

Amrita

KIRANAM

a snapshot and journal of happenings @

Amrita School of Arts and Sciences, Kochi

INSIDE

2 | Dept. of Computer Science and IT
Invited Lectures, Cloud Facility

3 | Dept. of Mathematics

3 | Kayikamritam 2014
Extra Curricular and Outreach
Activities

4 | Dept. of Commerce and Management
Paper Publications, Conferences
Attended by Faculty, Vidyamritam

6 | Dept. of Visual Media and
Communication - Between Cuts
Workshop on Cinematography

7 | Dept. of Visual Media and
Communication - CAMERA SPEAKS
Workshop on STRATEGY

8 | Dept. of Visual Media and
Communication - Workshop on Web
Waves, Paper Publications

9 | Dept. of Visual Media and
Communication - Paper Publications,
Conferences Attended by Faculty

10 | Dept. of English and Languages
Down to Earth - National Seminar

11 | Dept. of English and Languages -
Paper Publications, Conferences
Attended by Faculty

12 | CIR Activities and Career Guidance

PORTFOLIO - Photography Exhibition



Two day photography exhibition was organised by the department on January 30th 2014. It was inaugurated by Sri. Gopakumar, Regional Manager, Mathrubhumi. The works of professional photographers were displayed in the exhibition.



SPICMACAY

SPIC MACAY in collaboration with Amrita School of Arts and Sciences, conducted various activities to promote Indian Culture among the youth. Programmes conducted were like Manipuri Dance, Kathakali Demonstration, and Violin Concert etc during the time period of July – December 2013.

SPIC MACAY also arranged a thrilling Violin Recital by Prof. T.N. Krishnan. He was accompanied by Sri. R. Vaidyanathan on the mridangam and Sri. Vaikom Gopalakrishnan on the Ghatam.

Dr. Kiran Seth, Chairman, SPIC MACAY visited the campus and interacted with the volunteers. He was accompanied by the Office bearers Sri. Velayudha Kurup and Sri. Rajagopal. Dr. Kiran Seth gave shape to the formation of Kochi Chapter. Dr. U. Krishnakumar presided over the session.

Paper Publications, Papers Presented, Conferences and FDPs Attended by Faculty



Dr. M.V. Judy

Dr. M V Judy, HoD, Computer Science and IT attended a 5 days FDP at NIT, Trichy from 10th to 14th March 2014, on Data Mining and Data Analysis.

M.R.Bivin, MVJudy and B.Ramadoss, "A Neutrosophic Cognitive Map Based Approach for the Prediction of Severity of Autism Spectrum Disorder", Published in the Third International conference on Bioinformatics (IFIP), September 2013, NIT, Bhopal.

Dr. M.V. Judy attended the International conference on Bioinformatics (IFIP), September 2013, NIT, Bhopal.

Dr. M.V. Judy has been appointed as a Member of Chief Technical Advisory Board, International Journal of Soft computing and Engineering, and ISSN: 2231-2307

Dr. M.V. Judy and A G Hari Narayanan invited for taking courses for BITS PILANI Work Integrated Learning Programme, Wipro, Infopark, Cochin

Dr. M.V. Judy chaired a paper presentation session for National Conference on Recent Trends in Knowledge Management, NCRTKM 2014, CUSAT Cochin.

Dr. M.V. Judy appointed as a member in the interview Board for Bharathiya Vidya Bhavan, International CBSE School as subject Expert.



N. Arun Kumar

Arun Kumar N, "Text Extraction from Document Images Using Edge Information and Translation using EBMT, International Journal of Electronics Communication and Computer Engineering Volume 4, issue(2), ICEA-2013, ISSN 2249-07.

Dr. U. Krishnakumar

Dr. U Krishnakumar attended a 5-Day Faculty Development Programme on "Art of Teaching- Pedagogical Tools and Techniques" conducted by NIT, Trichy on November 18th – 22nd 2013.

Dr. U Krishnakumar served in the National Advisory Committee of National Conference on Recent Trends in Knowledge Management, NCRTKM 2014, CUSAT Cochin.

Dr. U Krishnakumar and Dr. M. V. Judy has reviewed papers for National Conference on Recent Trends in Knowledge Management, NCRTKM 2014, CUSAT Cochin.

Invited Lectures (Vidyamritam) / Workshops / Seminars / Meetings



Dr. Shantikumar Nair

Dr. Shantikumar Nair, Dean (Research), Amrita Vishwa Vidyapeetham, gave a talk on Recent Trends in Research on 14th August 2013.



Sri. Abhilash Chandran

Sri. Abhilash Chandran a senior software professional and Delivery Manager, Xerox MTG IDC, USA gave talk on Agile Programming to benefit MCA and BCA students. He is planning to conduct a detailed workshop on Agile.



A.G. Harinarayanan, S. Sumesh

A.G. Hari Narayanan attended the Annual Convention of CSI at Vishakapattinam, December 2013.

S. Sumesh and A.G. Hari Narayanan attended the international conference on distributed computing and networking on January 2014, Amrita Vishwa Vidyapeetham, Coimbatore.



M. Soumya

M. Soumya Krishnan gave a talk on "Agile Software Development- Risk Analysis and Mitigation" on July 2013, at Elementz IT Solutions Pvt Ltd, Technopark Trivandrum

M. Soumya Krishnan gave a talk on "Effective Cost Analysis in Agile Software Development" on July 2013, at OptioLogic Technologies Pvt Ltd, Technopark Trivandrum

M. Soumya Krishnan participated in a video conference conducted by Vocus Communications Pvt Ltd on "Mechanics of SCRUM- Frameworks, Roles, Artifacts and Flow" during August 2013.



Sri. Mahesh AS and Sri. Sanal Chandran

Sri. Mahesh AS and Sri. Sanal Chandran, Assistant Professors, attended two days national workshop on Cloud Driven Application Development from 18th to 19th March 2014 at Karunya University, Coimbatore. Organized by Department of CSE and IT.

Board of Studies meeting in Computer Science

A meeting of the Board of Studies meeting in Computer Science was held at the campus to make changes in the syllabus and curriculum of BCA and M.Sc. Computer Science. Dr. U. Krishnakumar chaired the session. Sri. K. Jayakrishnan, Director and CEO, Xtend Technologies was present as an external expert. Members of faculty from Amritapuri and Mysore campuses attended.

