

Amrita

KIRANAM

a snapshot and journal of happenings @

Amrita School of Arts and Sciences, Kochi



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Inauguration of Activities of Academic Year 2013-2014

The Inauguration of Activities of academic Session 2013-2014 was held on 29th July 2013. The General Secretary of Mata Amritanadamayi Math, Swami Purnamritananda Puri lighted the lamp and delivered words of blessings. The inaugural address was given by Dr. Sucheta Nair, Pro-Vice Chancellor of Sree Sankaracharya University of Sanskrit. Dr. S.K. Ramachandarn Nair, Senior Medical Administrator, AIMS presided over the function. Sri. Hari S. Kartha, Sr. Executive Editor. Amrita TV offered felicitations.



Vidyamritam 2013 – 2014 Inauguration

"Youth should use the information received through extramural lectures with a pure heart rather than wisdom alone", said the general secretary of Mata Amritanadamayi Math, Swami Purnamritananda Puri. He was delivering the blessing address on the 11th Annual Extramural Expert Lecture series Vidyamritam 2013. The event was inaugurated by Dr. K. Poullose Jacob, Pro-Vice Chancellor of CUSAT on Aug 14th 2013. The occasion was presided over by Dr. Santhikumar Nair, Dean, Amrita Centre for Nano Sciences. Dr. U. Krishnakumar welcomed the gathering.



National Level Hands-on Workshop on Cloud Computing

Department of Computer Science and IT, in technical collaboration with Computer Society of India (CSI) conducted a National Level Hands-on Workshop on Cloud computing on 21st, 22nd, and 23rd October 2013. The workshop aimed at hands-on experience on the basics of cloud computing and its applications was inaugurated by Prof. M.B. Santosh Kumar, Department of Information Technology in CUSAT, Kochi and the blessing address was given by Pujaneeya Swami Purnamritananda Puri, General Secretary, Mata Amritanandamayi Math. Prof. M.B. Santosh Kumar delivered a distinguished keynote lecture on Expert System and Cloud Computing. Technical sessions were handled by distinguished invited speakers Sri. Phalachandran, Professor, Dept. of Computer



Science and Engineering, Center for Cloud Computing and Big Data at PES Institute of Technology, Bangalore and Sri. Vinod Panicker, Senior Product Architect, Wipro Technology. Hands on workshops were conducted by Sri. Sanal Chandran, Dept. of Computer Science

and IT and assisted by Sri Mahesh AS and Sri Sumesh S, Faculty Members Dept. of Computer Science and IT. Dr. M.V. Judy, HOD, Department of Computer Science and IT also handled a session. 45 Research scholars, Teachers, professionals and students from various colleges and industry participated in the workshop.



Papers Published (International Journal)

A Paper "An Enhanced MapReduce Framework for Solving Protein Folding Problem using a Parallel Genetic Algorithm" by Sri. Hari Narayanan A G, Dr U.Krishnakumar and Dr M V Judy has been accepted for presentation at the Annual Convention CSI 2013 on theme "ICT and Critical Infrastructure" at Vishakhapatnam and publication in Springer AISC Series.

Papers Published (International Conference)

Smt.Ranjidha Rajan presented a paper on "Genotype-Phenotype mapping in Autism using Soft Computing" in, Biospectrum international Symposium held at MACFAST, Tiruvalla.

Vidyamritam Lecture Series

A talk on "Code Complete" by Sri. K. Jayakrishnan, CEO Xtend Technologies, Kochi on 9th September.

A talk on "Introduction to Biometrics" by Prof. Prasanth R Nair, Vice Chair Chairman, Dept. of IT, Amrita Vishwa Vidyapeetham on 28th August, 2013

Workshops attended by the Faculty Members

Dr. U. Krishnakumar, Sri. S. Sumesh and Sri. Sanal Chandran, Faculty Members attended hands on workshop Cloud Computing at Computer Society of India, Bangalore Chapter on June 14, 2013, at Bangalore.

Sri.Mahesh A.S attended workshop on Microsoft Certified National Level workshop on Cloud Computing, on 6th and 7th June 2013 DePaul Institute of Science and Technology (DiST) – Angamaly.

