



# AMRITA

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# KIRANAM

a snapshot and journal of happenings  
@ Amrita School of Arts and Sciences, Kochi



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## Inauguration of Academic Year 2015



The inaugural ceremony for the year 2015 batch was held on 27th July 2015 at the Brahmasthanam auditorium. The ceremony began with prayer, followed by a welcome dance by Haritha Thamban of B.Sc. (Visual Media) and Party.

Dr. M.Rajesh, HOD, Department of English and Languages welcomed the gathering. Lamp lighting was followed by the blessing

address by Swami Purnamritananda Puri. Swamiji highlighted the importance of family and love in the maintenance of harmony in the society.

The Vice Chancellor of Amrita Vishwa Vidyapeedam Dr. P. Venkat Rangan was the chief guest for the day. He discussed the achievements of the university so far and its bright future ahead.

Dr. C.S. Jayaraman, Department of Visual Media and Communication, Dr. Krishnamurthy, Registrar, Sri. Anil Warriar, Head (HR), SAP India, offered felicitation. Dr. U. Krishnakumar, Director, addressed the gathering and Dr. Venkatrangan gave away the prizes to the students who attended the Internships at AIMS. Prizes were also given to the best Library users among the students and staff.

Later a short film on the saga and growth of the Institute during the last two decades was presented by MFA Students. Saplings were handed over to the students as a gesture ensuring their involvement in the protection of nature. The inaugural ceremony concluded with vote of thanks by Dr. Sony Vijayan, HOD, Department of Commerce and Management.

### All India Radio - Yuvavani



The following students presented various programs on 24<sup>th</sup> August 2015. Amrutha A and Sariga M.S (BCA 3<sup>rd</sup> Semester), Gautham K G, Meghana, Aiswarya P (Integrated M A 3<sup>rd</sup> Semester), Gowri (BBM, 3<sup>rd</sup> Semester), Sisira (B.Sc. VM. 3<sup>rd</sup> Semester), Anushree Ambadi, Gayathri Aniyar, Suvarna, Sruthi Gopakumar, Rithika, Monica Singh(B.Com 3<sup>rd</sup> Semester), Seethal, Amalraj (M.Com 3<sup>rd</sup> Semester). Sri. M. Ramachandran (Lecturer, Languages) and Ms. Nitha L (Asst. Prof. Dept of Computer Science) accompanied the students. Sri. M. Ramachandran presented his own poem "Kadappadu". Programme was broadcast on 8<sup>th</sup> and 15<sup>th</sup> October 2015

### A visit to tribal village by Samskriti Volunteers



The volunteers of Samskriti, the cultural forum of the campus visited the tribal village near Pooyamkutty and spent two days with them. Students and staff from the Amrita Vidyalayam Perumbavoor also joined the team. The volunteers presented gifts to tribals and paid respects to the head of the tribals (Mooppan) and shared food with them. Sri. Lalu, Sri. Narayanan and other devotees of Amma and their families serving the Mata Amritanandamayi Satsang Samithi of Kothamangalam did coordination of the visit. The MJMC Visual Media students did the visual documentation as part of their short film on tribals guided by Dr. C.S. Jayaraman. Dr. U Krishnakumar, Supriya Rajendran (Staff Coordinator) and few other staff members also accompanied the students. Later they visited the Dr. Salim Ali memorial Bird Sanctuary.



## Mathruchaya and Madhavam

Students of hostel visited the “Mathruchaya” orphanage on 22<sup>nd</sup> September 2015. Carrying with them a bunch of gifts, they spent an evening with more than 50 inmates. Lady inmates of the adjoining orphanage Madhavam also joined the gathering.

Pujaneeya Swami Purnamritananda Puri blessed the function with his message and bhajans. Inmates also sang bhajans and presented dance and skit.

This time the school took special necessary measures to ensure the fulfilment of their comforts by providing a T.V. and other essential materials. Staff and students dined with the inmates.

## Mathrubhumi SEED



Amrita School of Arts and Sciences, won Special Jury Award for exemplary performance in ‘Mathrubhumi-SEED’. SEED, an initiative by Mathrubhumi, to create awareness among the growing student community on environment protection and enable them to protect the water, air and soil. Our campus has been selected as Best College in SEED Club in Ernakulam district. Award was received by Dr. U. krishnakumar and SEED Volunteers from film artist Sri. Srinivasan at a function at Nalanda Public School on 3<sup>rd</sup> October.

## Ramayana-Samskritam Dinaghosham and Amritam Malayalam-Raksha Bandhan

We celebrated the Samskritam Day and Ramayana Dinaghosham at the Brahmasthanam Auditorium on Monday, 10th August 2015. Pujaneeya Swami Purnamritananda Puri inaugurated the exhibition Samskritam Pradarsini at Ashram Prayer Hall.