Social Outreach

Assisted MBBS students of AIMS for conducting their survey on "Awareness on Blood Donation". About 20 students conducted the survey in various Batches.

Cloud Infrastructure

A private cloud has been built in our ICTS with open source softwares. The Ubuntu 12.04 LTS Linux distribution is used as the base operating system. The server edition of the Ubuntu Linux is configured as the MAAS (Metal As A Service) server. The cloud software installed in this Ubuntu Linux server is Openstack with features OpenStack Compute, Storage and Networking. The private cloud is set up with two IBM Blade servers with the following hardware resources.

Model: IBM BladeCenter HS22, Dual Intel Xeon E5603 1.6 GHz 1596 MHz, 32 GB 1333 MHz ECC DDR3 Memory, 300 GB 10K 6Gbps SAS HDD.



Student Achievements, Departmental Activities, Awards and News

CSI Student Forum conducted a "CODE TEASER" programme on October 2013 with a participation of more than 175 students from various courses like BCA, MCA etc.

Individual Staff seminars were conducted during the period of July – December 2013 on the topics like Graphics processing unit, No SQL, Remote Desktop Processing, PhoneGap, Augmented Reality, Recent Trends in IT, Green Computing, Automata, Assembly Language Processing, etc.

Workshop on Computer Hardware

ICTS organized hands on workshop on Computer Hardware, Assembling and Troubleshooting. 60 students and staff members of different streams participated in this workshop.

Computer Society of India (CSI) Activities

CSI Student chapter Conducted Quiz Competition 2014 prelims . 18 students participated in this event.

CSI Students Chapter conducted Brochure Designing Contest.

CSI-Students participated in CSI DISCOVER THINKING regional level project contest. at Karunya University, Coimbatore on 5th March 2014

CSI Students Forum supports Charity Initiative

CSI students forum and Samskriti the cultural forum are jointly conducting a Computer Hardware Assembling and Trouble shooting Training Programme for staff and students. The proceeds of the training sessions are being used for charitable activities of Samskriti. Sri. Sanal Chandran, Sri. Deepak, Sri. J. Rajesh, Smt. Ambily and Smt. Divya, Staff of CSc and IT are taking the classes.

Dept. of Mathematics



Mrs. M.R. Chithra

Mrs. M.R. Chithra submitted her Ph.D thesis in CUSAT.

Her Following papers have been accepted for publication:
Chithra M.R., A. Vijayakumar, The diameter variability of the Cartesian product of graphs (to appear) in Discrete Mathematics

Algorithms and Applications, World Scientific Publication, Singapore, ISSN 1793 – 8309. (International Journal)

Chithra M.R., A. Vijayakumar, Domination criticality in the product graphs (to appear) in AKCE International Journal of Graphs and Combinatorics, Krishnankoil, ISSN 0972 – 8600. (International Journal)

Academic, Extra curricular and Outreach Activities

Kayikamritam 2014

Sports Events (KAYIKAMRITAM) was conducted during the month of February 2014. Events included Cricket, Football, Badminton, Throw ball, Slow Cycling, Basket ball, Chess, Caroms etc.

Amrita SeRve

Pujaneya Swami Jnanamritananda Puri did an informal interaction with students of MJMC and MFA (AAA and ACM), batches on 14th Feb '14 their possible service for Visual documentation of activities on the new project Amrita Self-Reliant Villages (Amrita SeRve), a " 101 village adoption" social service programme of Amma.

Physical Education and Yoga

YOGA classes are conducted every day for hostel residents during the morning along with their daily prayer session. More than 90 students are attending this. Mrs. Sonia Chellerian, Asst. Professor, Dept. of English and Languages is the instructor. She is an advanced yoga trainer and yoga therapist with lot of experience.

IAM Technique Yoga and Meditation classes were attended by all the First year UG and PG students.

'Oru Pidi Dhaanyam'

ORU PIDI DHAANYAM" – Students and staff collected Food grain items, medicines etc., and handed over to Dr. Sajeew, Medical Officer of Amritakripa Tribal Charitable, Hospital at Kalpetta, Waynad, for distribution to poor tribals.

International Folk Art Festival

MFA and MJMC students of the Department of Visual Media and Communication, Amrita School of Arts and Sciences, Kochi participated in the International Folk Art Festival, organized by the Kerala Folklore Academy, Tanjavur, Kolkatta Academy and National Academy for Folklore, from 24th to 27th February in Kochi. Students who participated in the workshop on folklore were given certificates by the organizers.

Mukhathezhuthu

Art forms from various countries were staged at the festival. The students interacted with the artistes and shared a first-hand experience on the elaborate make-up and preparations before the performance. They captured the aesthetic beauty of traditional art forms of Kerala, such as Theyyam, Mukhathezhuthu, Padayani and Mudiyyettu. Students also participated in the workshops in which the current status and evolution of various folk art forms across the world were reviewed and discussed.

Other Events

- » Staff and Students of this School whole heartedly participated in the Blood Donation Camps
- » "Samskriti" organized various activities in our school and handover the amount collected through various events to the cancer patients in AIMS
- » During the visit to Matruchaya, students and staff offered Books, Food, cloths, money etc to the children.
- » Students did Seva and other activities during the Amritavarsham 60 – Amma's 60th Birthday celebrations at Amritapuri.

Invited Lectures (Vidyamritam) / Workshops / Seminars

National Conference on Banking

Department of Commerce and Management of Amrita School of Arts and Sciences, Kochi conducted a two day National Conference on "Innovation in Banking for Future Growth" on 3rd and 4th March 2014.

On 3rd March 2014, Sri.P.G.Jayakumar, Managing Director and CEO, Dhanlaxmi Bank Ltd. formally inaugurated the Conference and released the abstracts of the research papers. Pujaneeya Swami Purnamritananda Puri blessed the occasion. Dr. U. Krishnakumar, Adv. Mrs. Sony Vijayan, Head of the Department of Commerce and Management, Conference Convener Sri. S. Girish and Joint Convener Dr. A.S.Ambily presided over the function. The following technical sessions were held.

Sri. P.G. Jayakumar, Keynote Address on Innovations in Banking for future growth.

Sri. C.V. George, General Manager, Reserve Bank of India, Kochi: Corporate Governance in banking sector.