Smt.Ranjidha Rajan attended, Biospectrum International Symposium, from 11th July 2013 to 13th July 2013, organized by MACFAST, Thiruvalla

Industry academia collaboration

Dr. M. V. Judy Associate Professor, Sri. A G Hari Narayanan, Assistant Professor are associated with BITS-PILANI for training Wipro employees for MS program on various subjects.

CSI student branch activities

As a part of our CSI student branch activity a coding contest "The Best Programmer" was conducted on 9th October 2013.

Two day National Conference on E-Governance - the economic impact on common man in rural areas

Department of Commerce and Management conducted a two day National Conference on "E-Governance- the economic impact on common man in rural areas" on 30th and 31st October 2013. The conference was attended by many participants from different institutions.

On 30th October 2013, Dr. P.T. Mathew, Principal General Manager, BSNL, Kochi formally inaugurated the Conference at Edappally, Brahmasthanam auditorium. Brahmachari Anaghamrita Chaithanya blessed the occasion. Dr. U. Krishnakumar, Director, welcomed the gathering. Adv. Mrs. Sony Vijayan, Head of the Department of Commerce and Management and Conference Chair, presided. Convener Dr. Ambily.A.S delivered the vote of thanks. There were four technical sessions based on the various sub- themes of Conference. Sri.G. Jayakumar, Sr. Technical Director, National Informatics centre (NIC), Government of India handled the first session, followed by an interactive session by

Sri. S. Sai Sushanth, Chief Executive Officer, Sushanth IT Law associates and Head Faculty Cyber Laws. The third session was by Sri. T. K. Jose, IAS, Chairman Coconut Development Board and the fourth by Sri. K.R.Jayaprakash, Lead District Manager, Union Bank of India, Kochi. Sri. S. Sai Sushanth also chaired the paper presentations by delegates and students of the college.

On 31st October 2013, there were three sessions. The first session was by Sri. Ajith Brahmanandan, Sr. Technical Director, National Informatics Centre (NIC), Government of India, followed by Sri. K.M. Ebrahim, Assistant District Co-ordinator, Akshaya District Project Officer, Ernakulam and the third by Dr. Beena.K.V, State Programme Manager(RCH), Arogya Keralam, National Health Mission. Sri. V.T. Santosh, District Informatics Officer, Collectorate, Ernakulam was the chief guest for the valedictory session. He distributed the certificates to the participants and presenters.



Vidyamritam Lecture Series

1. Dr. V N Suresh, Asst. Professor, Maharajas College Ernakulam, gave a lecture on "Recent Reforms in Indian Capital Market with respect to SEBI guidelines", on 14th August, 2013.

As part of their Corporate Social Responsibility (CSR) and and to assist us in Industry- Institute interaction, Carborundum Universal Limited (CUMI) deputed their professionals to share their knowledge.

2. Sri. Nair Nandakumar P., Project Manager, CUMI, gave an excellent talk on " The modern concepts of Project Management in Carborundum Universal Ltd. On 20th August 2013.

3. Sri. Prathap V Nair, General Manager, CUMI, delivered a talk in the area of "General Management and presented the basic concepts of market and customer satisfaction in today's world" on 21st August 2013.

4. Sri. Parameswaran P.P. , Executive, CUMI, Koratty Plant conducted a session on "practical approach to VAT and Central Sales Tax registration ", on 26th August, 2013.

5. Dr. S. K. Ramachandran Nair, Medical Administrator, Amrita Institute of Medical Sciences, delivered an excellent academic session on "organizational structure, managerial hierarchy, finance and budgets, and overall administrative functions of Amrita Institute of Medical Sciences, Kochi" on 19th September, 2013.

6. Adv. P.R. Shaji, gave a talk on Mediation with respect to its scope and significance to managers and Alternative Resolution techniques in general", on 2nd September 2013.

7. Organized a visit to Amrita Tech to give an insight into the practical aspects of Hospital Management & Information System(HMIS) for M.Com students on 4th November 2013. It involved a technical session by Ms. Anupa, Technical Assistant, Amrita Tech., wherein she demonstrated the application of HMIS. The key focus of the HMIS is to provide access to the right information and automation of complex tasks and workflow, which enables the staff to spend more time on caring for patients and extending the reach of their service.

