Dance choreographed by Sri. Arun on A.R. Rahman's 'Vande Mataram' song during the inaugural ceremony.



A Sports T-Shirt was put for sale during the sports days. Samskriti team put up their usual stall with delicious dishes.

The Overall trophy went to the Durga followed by Easwari House. Durga House consisted of MCA students and Easwari of M.Com and MFA students. Sampujya Swami Purnamritananda Puri distributed the prizes to the winners.

National Workshop on Video Production from 7th - 11th February 2012

A Tutorial Workshop and National Conference on Video Production, 'Script-To-Screen', was organized by the Department of Visual Media and Communication. The Five-Day workshop was inaugurated by Sri. T. Kaladharan, an eminent Sculptor, Painter, Secretary, Kerala Kalapeetham and Founder, Orthic Art and Cultural Centre. Afterwards, Sri. Kaladharan performed a painting theatre demonstration. During the event, Dr. C.S. Jayaraman, Faculty Guide of The College Orchestra Team, Amrita Veechi, led a Symphony performance. B.Sc. Visual Media students Mahima Dinesh Nair and Jasmine Fern on Violin, Dr. C.S. Jayaraman on Saxophone, Sri. L. Vinod on Guitar and Harmonica and Sri. Syam Aravind on Keyboard constituted the team. Dr. C.S. Jayaraman took the first day sessions based on Scripting. During the remaining days, the Conference covered different facets of Video Production such as Videography, Editing and Audiography. Industry experts Sri. Manoj Sebastian, Sri. Ramesh Ramakrishnan, Sri. P.J. Cherian and Sri. Shiju George took the lessons. Apart from our students, delegates from Ammachi Labs, Amrita E-learning Centre and Pazhassi Raja College, Wayanad participated.

Indian Voice - Mazhavil Manorama Programme

Our B.Sc. Visual Media students got an opportunity to become the audience of Josco Indian Voice when our School was invited for the same. Josco Indian Voice is a Music Reality Show started from 31st October 2011 on Mazhavil Manorama. The students of B.Sc. Visual Media 2nd semester along with lecturers Smt. Geetha R. Pai and Smt. R. Vidya went to Mazhavil Manorama Studio at Aroor. Students were fortunate to interact with Shankar Mahadevan, Sujatha and Sreenivas who are the Judges of the Show.



Athletics, cricket, basket ball, carroms, chess, shuttle badminton, throw ball and sack race, were organized and students participated enthusiastically in all of them. From Chess to Carroms and from Foot Ball to Basket Ball, student displayed true sportsmanship in each event. The students were divided into five groups namely Amrita, Bhavani, Chinmayi, Durga, and Eswari. The Cricket and Basketball tournaments were the spotlight events. Staff members, Sri. Krishnankutty, Sri. Hareesh, Ms. Divya V. Shenoy and Sri. M.A. Krishnakumar, bagged prizes for carroms tournament.



Life orientation sessions by Brahmachari Manoj

All the U.G. 1st and 2nd Year students attended the Motivational Life Skills Development Session by Brahmachari Manoj during 29th February, 2nd and 5th March 2012. The sessions aimed at the development of the student's overall personality and focused on soft skills like mind training techniques, self motivation, crisis management, and the development of a broader mind set, to name a few. Very popular among the children for his ability to get into their mindset and take them on from there, he walked his way into their heart with his methods. The students were moved by his session.

Saksham – Microsoft Training at Amrita School of Arts and Sciences, Kochi

SAKSHAM, a Microsoft initiative, aligning with MHRD's NMEICT (National Mission on Education through ICT) objectives was organized at our campus from 04.01.2012 to 14.01.2012. Mata Amritanandamayi Math General Secretary Sampujya Swami Purnamritananda Puri inaugurated the event by lighting the lamp. 27 faculty members and staff from various departments who attended the training have been elevated as Master Trainers. As Master Trainers, these educators will take on mentoring roles and spread the use of ICT in Education by reaching out to colleagues and students. The 10 day training comprised of IT and Soft Skills training sessions, which were designed to be riveting and invigorating. A blend of theory, hands on and experiential learning, interspersed with role plays, micro labs, group discussions, motivational team building and leadership

Technical visit to the The New Indian Express



The second and final year students of B.Sc. Visual media were taken to The New Indian Express to view the printing process in a press. Being initiated to the world of media, the students could easily absorb the practical version of printing technology, which they had studied in their classroom lectures.