Sri. Ganesh Shenoy, Vice President-Human Resource, HSBC Bank Ltd. Bangalore: Future prospects and challenges of retail banking in India.

On 4th March 2014, following three sessions were held.

Sri. Girish Kumar Ganapathy, Company Secretary and Compliance Officer, Federal Bank Ltd, Aluva: M-banking & M-Payments: The Next Frontier".

Sri. S. Kumar, Chief Manager(Training), Learning Centre, State Bank of Travancore: Technological Advancements in Banking.

Sri. N. Narayana, Asst. General Manager, Credit Card Operations& MIS-Credit, Dhanalaxmi Bank Ltd : Credit Card Operations and MIS-Credit.

Dr. S. Venugopal, Professor, Research Supervisor, **Dr. A.S. Ambily** and **Prof. K.R. Shabu**, Amrita School of Arts and Sciences chaired the paper presentation sessions on both the days.

About 40 research papers were presented by researchers, faculty members from universities and institutions from Kerala and elsewhere.



Following papers were presented at the National conference on Banking held on 3rd and 4th March 2014, at our campus.

Sony Vijayan and **G. Aswathy**, Customer Privacy in Banking and Financial Transactions: Legal Issues.

K.R. Shabu & **S. Girish**, Role of information technology in banking sector with special reference to Electronic Fund Transfer.

Dr. Ambily A.S and **Preetha R**, A theoretical approach on Fraud risk management policy in an innovative Banking segment.

Rajani K G and **Vijay Lakshmy K V**, Mission Statement Analysis of selected public sector and private sector banks in India.

Gayatrilaxmi R P and **Sangeetha Venugopalan P**, Resolution Mechanisms in Banking.

Vidyamritam 2014



CMA A.P. Madhu

CMA A.P. Madhu, a renowned Cost Management Consultant and Director, Hampshire Group handled a session on Youth Entrepreneurship as part of the extra mural lecture series, Vidyamritam on 29th January 2014. The session was highly interactive as it involved games and puzzles to be solved by the students. Video presentations were also made during the session.



Dr. S. Gopalakrishna Sharma

Dr. S Gopalakrishna Sharma, Management Account by Profession on 17-02-2014 handled a session on Corporate Social Responsibility (CSR). He quoted live examples of Kingfisher Airlines, Sathyam, Reebok, DLF, Airtel, Reliance etc. He also mentioned about Tata who was following a good ethical code of conduct.



R. Kathiresan

R.Kathiresan, Assistant General Manager, Carborundum Universal Limited (CUMI), on 18-02-2014 gave an insight on the Chinese work culture, their different manufacturing techniques, their low profit margins and subsequent high volumes of production, and methods of product costing – all aiming at cost reduction, lest they lose any customer (based on the principle: Value for Money) – are the other areas that he threw light on.

Paper Publications, Papers Presented, Conferences Attended by Faculty



Adv. Sony Vijayan

Adv. Sony Vijayan, The Use of Armed Forces on Merchant Vessels without Strict Rules for the Use of Force, The Journal of Maritime Law and Commerce, Vol.45, Issue No.1, January 2014

Adv. Sony Vijayan, Shipping Industry in India: Legal, Environmental and Policy Issues, Journal of Politics and Governance, VOL.2, No. 3 / 4, July-December 2013.

Adv. Sony Vijayan, attended and presented a paper titled "Shipping Industry in India: Legal, Environmental and Policy Issues", at the International Conference on Globalization, Governance and Sustainable Development on 8th December 2013, at Academy of Politics and Governance, New Delhi.



Dr. A.S. Ambily

Dr. Ambily A.S and Dr. M.C. Dileepkumar published an article "Quality of Work Life a study on Public and Private sector Manufacturing Enterprises in Kerala" in Research Scholar for September 2012. Peer Reviewed Quarterly Inter Disciplinary Research Journal, Vol. 2 No. 3 September 2012, ISSN 2249 – 6696.

Dr. A.S. Ambily attended a workshop on case study method at Amrita School of Business in December 2013.

The paper titled "Comparative Analysis on Age and Quality of Work Life Between Managerial and Non-Managerial Employees with Special Reference to Manufacturing Enterprises in Kerala" has been accepted as a Regular Research Paper (RRP) in the International Association of Scientific Innovative Research (IASIR) with reviews in the American International Journal of Research in Humanities, Arts and Social Sciences (AIJRHASS), ISSN : 2328-3734, ISSN(Online): 2328-3696, ISSN(CD-ROM): 2328-3688, Issue 3, Volume 1 & 2, December 2013-February-2014.



Shabu KR

Shabu KR, The Efficacy of IPO Grading in Serving as a Tool for Informed Decision Making, In POSEIDON Journal of Commerce, Management and Social Science, Vol. 2 (1), June 2013, ISSN: 2319-6238.



Preetha R.

Preetha.R, attended and presented a paper titled, "Legitimation of Single Case Study Research- an Empirical Study" at SIMSARC International Conference held at Symbiosis University, Pune on 12-13th December 2013.

The paper titled " Employee Commitment and Patient (Customer) satisfaction: an initial reflection from the health care sector" has been accepted for presentation in the '6th International Conference on Excellence in Research and Education' at Indian Institute of Management- Indore on 8th-11th May 2014. The same shall be published after presentation.

Preetha .R cleared the Ph.d Entrance examination of Bharathiar University and joined part-time research.



Vijay Lakshmy K.V. and Rajani K.G.

Vijay Lakshmy K.V. and Rajani K.G., attended and presented a paper on Involvement of SHGs for Women Empowerment in Kerala on 4-5th January 2014 at Chennai.



Gayatrilaxmi R.P.

Gayatrilaxmi R.P attended a workshop on case study method at Amrita School of Business in December 2013.

Gayatrilaxmi R.P & Preetha R gave a session at AIMS for the Dental House surgeons on fundamentals of accounting.



G. Aswathy

G. Aswathy, Information Technology and Governance, a review of e Governance models in Kerala, Journal of Politics and Governance, VOL.2, No. 3 / 4, July-December 2013.

G. Aswathy, attended and presented a paper titled "Information Technology and Governance , a review of e -Governance models in Kerala" at the International Conference on Globalization, Governance and Sustainable Development on 8th December 2013, at Academy of Politics and Governance, New Delhi.