8. On 25th October a session was conducted through Video Conferencing by the Confederation of Indian Industry (CII) on the " Supply Chain Logistics " and its Certification courses as part of Career Guidance

Papers Published

1. Gayatrilaxmi R P – "Whistleblowing in India – Designing and Implementing a strong Whistleblowing Policy for better Corporate Governance ", in Vol.3 No.2 September 2013 issue of MIRROR (ISSN -2249-8117)

2. Dr. Ambily A.S and Dr. VN Suresh published an article "Quality of Work Life of Non Managerial Employees in Manufacturing Industries" in OPUS for November 2013, publication of Symbiosis Centre for Management and Human Resource Development (SCMHRD).

3. Dr. A.S. Ambily published a paper in Peer Refereed Bi – Annual International Research Journal of Commerce and Management and Social Science on the topic "Analytical Perceptive On Risk Management – A Comparison of Public and Private Sector Commercial Banks in India" Vol. 3 No. 2 September 2013, ISSN 2249 – 8117.

4. Dr. A.S. Ambily published a paper in Contemporary Commerce Review – Double Blind Peer Reviewed Half Yearly Journal on the topic "Socio Economic Background and Quality of Work Life of Public and Private Sector Employees in Kerala". Vol. 1 No. 2 March 2013, ISSN 2319 – 3638.



World Artist Day

Pablo Picasso's Birth Anniversary on 25th October, which is commemorated internationally as international artists day was celebrated in the campus. Director Dr. U. Krishnakumar inaugurated the event with a message to young artists to keep their child-like innocence alive with indulgence in more and more art practices. Dr. C.S Jayaraman gave a short speech on the lives of Picasso and Michelangelo followed by the screening of a docu-fiction film on Michelangelo.

Nelliampathy Nature Camp

A three day long nature camp was held at Nelliampathy, headed by Mr. M.A.Krishna Kumar for the students of B.Sc. Visual Media 2011 batch. The participants received certificates of participation from the Forest Department of Kerala.

Wildlife Photography Camp



A three day long extensive wildlife photography camp was held at Tekkady, headed by Mr. Krishna Kumar M.A for the students of MFA 2012 batch. This camp was co-administered by the Forest Department of Kerala. The participants received a certificate of participation from the Department.

Script Writing Workshop



Shri. Raghutath Paleri, an eminent script writer and Director from the Malayalam film industry hosted a five day script writing workshop for the students of the Visual Media Department in our campus from 21st October 2013 onwards. The workshop covered various aspects of film making, direction, script writing, cinematography and editing. It concluded with a screening of the works conceived during the workshop.



An Evening with Finnish Artistes

Our staff Dr. C.S Jayaraman, Vinod.L, Vechoor Jayan, Malini Murali and a group of puppet theater Artistes from Finland, performed live music to the painting theatre by Artist T. Kaladharan in connection with the International Artist Day on 25th October 2013 at Orthic Creative Centre, Kochi.

Studio Visits at Thiruvananthapuram

The students of MJMC 2012 were taken for a five day long studio visit to Thiruvananthapuram accompanied by Mr. Hari Krishnan and Mrs. Apama Namboodiripad. They covered Chitrnanjali, AIR, Radio Mirchi and Amrita Channel, where they were exposed to the Practices and Techniques used in media.

Staff Acheivements

Dr. P.P. VIJAYALAKSHMI

The Head of the Department, Visual Media and Communication, served as a resource person for the Faculty Development Programme(FDP) cum workshop, on "An insight into recent trends in Teaching language and literature", held at the School of Engineering, Amrita University, Coimbatore from 29th – 31st August, 2013

Dr. C.S. JAYARAMAN

Professor, Department of Visual Media and Communication, served as the Resource person for :

1. UGC National Seminar on "Post theory" at

Women's College, Thiruvananthapuram.

2. UGC National Seminar on "Lusus Naturae: Monsters in Film and Literature" at Christian College, Chengannoor.
3. UGC National Seminar on "Ecology" at St.Xavier's College, Aluva.
4. UGC National Seminar on "Reclaiming the Celluloid: The politics and Aesthetics of Cinema" at NSS College, Pandalam.
5. UGC National Seminar on "Film Studies" at Guruvayurappan College, Kozhikode.
6. Refresher Course for college teachers at Kerala University, Thiruvananthapuram.