Virtual Guru - www.virtualguru.co.in - A Visual Media Tutorial Website

Virtual Guru is a website developed by the band of Final Year MFA ACM (Master of Fine Arts in Animation and Content Management) students, as a part of their curriculum project. The site is an aid to all media aspirants out there on the various topics of academics in the simplest of ways digestible to any class of students. The Team Leader is Sri. Sunij S. Nair, lecturer in the Visual Media Department. The team members are Midhun Dev, Rahfal Wafa and Sai C.S. (Graphic Design), Sheniya Soman, Sreevidya M., Jayasree Menon V. and Shafeeq C. (Web Development), Ajith M.N., Anu Mohanraj, Aravind P.R. and Shakunthala K.R. (Resource Gathering).

enhancing games and activities enthused and kept the educators engaged as they learnt how to integrate technology into education and how to be effective mentors. These mentors will help create and maintain the momentum of change in teaching and learning in higher education. The SAKSHAM Portal www.saksham-ms.in is an online resource which allows the above SAKSHAM champions to access content, form communities, build content repositories, leverage knowledge and actively share ideas and projects. Champions also have the facility to create their own training batches on Saksham portal and thus extend the online community of new ICT champions. Microsoft plans to recognize those ICT champions who successfully reach out and mentor other educators and students.

Shastra Childrens Science Congress 2012

A plenary session on 'Information Technology - an overview' was taken by Dr. U. Krishnakumar, at **Shastra 2012 - the Children's Science Congress** held at Amrita Vidyalayam, Kochi. The Rotary Club of Cochin and Kerala Science and Technology Society (India) in association with Amrita Vidyalayam, Kochi organized the event for the promising bright students of 8th to 12th standards on 13th January 2012.

Poster Presentation Award

A Poster Presentation Competition was conducted by the Department of Pulmonary Medicine, AIMS and RNTCP in association with World TB Day on 21st March. Our Visual Media students took part in the contest. Ms. Umadevi, of 2nd semester MFA, won the 2nd Prize. She was awarded a Certificate and prize during the function at Maharaja's College Auditorium on 24th March.

Extra curricular achievement of a Visual media student

Ms. Meera Nair, a student of our second year (4th semester) B.Sc. Visual Media Programme, got selected as the Kerala Correspondent of Uday India (www. udayindia.in), a weekly published from New Delhi two weeks ago. She is also contributing as a Content Writer in Unique Times, a Kochi based entertainment magazine for the past two months. Even though she is spending time at home, for doing her extra work, after the regular college hours, she is one among the top scorers of the B.Sc. VM programme.

Educational Trip



The final year BCA and B.Com students were taken to Wayanad and Ooty for an educational trip. The three day nature observation tour turned out to be a memorable one.

SCRIPT 2012 - An International Competitive Film Festival for short films on Social Themes and Corporate Social Responsibility (CSR) initiatives

SCRIPT, an annual competition open to film makers from across the globe, organized by the Rotary Club of Cochin Metropolis, seeks to recognize outstanding short films dealing with globally relevant social issues, thereby drawing world attention. This year's festival was held on 20th and 21st January 2012 at Fine Arts Hall, Kochi. The 4th and 6th semester B.Sc. Visual Media students and Faculty Members, M.A. Krishnakumar, T. Varun Prabha, Divya V. Shenoy and Smitha Nambiar actively attended.

Study Tour - B.Sc. VM Final

Semester students

The students of B.Sc. Visual Media final semester, as part of their academic industry visits, were taken to various channels and film studios at Thiruvananthapuram from 15th - 18th February 2012. They visited the major Film Studios like Chitranjali, Prasad and Vismayas Max studios. The major channels including Amrita TV and Doordarshan were visited.

Album Lyrics composed by a BCA student

Ms. Saranya Ramesh, our final year BCA student, composed lyrics for an Album 'DJ Sparks'. The Director of the album is Sri. S. Shyamji. Sri. Shyam Aravind, our College Orchestra team member. BigScreenPlus produces the album. The album will be released soon.

Recording Studio inauguration

The new Recording Studio of Visual Media Department was inaugurated by Swami Purnamritananda Puri on 29th February 2012. The Studio, set up for the students, aims at improving anchoring and news reading skills.

SPIC MACAY team scintillates the School



Prominent Veena artist Dr. Jayanthi Kumaresh accompanied by Sri. Tumkur Ravisankar (Mridamgam) and Sri. Tumkur Sasisankar (Ghatam) performed at a musical concert held here on Tuesday, 17th of January. The performance mesmerized the students and staff because of the magical blend of classical instruments. The talented trio represented SPIC MACAY (Society for Promotion of Indian Classical Music And Culture Amongst Youth), the organization aimed at spreading Indian culture among the youth of India. The concert began with the artists playing the keerthanam 'Vatapi Ganpathim' as salutation to Lord Ganesha, followed by a beautiful composition of Tyagaraja. During the interactive session, upon the special request of the students, Smt. Jayanthi played the original version of the Keerthanam 'Krishna Nee Begane' which made the audience spell bound.

The annual Kerala State Convention of SPIC MACAY held at Kasaragod from 17th to 19th February was attended by Dr. U. Krishnakumar, Sri. A.G. Ajaikumar, Smt. S. Vaishali and few students of the Visual Media department. The involvement of the faculty and students from ASAS, Kochi were highly appreciated by the National and State level office bearers including Dr. Kiran Seth, National Chairman.