G. Aswathy attended and presented a paper titled "Impact of FDI on higher education in India" in July 2013 at the National Conference on FDI in retail-challenges and opportunities

G Aswathy attended a workshop on case study method at Amrita School of Business in December 2013.

Student Achievements, Departmental Activities, Awards and News

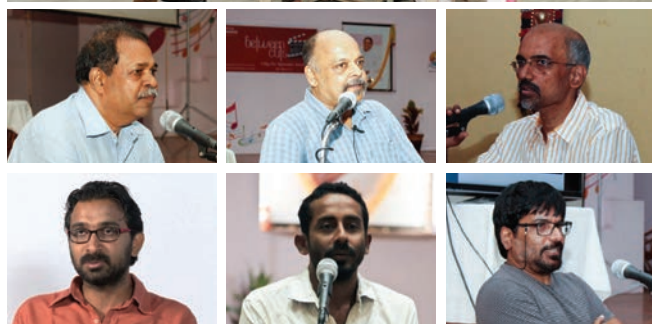
- » The final year B.Com and BBM students participated in the event "ASTHRA"- Social Innovation Conclave on January 24th 2014 organized by Amrita School of Business, Kochi.
- » The students of 2010 B.com, Devipriya Leeladharan and Sruthi Ramanathan secured first and second ranks respectively for university examinations.
- » Sangeetha Venugopalan Puzhankara and Megha.S of 2011 M.Com secured first rank for university examinations.
- » Sangeetha Venugopalan cleared UGC-NET for Lectureship in Octer '13.
- » Many of the final year students of B.Com and BBM have presented papers at the National Conference on E-Governance organized by the department on 30-31st October 2013.
- » Seven students from B.Com and BBM and 3 students from M.Com were allocated projects by the Coconut Development Board for a period of three months. The projects are currently in progress.
- » Voluntary Internship Service at AIMS was organized by a group of 24 students for the sake of services extended to various departments during the period of 17th – 31st December 2013. AIMS administration appreciated the very good service rendered by the students.

Invited Lectures (Vidyamritam) / Workshops / Seminars

Between Cuts - film appreciation workshop

The Department of Visual Media and Communication conducted a three day film appreciation workshop titled 'Between Cuts' from 6th to 8th March, 2014. Renowned Script writer and Director Smt. Anjali Menon inaugurated the workshop. Sampujya Swami Poornamritananda Puri blessed the function and Director, Dr. U Krishnakumar welcomed the gathering. Later Smt. Anjali Menon led the class on script writing.

It was an interactive forum which brought together filmmakers, distinguished artists and accomplished technicians of the industry who shared their experiences. The sessions with the dignitaries helped the students to understand the different aspects of film making.



Sri. Chandramohan, Former Professor and Head of the Acting Department at FTII, Pune introduced the participants to the dynamics of acting. The students actively took part in the session by undertaking various acting assignments.

Sri. Prakash Moorthy, celebrated animation filmmaker and production designer, a visiting faculty at the National Institute of Design, Ahmedabad offered an in-depth understanding in multiple facets of animation, different forms of narrative and how related sequences blend into a meaningful story.



Veteran Film Editor, **Sri. Sreekar Prasad**, spoke about the various aspects of film editing and the changing nuances of the craft. Through an interactive session, he provided valuable insights into the significance of film editing.

Sri. Lijin Jose, upcoming film director and short film maker, elaborated on the challenges faced by a director with reference to his debut movie "Friday". He also shared his views on the vision a director should have about the craft of film making. He also showed the short film on "Making of Friday, his feature film.

Sri. Prakash Velayudhan, freelance cinematographer interacted with students regarding the importance of team work in film making. He explained how a cinematographer should work in coordination with the crew. Ad films were screened to explain the role of various visual elements incorporated by the cinematographer to convey the idea to the audience.

Sri. Jabbar Kallarackal, acclaimed ad film maker, spoke about the relevance of advertisements in today's world. A few ad films were screened to explain the process of execution of advertisements.

Workshop on Cinematography



The department organised a one day workshop on Cinematography on 3rd February 2014. Sri Prakash Velayudhan, an eminent Freelance Cinematographer, demonstrated lighting techniques and delivered a lecture on the same.

Invited Lectures (Vidyamritam) / Workshops / Seminars

CAMERA SPEAKS



Two day national workshop cum seminar on creative photography, CAMERA SPEAKS, was organised by the department on January 31st and February 1st, 2014. The seminar became a platform to discuss various facets of photography including nature and wildlife photography, art and culture photography and photojournalism. The inaugural key note address was given by **Sri. N. Jayakrishnan**, Head of Operations, Club FM 94.3.

The Expert sessions were handled by :

Sri T.K. Mohandas, Wildlife Photographer on Wildlife and Nature.

Sri. Joseph Lazar, Freelance Photographer, on Studio photography / Advertising photography - Being in Light, Shade and Clicks.

Sri. Josekutty Panakkal, Chief Photographer, Malayala Manorama on nuances of Photojournalism detailing Sports Photography.

Sri. Dev Das, Secretary, Photographic Society of Kerala, on Photojournalism.



Vidyamritam 2014

**Smt. Poornima Ramachandran**

Smt. Poornima Ramachandran, FCI, Kochi, handled a session on Practical Aspects of Corporate Communication on 18th January 2014. The students were given an opportunity to work as team players in creating a strategic communication plan for an organisation.

**Sri. Santhosh Sisupal**

Sri. Santhosh Sisupal, Chief Sub-Editor, Manorama Arogyam, delivered a lecture as part of the extra mural lecture series, Vidyamritam on 22nd January 2014. He dealt with various topics including the scope of health journalism, its nature and the requirements.

**Sri. Sajju C. Mathew**

Sri. Sajju C. Mathew, Chief Sub Editor Balarama, delivered a talk as part of the extra mural lecture series, Vidyamritam on 30th January 2014. He discussed about the challenges faced in the field of children's journalism.

**Sri. R. Prasannan**

Sri R. Prasannan, Chief of Bureau, New Delhi, delivered a talk as part of the extra mural lecture series, Vidyamritam on 8th February 2014. He addressed the students on the topic 'National Security and Media Sensationalism: A Personal Narrative'.