7. Conducted a two day Creative Film Workshop for students at Indian Institute of Management (IIM Calcutta), Kolkatta.
8. Conducted a one day painting workshop for students at Tata School, Munnar.
9. Published an article on artist C.N. Karunakaran in "Granthalokam", a journal published by Kerala Library Council.

Sri. VINOD LAXMAN

1. Attended "My Experiment with Art" the slide show and talk by the illustrious contemporary sculptor Subodh Kerkhar on May 6th 2013, at Bharat Hotel, organized by Orthic Creative Centre.

2. Attended on invitation the inauguration of the exhibition of Drawings by Swami Shoonyam on May 10th 2013 at Nanappa Art Gallery, Kochi.

3. Was invited my Mahatma Gandhi University as external examiner to review the dissertations and conduct Viva Voce for MFA Applied Art students at R.L.V College of Music and Fine Arts, Tripunithura on 10th and 11th July 2013.

4. Attended Seminar series (International) "Let's Talk" by Internationally Renowned Indian Artist and Sculptor Avantika Bava, Organized by Kochi Muziris Biennale in association with Orthic Creative Centre at BTH, Kochi on 12th August 2013

5. Delivered a talk at the inaugural function of "Mazhavil Kaazha-2013" Exhibition of paintings by children at the Kerala Lalitha Kala Akademy Gallery, Kochi on 13th September 2013.

6. Attended on invitation the Exhibition of paintings and sculpture titled "Water reflections and Boys with Caps" by Reetta Grohn-Soinen and Johanna Turunen, from Finland at Nanappa Art Gallery, Kochi on 6th October 2013.

Smt. R. VIDYA

Asst. Professor, Department of Visual Media and Communication, cleared the UGC NET examination for Mass Communication.

Achievements of Students

Team "KINO" represented by B.Sc. Visual Media, fifth semester, was short listed for Screening at the National Disability Short film Fest for their film, "COLOURS". This film was among the top 45 from the 280 entries received.

Three students of ASAS, Kochi won first prize positions at the Amrita University Inter state Competition, conducted at the Ettimadai campus. Atheena Wilson of MFA-AAA 2012 (Debate Competition), Jenita of B.Sc. Visual Media (Collage Competition) and Harshita V of B.Sc. Visual Media (Poster Making Competition) were the winners.

Teacher's Day

This year, ASAS, Kochi took up this special day to go green. Sapling were planted by the H.O.Ds of all the departments. Baby Tanushree, daughter of Smt. Sonia Chellerian, represented the younger generation and joined hands in this noble cause.

"Yatra Suraksha"
 – a Programme and Cycle Rally on Road Safety Awareness

Sri Rishi Raj Singh, I.P.S., ADGP and Transport Commissioner of Kerala inaugurated "Yatra Suraksha", a programme for traffic awareness conducted by the Amrita School of Arts and Sciences, Kochi on 23rd Sep 2013, at the college campus. The awareness programme is a part of the Corporate Social Responsibility (CSR) initiative of 60th birthday celebrations of Mata Amritananda Mayi Devi. The project assumes importance as one of the CSR projects of the Amrita University.



Yatra Suraksha intends to promote traffic safety and welfare of the general public on wheels. Yatra suraksha is a new idea with the aim to propagate the strict adherence to traffic rules.

To initiate this benevolent idea, Sri. Rishi Raj Singh flagged off a cycle rally in which the students and teachers of ASAS, Kochi wheeled ahead. The programme was conducted at Edappally Brahmasthanam Auditorium in which Sri Sainuddin P.I. (Deputy Transport Commissioner), Sri.B.J. Antony (RTO, Ernakulam), Sri. N.K. Ravindranath (RTO, Enforcement), Adarsh Kumar G. Nair (Jt.Rto, Ekm), Swami Poomamritananda Puri, General Secretary, Amritanandamayi Math, Dr. U. Krishnakumar, Director and others took part. The media coverage of the event was remarkable. Students from ASAS, Kochi are now conducting classes on "Road Safety" at various educational institutions across Kerala.