Vidyamritam Sessions

Sessions were conducted as part of Vidyamritam Lecture series by the Department of Visual Media and Communications.

On February 22nd Sri. Prakash Babu, Regional Manager - Sales and Marketing, addressed the final year B.Sc. Visual Media students. His topic was 'Media Marketing'. On March 2nd Smt. Poornima Ramachandran, Sr. Technical Author at FCI Technology Services (A connector manufacturing company, based in France) addressed the Visual Media students on the topic 'E-Learning Services'. Smt. Poornima is a former student of our School. On March 5th, Sri. Sajeev C. Warriar, Bureau Chief and Chief Reporter, Amrita TV, gave an overview of the Bureau Operations. On March 13th Smt. Swarupa Kartha, Creative Consultant for Adhere

Communications, took a session on 'Women in Advertising'.

On March 7th Sri. Vivek Krishna Govind, FCA, CISA, Partner, Varma and Varma Chartered Accountants, had a discussion with the B.B.M., B.Com and M.Com students on the topic 'Career Guidance in the field of Commerce and Management'.

On March 20th, Dr. M. Muralidharan, Chief Executive and Zonal Head of Dhanalakshmi Bank had an interactive session with the BBM and B.Com students. His inspiring session covered the corners of banking and it's technologies. He also pointed out the factors which enabled India withstand the crisis period.

Paper presentation by Faculty

Sri. L. Vinod, Asst. Professor, Department of Visual Media and Communication took two topics, 'Few Ads that shook the world (History)' and 'Creative Advertising in the Modern period' during the Three Day Seminar on The Art of Advertising from 21st - 23rd February 2012. This was organized by the Dept. of Applied Art, R.L.V. College of Music and Fine Arts, Tripunithura.

Smt. R. Vidya, Lecturer, Department of Visual Media and Communication, presented a paper, 'A study of Radio Programme aired from the Community FMs in Chennai' at the National Conference on Community Radio: Prospects and Challenges. This was conducted by Dept. of Communication, Manonmaniam Sundaranar University, Thirunelveli on March 17th.

Sri. K.R. Shabu, Asst. Professor, Department of Commerce and Management, attended a One Day National Seminar in Foreign Direct Investment in India - Policy, Issues and Implications held at Govt. College, Chittur, Palakkad on 16th December 2011.

Sri. L. Vinod, Asst. Professor, Department of Visual Media and Communications, was invited to lecture in the Seminar 'Ctrl - T' organized by the Department of Applied Art, R.L.V. College of Music and Fine Arts, Tripunithura from 19th to 23rd March. He took a Seminar on 'Global Branding in the 21st Century' on 22nd and an interactive and lecture demonstration on 'Ethics in Advertisement' on 23rd March.

Campus Placements

18 MCA students at CTS, 22 MCA students at InfoSys, 7 MCA students at Accenture, 2 MCA students at Wipro, 1 MCA student at Zoho Corporation, 4 BCA students at Cognizant IT Infrastructure Services, 5 BCA students at HCL, 1 M.Com and 11 B.Com students at R R Donnelley, 17 B.Com students at BPO (InfoSys), 34 BCA students at

InfoSys (Technologies), 7 B.Com and 5 M.Com students at EXL Services (OPI), 1 MCA student at HCL and another one at IBM, 13 BCA students at Wipro - Wase, 1 BCA and 2 B.Sc. Visual Media students at Wipro - Vista, 2 BCA students at Tally Solutions, 18 BCA students at UST Global and 6 MFA students and 5 B.Sc. Visual Media students at Sastra University, Thanjavur got placed.

Internships

The MFA final year students are doing their final semester internship in reputed national and international media organizations such as CNN - IBN, O&M, McCann Ericson, Publicis, Aim High Consultancy, Malayala Manorama TV, Kairali TV, Jeevan TV, Amrita TV, Marine Biz TV, Jai Hind TV, The New Indian Express, Moulis Advertising Services Pvt. Ltd., Concept Communications, Jellitta Communications, Malayala Manorama daily etc.

The B.Sc. Visual Media students also got internships in reputed media industries such as Jai Hind TV, Big Synergy Media Pvt. Ltd., NDTV, The Hindu, Kairali TV, Manipal Advertising, Circle Communications, R.K. Swamy - Bangalore, Mind Mine Communications, Format Studios, DRAFT FCB, Amrita TV, FCI Technologies, Toonz Animation, Maitri Communications etc.

IEEE International Conference on Technology Enhanced Education

Sri. Sunij S. Nair and Sri. A.G. Harinarayanan, Lecturers, attended the IEEE International Conference on Technology Enhanced Education held at Amrita School of Engineering, Amritapuri Campus from 3rd - 5th January. A paper 'Constructing a personalized e-learning system for students with autism based on soft semantic web technologies' jointly authored by Dr. M.V. Judy, Dr.U. Krishnakumar and Sri. A.G. Hari Narayanan was presented.