**Prof. K.C. Chithrabhanu**

Prof. K.C. Chithrabhanu, noted art historian and Honorary Director, Raja Ravi Varma Centre of Excellence in Visual Arts, delivered a session on the topic Ethical Dimensions in Indian Art on 19th February, 2014. He touched upon various aspects pertinent to the topic, such as, mural arts, epics and the mode of reading a painting.

Industry Visit

As part of industrial academic visits, B.Sc. Visual Media VI semester students were taken to The New Indian Express, Kochi on 21st February, 2014. Students got an opportunity to observe the different processes related to newspaper printing, editing and publishing.

Script International Film Festival

On the 14th and 15th of February, students of Visual Media Department attended the Script International Film Festival held at Fidelity Theatre, IMA Hall, Kochi. Students were exposed to outstanding short films that deal with globally relevant social issues.

Workshop on STRATEGY



Three day Advertising workshop on Strategy was organised by the department on 11th to 13th November 2013. Sankaran Nampoothiri (Late), Advertising and Web technology Architect and Consultant based at Chennai, conducted practical sessions for the participants.

Invited Lectures (Vidyamritam) / Workshops / Seminars

Web Waves: a National Workshop on Web Content Production



One day was exclusively devoted to the practical workshop. The workshop was handled and coordinated by Smt. Lakshmi Anil and Sri. Sunij. S. Nair, Asst. Professors in the department. Both displayed their talent and rich exposure in the subject, which was highly appreciated in the final feedback from the participants. Apart from students and delegates from other states, professionals from the media industry and research institutions attended the event. The hands-on workshop on web content writing and the effective use of media tools gave the participants a true glimpse of a real multimedia newsroom.

Dept. of Visual Media and Communication organized a National Seminar cum Workshop titled "Web Waves – Media ecology in Transition" on Web Journalism and Content Development. Sri. K. G. Jyothir Ghosh, Former Dy. News Editor, Mathrubhumi daily and a veteran Freelance Journalist delivered the Inaugural keynote address. Swami Purnamritananda Puri Blessed the function. The following invited sessions were delivered on the first day.

Media in the Digital Era and Journalism by **Sri. K. G. Jyothir Ghosh**

Emergence of social media as a powerful communication tool by **Sri. K.S.R. Menon**, Former Middle East Correspondent, PTI

Adapting to New Media Strategies for Greater News Impact by **Sri. Jayamohan Nair**, Chief News Producer, Manorama News.



Paper Publications, Papers Presented, Conferences and FDPs Attended by Faculty



Dr. C.S. Jayaraman

Dr. C.S. Jayaraman published a book "Beauty and the Bard", in Mythic Imagination: Art of C.N. Kaarunakaran. Ed. Sathyapal. Chintha Publishers.

Served as resource person for :

National Seminar organized by the Department of English, T.M.Jacob Memorial Govt.College, Manimalakkunnu "The Feminine Self: Discourses and Practices" on November 8th 2013.

National Seminar organized by the Department of English Department of English, Bharat Mata College, Thrikkakara "The Pleasure Principles: Theorizing Popular Texts" held on 5th, 6th December 2013.

UGC National Seminar organised by Department of English, St. Peter's College, Kolenchery on Arrival of Post Colonial Discourse in Cultural studies on 5th and 6th December, 2013.

Prof.C.S.Jayaraman, participated as a resource person and delivered a talk on "Negotiating the Local and the Global in Contemporary Indian Art" in the two day National Conference 'The Regional and the Global: Contemporary Indian Art' organised by Dept of Painting, Sree Sankara Sanskrit University on 4th and 5th March.



R. Vimal Krishnan

The research paper titled Globalisation, New Media and Subversive Cinematic Language: An Analysis of Kaushik Mukherjee's (Q) Gandu authored by Shri Vimal Krishnan. R, Asst. Professor, Dept. of Visual Media and Communication was

published in the proceedings of the UGC Sponsored National Seminar, Creativity in the Era of Globalisation. The proceedings were compiled into a book (ISBN number 978-93-80095-42-4) brought out by Directorate of Public Relations and Publications for Department of English and foreign Languages, Cochin University Science and Technology, Kochi.

Presented a paper, "Human Gaze and Anthropocentrism in Prabhu Solomon's Kumki" (awaiting publication) as part of UGC Sponsored National Seminar- "Literature and the Environment"- held on 25, 26, 27th March 2013-Organized by Department of English, Sree Sankaracharya University of Sanskrit.

Presented a paper, "Discursive Formations and Panoptic Effects in Paul Greengrass' Captain Phillips (awaiting publication) National Seminar on "The Pleasure Principles: Theorizing Popular Texts" held on 5th, 6th December 2013, organized by Department of English, Bharat Mata College, Thrikkakara, Macta, Bhaasha Foundation.

Delegate at the 17th National Conference on E-Governance held on 30th and 31st of January, 2014, organized by Department of Administrative Reforms and Public Grievances, Govt. of India, Department of Electronics and Information Technology, Govt. of India, and Department of Information Technology, Govt. of Kerala.

Shri. Vimal Krishnan R, Asst. Professor, participated as a resource person in the one day Seminar cum Workshop on 'Literature, Cinema and Teachers' held on 25th January 2014 organised by SNM Training College, Moothakunnam, Ernakulam

Shri.Vimal Krishnan. R, Asst. Professor, presented a paper, "From Corporeality' to Metaphysical Moorings: the Mechanized Human and the 'Personal' Computer in Spike Jonze's Her" as part of an International Conference on "Popularizing Science Writing and Celebrating Science Fiction", held on 14th, 15th and 16th

Paper Publications, Papers Presented, Conferences and FDPs Attended by Faculty

February, 2014 organized by the Department of English, St. Treasas's College in collaboration with Indian Association of Science Fiction Studies Co-sponsored by the Kerala State Higher Education Council.

Shri. Vimal Krishnan. R, Asst. Professor, presented a paper, "Vignettes of Eco-Sensitivity: Reimagining Akira Kurosawa's Dreams", as part of the national seminar Down to Earth: Ecological Orientations in literature and arts", held on 20th and 21st of February, organized by department of English and Languages, Amrita School of Arts and Sciences, Kochi.