Yatra Suraksha session

The volunteers who have been trained for the Yatra Suraksha Road Safety Awareness campaign conducted a session at the Govt. HSS Kunnumpuram, Edappally on 1st November, the Kerala Piravi Day. The session was also attended by Dr. U. Krishnakumar and few other faculty members.



Department of English and Languages

Achievements and Awards (Faculty)

Sreena. K, Assistant Professor in English was awarded Ph.D. in English Language and Literature by the Sree Sankaracharya University of Sanskrit for her thesis entitled "Semiotic or Cultural Transference in Film Adaptation"

Vidyamritam Lectures

Dr. Rajalakshmy Achath, Professor (retired) from Mercy College Palakkad and Independent Folklorist and consultant Ethnographer, Ministry of culture, Govt. of India delivered a talk on "Ethnography and literature" on 9th September, 2013

Dr. Sarath Menon, Professor, Houston University, USA delivered a talk on "Globalisation and its Effect on Culture, Media and Literature"

Activities

Literary Interaction club for Empowerment (LIFE), a forum for literary discussion and interaction was inaugurated along with Kalamritam 2013 by **Aniesh Rajan, IRS**.

The club presented its first programme during Kalamritam 2013, based on **Dr. C.S Jayaraman's** conception of the 'Enchanted Shoes'.

Kalamritam 2013 – Art and Culture Fest

Kalamritam – The cultural fiesta of ASAS was conducted on 4th, 5th, and 6th of September 2013. Deputy Director (Directorate General of Central Excise), Sri. Aneesh P. Rajan, IRS inaugurated the function. Swami Purnamritananda Puri, delivered blessing address. Renowned artist, Sri.Kaladharan presided over the function and also did apainting theatre which was accompanied by Swami Purnamritananda Puri on flute. The welcome address was given by Dr. Dr. U. Krishnakumar, Director. Ms. Nimsha Suresh, a former student of ASAS and a noted film actress participated in the programme. She inaugurated the activities if Amrita Veechi the music forum. Three days of cultural show was excellent in standards and settings.

Dr.C.S Jayaraman's conception of the 'Enchanted Shoes', a musical staged during Kalamritam with the students and faculty in its cast, made a dynamic presence of the Department of English and Languages in the campus. Faculty members also presented a symbolic show of seasons.



Ramayana month celebrations

Amrita School of Arts and Sciences observed Ramayana month celebrations on August 16th 2013. Swami Purnamritananda Puri delivered the blessing address. The Guest of Honour was Senior Medical Administrator of Amrita Institute of Medical Sciences Dr. S.K. Ramachandran Nair. He explored the relevance of

Ramayana in the present days and recited a poem written by him. He also presented his devotional Music CD.

The function had a Ramayana recital competition in which 20 students participated. The prizes were distributed by Brahmachari Anaghamrita Chaitanya.



Sanskriti Activites

World Heart Day



To emphasise on ways to keep our heart healthy, the Amrita Institute of Medical Sciences conducted a marathon. Students from ASAS, Kochi participated and supported the cause.

Amalabharatham

The students and faculty members actively volunteered in the Amalabharatham Cleaning Project at Sabarimala temple.

Service to Cancer Patients

Our students donated towards the medicine for the treatment of cancer patients of Amrita Tribal Hospital at Kalpetta. The amount was handed over to Dr. Sajeev and Dr. Ajitha at a function in the presence of all the students. Dr. Sajeev delivered a talk on the life of tribals in Wayanad.

Mathruchaya Visit



Students of ASAS hostel visited the "Mathruchaya" orphanage. Carrying with them a bunch of gifts, they spent an evening with the inmates. Later they had a sumptuous dinner organized by the college.

Onam Celebrations

Onam celebrations were inaugurated by Brahmachari Anaghamrita Chaitanya on 13th September 2013 at the campus auditorium. Thiruvathirakali was performed by the faculty members and students of the college. Floral competition, pulikali, procession and various other cultural programmes related to onam added glitz to the celebration. The day long programmes ended with a very delicious Onam feast. Swami Purnamritananda Puri blessed the Valedictory Function.



Sanskrit Day Celebration



The function was inaugurated by Sri.VJ. Sreekumar, Sanskrit Teacher in Amrita Sanskrit HSS, Parippally and Upadhyaksha of Vishwa Sanskrita Pratishthan, followed by a Sanskrit skit by the students. An exhibition on the Sanskrit language and literature was conducted at the Auditorium. This was given a glittering edge with a representation of "Vrindavanam" created by the staff and students of the Department of Visual Media and Communication.