**D. Harikrishnan and
T. Varun Prabha
Dr. U. Krishnakumar**

Sri. D. Harikrishnan, Sri. T. Varun Prabha and Dr. U. Krishnakumar attended Faculty Development Programme on 'Art of Teaching-Pedagogical tools and Techniques' organized by Department of Management Studies, National Institute Technology, Trichy from 18th - 22nd November 2013.



R. Vidya

Presented a paper, Gender Portrayal and Audience: A Study on the Audience Perceptions on Gender Construction in Fantasy Films' as part of a national seminar, "The Feminine Self: Discourses and Practices" which was held on 8th November.

The Seminar was organized by the Department of English, T.M.Jacob Memorial Govt.College, Manimalakkunnu in association with The Directorate of Collegiate Education, Government of Kerala.

Presented a paper, "Constructions of Gender and Race in Popular Fantasy Films: a Reading of Lord of the Rings Trilogy" as part of a two day national seminar, "Pleasure Principles: Theorizing Popular Texts" which was held on 5th and 6th December. The Seminar was organized by the Department of English, Bharata Mata College in association with MACTA and BHAASHAA Foundation, a Pune based NGO.

Delegate at the 17th National Conference on E-Governance held on 30th and 31st of January, 2014, organized by Department of Administrative Reforms and Public Grievances, Govt. of India, Department of Electronics and Information Technology, Govt. of India, and Department of Information Technology, Govt. of Kerala.

Attended a workshop on Research Methodology organized by Teresian Research and consultancy Cell, St. Teresa's College, Kochi on 7th and 8th May 2013.

Smt. Vidya R, Asst. Professor, presented a paper, "Ecocriticism in Science fiction: Analysis of James Cameron's Avatar", as part of the national seminar Down to Earth: Ecological Orientations in literature and arts", held on 20th and 21st of February, organized by department of English and Languages, Amrita School of Arts and Sciences, Kochi.

Smt. Vidya R, Asst. Professor, presented a paper, "The Scientist, the Warrior and the Pilot: Construction of Femininity in James Cameron's Avatar" as part of an International Conference on "Popularizing Science Writing and Celebrating Science Fiction", held on 14th, 15th and 16th of February, 2014 organized by the Department of English, St. Treasas's College in collaboration with Indian Association of Science Fiction Studies co-sponsored by the Kerala State Higher Education Council.

Smt. Vidya R, Asst. Professor, and Shri. Vimal Krishnan R, Asst. Professor, participated as delegates at the 17th National Conference on e-Governance held on 30th and 31st of January, 2014, organized by Department of Administrative Reforms and Public Grievances, Govt. of India, Department of Electronics and Information Technology, Govt. of India, and Department of Information Technology, Govt. of Kerala.



**Vinod Laxman and
Dr. U. Krishnakumar**

The paper titled 'The Hidden Agenda behind Constructed Imagery', jointly authored by Dr. U. Krishnakumar and Sri. Vinod Laxman, Asst. Professor, Dept of Visual Media and Communication has been selected for publication in the December issue of Journal of Management & Public Policy, by the Academy of Politics and Governance, Management Development Research Foundation, New Delhi. The paper was contributed for presentation at the International Conference, Dec 2013 at New Delhi.

Shri. Vinod L, Asst. Professor, presented a paper "Country Roads and Weary Tunes: Painting American Ecoscape through Folk Music", as part of the national seminar Down to Earth: Ecological Orientations in literature and arts", held on 20th and 21st of February, organized by department of English and Languages, Amrita School of Arts and Sciences, Kochi.

Shri. Vinod L, Asst. Professor, participated in the two day National Conference 'The Regional and the Global: Contemporary Indian Art' organised by Dept of Painting, Sree Sankara Sanskrit University on 4th and 5th of March.



Geetha R. Pai

Attended 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.

Attended a workshop on Research Methodology organized by Teresian Research and consultancy Cell, St. Teresa's College, Kochi on 7th and 8th May 2013.

Smt. Geetha R. Pai, Asst. Professor, presented a paper, "The Gift of the Mangroves: an Eco-critical Reading of the Hungry Tide", as part of the National Seminar "Down to Earth: Ecological Orientations in literature and arts", held on 20th and 21st of February, organized by the Department of English and Languages, Amrita School of Arts and Sciences, Kochi.



Smitha Nambiar

Attended a two day national seminar, "Pleasure Principles: Theorizing Popular Texts" which was held on 5th and 6th December. The Seminar was organized by the Department of English, Bharata Mata College in association with MACTA and BHAASHAA Foundation, a Pune based NGO.

Handled the Line Production of Kerala unit of the Hollywood film 'Basmati Blues' directed by Dan Baron.

Handled the Line Production of film 'Chennai Express' for Red Chillies Entertainments, Mumbai.

Paper Publications, Papers Presented, Conferences and FDPs Attended by Faculty

Smitha Nambiar

Handled the Line Production of film 'Chennai Express' for Red Chillies Entertainments, Mumbai.

Was associated with the project, Nerolac TVC executed by the production house Footcandles Film, Mumbai.

Associated with the production of Times of India campaign, "I lead India".

Was a part of the launch campaign "Urban Discoveries" for Ford Eco Sport.

Currently associated with the film production of Malayalam feature film "Bangalore Days" by Anjali Menon.

Smt. Smitha Nambiar, Asst. Professor, presented a paper, 'Shades of Green' in Creativity – An Analysis of the power of Nature in advertisements as part of the national seminar Down to Earth: Ecological Orientations in literature and arts, held on 20th and 21st of February, organized by department of English and Languages, Amrita School of Arts and Sciences, Kochi.

Student Achievements, Departmental Activities, Awards and News

- » A website for International Sreekrishna Kendra-a venture of Balagokulam, www.sreekrishnayanam.com was launched on July 21st 2013. The website was designed and hosted by the students of MFA-Animation and Content Management, 2012 batch. The team included Ajith Krishnan, Pooja.V, Rikhishna.M, S. Kalyani Devi, Sajin Kalathil, Sreeraj Mohan, Vaishnav.S.R and Vishnu. V. Babu under the guidance of Mr. Sunij. S. Nair, Asst Professor, Visual media Department, Amrita School of Arts and Science, Kochi.
- » Reshma Ravindran 2011 BSc VM cleared the Rock School Grade 8 examination in popular vocal in December 2013.
- » A news article titled 'Vidhivazhiyil Kaalidarathe' by Gargi V of MJMC was published in Mathrubhumi daily
- » News stories by Saranya P.S., of MJMC were aired on Jeevan TV
- » News stories by Meera.U.Menon, of MJMC were aired on Kairali People TV
- » Photographs by Vishnuraj of MJMC were published in Mathrubhumi daily

Dept. of English and Languages

Invited Lectures (Vidyamritam) / Workshops / Seminars

Down to Earth, the two day National Seminar on English Literature



Department organized a National Seminar "DOWN TO EARTH " on Ecological Orientation of Literature and Arts on 20th and 21st February 2014 at the campus. The Seminar was inaugurated by Sri. M.S. Rajan, a veteran Journalist and News Editor, The New Indian Express daily. Blessing address was delivered by Swami Purnamritananda Puri. Dr. U. Krishnakumar, Dr. C.S. Jayaraman, Prof. P.A. Appukuttan and Prof. Rajesh, HOD took part in the function. Th function began with invocation and enchanting signature video prepared by M/s Sanju. R. Nair, K.R. Muralikrishnan, staff of Visual Media under the guidance of Dr. U. Krishnakumar. The following Invited sessions were conducted :



Dr. Janaky Sreedharan, Associate Professor, Dept. of English, University of Calicut on "Ecofeminism : Limits and Possibilities".

Dr. C.S. Jayaraman, Professor, Dept. of Visual Media - on " Of Trees and Tropes: Imaging Ecology in Cultural Productions".

Dr. B. Hariharan, Associate Professor, Institute of English, University of Kerala on "Rereading The Fall of a Sparrow Today".

Dr. B. S. Jamuna, Associate Professor, Institute of English, University of Kerala on "Ecocritical Paradigms and Visual Culture".

Paper Presentation Sessions: More than 50 research papers were selected for presentation. Lot of researchers, faculty members from universities and institutions from Kerala and outside presented papers in parallel sessions. Seminar was a memorable academic treat and visual treat on ecological orientation of literature and arts. More than 60 academicians and research scholars from several reputed universities all over India participated in the two day seminar which proposed to explore the relationship between the environment and man portrayed in literature, art etc. Every participant appreciated the team work led by the HOD Sri. Rajesh Manayil and Dr. K. Sreena, Asst. Professor of the department and students, for facilitating the seminar of excellent nature and knowledge content.

Paper Publications, Papers Presented, Conferences Attended by Faculty and FDPs**Rajesh M.**

Prof. M. Rajesh, HoD, Department of English and Language and Dr. P. V. Aneesh, Deputy Controller Examination and Assistant Professor in Hindi both attended an FDP on Institution Building and Accreditation from 17th to 21st March 2014 at NIT, Trichy.

Mr. Rajesh.M, Assistant Professor (SG) & Head, Department of English & Languages attended a one day UGC sponsored national seminar on The Feminine Self: Discourses and Practices on November 8, 2013 organised by the Department of English, Govt. College Manimalakunnu.

Mr. Rajesh.M, participated and presented a paper entitled Trans-cultural Dimensions of Fictional Representation: A Reading of Chinua Achebe's Anthills of the Savannah as part of two day UGC sponsored national seminar on Arrival of Post Colonial Discourse in Cultural studies on 5th and 6th December, 2013, organised by Department of English, St. Peter's College, Kolenchery.

Mr. Rajesh.M participated and presented a paper entitled Negotiating Cultural Transitions: The Fictional Worlds of Chinua Achebe and Joseph Conrad as part of one day UGC sponsored national seminar on Postcolonial Perspectives in Language and Literature on 31st January, 2014, organised by Department of English and Foreign Languages, Bharatiar University, Coimbatore.

Mr. Rajesh.M attended a three days workshop on Glocal Trends and Issues in Language Teaching: Challenges and Opportunities organised by the department of Humanities, National Institute of Technology, Thiruchirappally from 24th to 26th January, 2014.

Geetha R. Pai

Mrs. Gita R Pai, Assistant Professor, department of English & Languages attended a one day UGC sponsored national seminar on The Feminine Self: Discourses and Practices on November 8, 2013 organised by the Department of English, Govt. College Manimalakunnu, Kerala.

Mrs. Gita R Pai, participated a three day faculty development programme on An Insight into Recent Trends in Teaching Language & Literature, (29th to 31st August, 2013) organized by Department of English, Amrita School of Engineering, Ettimadai, Coimbatore.

**Dr. Sreena K**

Dr. Sreena K, Assistant Professor, department of English & Languages delivered a talk as part of the inauguration of English Association at Prajyothi Nikethan College, Puthukkad, Thrissur on 20th January, 2014.

Malini Murali

Ms. Malini Murali, Assistant Professor, department of English & Languages participated a three day faculty development programme on An Insight into Recent Trends in Teaching Language & Literature, (29th to 31st August, 2013) organized by Department of English, Amrita School of Engineering, Ettimadai, Coimbatore.

Ms. Malini Murali participated a two day UGC sponsored national seminar on Arrival of Post Colonial Discourse in Cultural studies on 5th and 6th December, 2013, organised by Department of English, St. Peter's College, Kolenchery.

Other Staff Achievements

Dr. C.S. Jayaraman, was invited as subject expert staff recruitment, Department of Ethics and Communication, IIM Kolkata.

Smt. Vidya R cleared the UGC NET examination for Mass Communication.

Ph.D. Awarded

Ms. Sreena K, Assistant Professor was awarded Ph.D. for her thesis titled " Semiotic/Cultural Transference in Film Adaptation " from Sree Sankaracharya University of Sanskrit, Kalady, Kerala on 18th October, 2013

Talk delivered/ Session handled by Staff

Dr. P.P. Vijayalakshmi, Professor, department of English & Languages handled a session as part of faculty development programme on An Insight into Recent Trends in Teaching Language & Literature, a three day workshop (29th to 31st August, 2013) organized by Department of English, Amrita School of Engineering, Ettimadai, Coimbatore.

Dr. Sreena K, Assistant Professor, department of English & Languages delivered a talk as part of the inauguration of English Association at Prajyothi Nikethan College, Puthukkad, Thrissur on 20th January, 2014.

Dr. C.S. Jayaraman Professor, Department of Visual Media and Communication, served as the Resource person for UGC National Seminar on "Post theory" at Women's College, Thiruvananthapuram.