IAM Technique

- Yoga and Meditation Classes

Camps were conducted for all the 2013 batch students during October. Instructions were given by staff instructors lead by Dr. U. Krishnakumar.



Amritavarsham 60

Amma's 60th birthday celebrations were held at Amritapuri. More than 500 Students and staff from our college did seva and other activities during the five day celebrations.

Pooja Celebrations

As a part of Vijayadashami celebrations, the college campus arranged a Bomma Kolu at the Auditorium. It was a visual treat for the students as well as the staff members.

Distinguished Visitors from abroad



Dr. Sarat Menon

Dr. Sarat Menon from the University of Houston conducted a session on 13th August with all the students of Visual Media and BBM. Focal theme was Media, Culture, Globalization and Society. The students were given an opportunity to interact with him.



Dr. Rajalakshmi Achath

Dr. Rajalakshmi Achath, Professor (retired) from Mercy college Palakkad and independent folklorist and consultant Ethnographer, Ministry of culture, Govt. of India now settled in U.S.A. delivered a talk on "Ethnography and literature" on 9th September, 2013.



Vural Ozdemir

Mr. Vural Ozdemir, Vice Dean, Faculty of Communications, and Advisor to the President of Turkey, in International Affairs and Global Development Strategy for Gaziantep University, enlightened the students and faculty of ASAS on his specialized topic "Science Communication". This session, conducted on 19th August 2013, gave the audience an insight into how communication influenced science research and thereby all walks of life.

Corporate and Industry Relations (C I R)

– Placements

Many B.C.A. students placed in Cognizant and WIPRO.
B.Sc. (VM) students also placed in WIPRO and Software Associates.
Other companies will be visiting the campus for recruitment.

– Internships

CIR also arranged internships for B.Sc. (VM), M.F.A and M.J.M.C. students in The New Indian Express, Kerala Kaumudi, Mangalam Daily, Maitri Communications, Mudra Communications, Perfect Relations, Kerala.com, Kairali TV, Asianet, Media One, Percept Advt, Amrita TV, Jai Hind TV, One TV, Draft FCB, Times of India, India Vision, AIM HIGH Consultancy, Mathrubhumi Channel, Maa Communications Ltd, Bengaluru, The PRactice, Bangalore, McCANN ERICKSON, Bengaluru, SAFARI TV etc.

Fresh Appointments:

- Sri. Vimal Krishnan**, Asst. Professor, Visual Media & Communication
Dr. K. Sreena, Asst. Professor, English and Languages
Ms. Malini Murali, Asst. Professor, English and Languages
Smt. R. Preetha, Asst. Professor, Dept. of Commerce and Management
Smt. Snigdha Sasidharan (Lecturer, Department of Computer Science and IT.)

University Cultural Fest

Amrita University conducted an inter campus cultural competition at Ettimadai. Three students, Harshita, Jenita and Atheena Wilson of Visual Media Dept. triumphed, winning the first prize positions qualifying themselves to participate in the south zone inter university competition. The finals will be conducted at Bangalore, this December.

Environmental Awareness and class on Snakes



Famous Ophologist, Shri. Prem Salim, along with two forest officials from Paripilly, enthralled the audience with a live demo cum lecture on a variety of snakes and their habitats.

SPIC MACAY - Kerala Gharana cultural events



A Kathak–Drupad Lecture Demonstration was arranged by Kerala Gharana at the campus. The internationally famous artists giving SPIC MACAY circuit gave a heart breaking performance. Vidushi Alaka Nandy rendered vocal. Vidushi Sushmitha Banerji did the the Kathak, supported by Vidwan Alok kumar Chatterjee on Tabla.

Published by: Department of Visual Media and Communication and Department of English and Languages

At the Field and Desk: Rajesh Manayil, C. V. Prasannakumar, T. Varun Prabha, Geetha R. Pai, Aparna Namboodiri, D. Harikrishnan, L. Vinod, Sunij S. Nair, S. Girish, S. Mahesh, R. Sanju, M. A. Krishnakumar

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