UGC National Seminar on "Lusus Naturae: onsters in Film and Literature" at Christian College, Chengannoor.

UGC National Seminar on "Ecology" at St.Xavier's College, Aluva.

UGC National Seminar on "Reclaiming the Celluloid: The politics and Aesthetics of Cinema" at NSS College, Pandalam.

UGC National Seminar on "Film Studies" at Guruvayurappan College, Kozhikode.

Served as resource person for Refresher Course for college teachers at Kerala University, Thiruvananthapuram.

Conducted a two day Creative Film Workshop for students at Indian Institute of Management (IIM Calcutta), Kolkata. Conducted a one day painting workshop for students at Tata School, Munnar.

Published an article on artist C.N. Karunakaran in "Granthalokam", a journal published by Kerala Library Council.

Student Achievements, Departmental Activities, Awards and News**Student Projects initiative in France :**

Gayathri. A.R, Varsha Vinod Menon, students of Integrated MA programme participated through video conferencing in the preparation of the topic "Land, Livelihoods and Sustainable Development" discussed at the European development days in France on 27th November 2013.

CIR Activities and Placement

The following organisations recruited our students and also provided internships

Zoho Corporation (P) Ltd., Soliton Technologies, Amazon Development Centre (I) Pvt. Ltd, Mu Sigma Business Solutions (P) Ltd., CISCO, Elitists, KLA-Tencor, Microsoft, National Instruments, Payoda Technologies (P) Ltd., UTC Aerospace Systems, Lucid Imaging, Infosys, Cognizant, LMS India, Engineering Solutions, L&T Construction, UST Global, SAP LABS India, Newgen Software Technologies, L&T Infotech, Google, Saggezza India (P) Ltd., Robert Bosch, Multicore Ware India (P) Ltd., Sanmar Engineering, 3DPLM Software Solution Ltd., Verizon Data Services (I) Pvt. Ltd., Global English India Pvt Ltd, Saint-Gobain Glass India, OneGlobe Systems, Sundaram Clayton, Zettabyte Technologies, Maveric Systems, RM Education, Sonata Software Ltd., IBM India Ltd., Wipro - WASE, Wipro - Wista (for UG without Maths), MWT Online, SAP, Standard Chartered Bank, AIR, Floretmedia, Backbench Studios, Amrita Web Team,

UST Global, KPMG, Planet Media, GMA, Infosys, TCS, IGNITE Infotech, KELTRON, IPSR Group, CreateNlm, Sprint Technologies Pvt Ltd, EMAC Solutions, ABB Ltd, Eastern Pvt Condiment, SUT Hospital Pvt Ltd, KAMCO Ltd, The South Indian Bank Ltd, Travancore Cochin Chemicals Ltd., D C Mills(P) Ltd., Indian Express., Mathrubhumi Printing and Publishing Co. Ltd., RUBCO Huat Woods (P) Ltd., Cochin Shipyard Ltd., Oushadhi, Dhanlaxmi Bank, Mc Donalds, Milma, Van Heusen, India Infoline Ltd., Amrita TV, Kairali TV, Surya TV, Mathrubhumi TV, Media One TV, Jeevan TV, Malayala Manorama, Mathrubhumi Daily, Perfect Relations, Kerala Kaumudi, Times of India, FWD Magazine, Mudra Communications, MAA Communications, Indian Express, FCB ULKA, Maitri Communications, Mangalam Daily, Kerala.com, Malayalam.com, AIM High Consultancy.

AMCAT

ASPIRING MINDS, Delhi conducted a pre-employment skill assessment online test for the final semester students of M.C.A. with an objective of measuring their employability level. The online test was also followed by a verbal communication test. 64 students attended the test which was conducted on 31st August 2013.

CAT, Mock Tests and Interviews

As was being done in earlier, our college arranged training program for students aspiring for admission for Post Graduate Management courses (CAT) this year also. This is being done 2 days in a week for 2.5 hours by T.I.M.E. a well known training institute. CIR also conducted mock tests and mock interviews for the MCA final year students.

Placement and Career Guidance

- » The CIR department has conducted placement orientation classes for the B.Com and BBM students. Special sessions were conducted on Group Discussion and Soft Skills.
- » Special coaching is given for B.Com and BBM students who are attempting MBA entrance examinations and Common Proficiency Tests.

■ Parvathi Sreekumar of 2012 MFA AAA is offered placement as a Visualizer at People Designs and Communication India Pvt Ltd, Bangalore.

■ P. V. Sruthy of MJMC was selected as Casual Announcer in All India Radio.

Career Guidance Programme

Dr. U. Krishnakumar led the Programme on Career Guidance and Traffic / Road Safety for the Secondary and Senior Secondary students of various Amrita Vidyalayams. He also conducted the same in some other Higher Secondary Schools. He was assisted by faculty and staff members of Department of Visual Media.

Soft Skill Training for Amrita School of Dentistry

'Soft Skills Development' programme was done for the Dental Graduates of Amrita School of Dentistry. The domains of training for the sessions were basics of concepts of photography, basics on group interactions and lessons on basics of commerce and accountancy. The sessions were conducted by Dr. U. Krishnakumar, Prof. N.N. Menon, D. Harikrishnan, M.A. Krishnakumar, Varun Prabha, Gayathri R. P and R. Preetha.

Session on Leadership and Team Dynamics

Dr. U. Krishnakumar handled activity based sessions on Leadership and Team Dynamics for M.A. English, B.Sc. (Visual Media), MFA and MJMC batches.

Fresh Appointments:

Smt. Chithra M. R., Asst. Professor, Mathematics

Smt. Lakshmi Anil, Asst. Professor, Visual Media and Communication

Ms. Sangeetha Venugopalan, Assistant Professor, Commerce & Management

Smt. Aswathy Asok, Asst. Professor, Computer Science and I.T.

Smt. K. Devi, Asst. Professor, English and Languages

Smt. Babitha B. Nair, Faculty (Learning and Development), CIR

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, Lakshmi Anil, D. Harikrishnan, L. Vinod, Sunij S. Nair, S. Girish, S. Mahesh, R. Sanju, M. A. Krishnakumar, P.R. Kannan.

Editorial Coordination: Dr. U. Krishnakumar, Rajesh Manayil and Dr. K. Sreena **Design and Layout:** K. R. Muralikrishnan