Dr. U. Krishnakumar, Director, welcomed the gathering. Pujaneeya Swami Purnamritananda Puri blessed the occasion with the Ramayanam message. Special Ramayana message was given by Dr. S. K. Ramachandran Nair, Sr. Medical Administrator, AIMS. The Chief Guest Sri. Kavalam Sasikumar, Deputy Editor, Janmabhumi, emphasized on the importance of Ramayana month and the value of Indian culture. Sri. S. Hariharan initiated the Ramayanam recital competition. Pujaneeya Swamiji gave away the prizes for the student participants. AMRITAM MALAYALAM to popularize the readings on Indian culture through Janmabhumi daily and RAKSHA BANDHAN were also observed on the same day. Swamiji tied Rakhis on the students and teachers as a token of love and protection. The programme ended with vote of thanks by Ms. Greeshma, Lecturer in Sanskrit, followed by Shanti Mantra.





# ONAM Celebration

The cultural fiesta Onam was celebrated in full grandeur in our college campus. The celebration started with Thiruvathirakali by the staff. The students participated in various cultural programmes like Thiruvathirakkali, Onappattu, Chendamelam and Pulikali. Students guised as

various deities aligned in front of the procession held at the campus. Flower carpet competition was organized in the school auditorium and prizes were distributed. The Onam celebration for 2015 concluded with a grand Onam sadhya and payasam distribution by Swamiji.

## Teachers' Day

We celebrated Teachers' Day on 4<sup>th</sup> September, 2015 at Brahmasthanam auditorium at 2 p.m. The programme started with the institutional prayer followed by lighting of the lamp. Prof. P.A. Appukuttan gave the Teachers' Day message. The highlight of the programme was the honouring of two exceptional members of the faculty Dr. Rajesh, HOD, Dept of English and Languages on his being conferred Ph.D. by Bharathiar University and Sri. Shabu K.R., Assistant Professor, Dept of Commerce and Management



on his completion of 25 years of teaching career. Prof. P.A. Appukuttan honoured the Director Dr. U. Krishnakumar with a Ponnada. MFA students conducted a short programme to pay respect to the teachers. The programme ended with Shanthi Mantra and National Anthem.



## Meditation Classes and Yoga Olympiad

Yoga classes for the newcomers was held in the college auditorium through many sessions. Dr. U. Krishnakumar, initiated the classes. All the first year UG and PG students attended the classes. Faculty members Smt. Supriya Rajendran, Smt. Sonia Chellirian, Sri. Arunkumar and Smt. Gaina were the other trainers. Getting motivated from the training, two teams participated in the District level competitions of "PATANJALI Yoga Olympiad" which was held in our campus on 3<sup>rd</sup> October. More than 500 students from 30 institutions participated in the Olympiad.



## Students Only by Kairali TV

A team comprising of famous cine actors led by Sri. Shankar visited our campus on 5<sup>th</sup> August 2015 to conduct the popular TV show Students Only by the Kairali TV channel. It was an event filled with fun and entertainment. Many students of Amrita school of Arts and Sciences got a chance to showcase their talents to the world through the T.V programme.

# Kalamritam



Kalamritam is the vibrant Cultural fiesta of the campus which opens the doors into a kaleidoscopic arena where music, dance and the arts blend creating a visual treat. The programme started off with a lecture demo and dance performance by Smt. Latha Edavalath, Principal of Lasya College of Fine Arts, Kasargod and her team of dancers at Brahmasthanam Auditorium at 10 a.m on 12<sup>th</sup> October, 2015. The official inauguration was held at Brahmasthanam Auditorium on the same day at 4 p.m. The function commenced with a welcome dance by Haritha Thampan and party followed by prayer. Dr. Sony Vijayan, Head of the Department of Commerce and Management welcomed the gathering. Pujaneeya Swami Purnamritananda Puri and other dignitaries lighted the lamp and blessed the occasion. The Chief Guest Dr. Methil Devika, dancer and performing artist gave the inaugural address. Activities of Amrita Veechi, Amrita Natana Vedi and Amrita Varna Loka were inaugurated by the Guest of Honour Sri. Harisree Ashokan, renowned film artist. Dr. U. Krishnakumar delivered the Presidential address. Smt. Geetha R Pai, Faculty Co-ordinator, Cultural Activities gave the Vote of Thanks which was followed by Shanthi Mantra and National Anthem.

## Visit by Adarsh Special School



Adarsh Special School students visited ASAS Kochi on 17<sup>th</sup> September. They endeared the whole college with their scintillating performance. It was a



stage for those gifted children to display their talent in various arts. They had lunch with us and the college guaranteed their safety and security by looking in to the transportation needs. The school children were given gifts. The day ended with a heartfelt vote of thanks by their teacher.



## Kerala Piravi Dinaghosham

Kerala Piravi was observed in the campus on 31<sup>st</sup> October, 2015 at Brahmasthanam auditorium. Dr.U.Krishnakumar welcomed the audience. The guest of honour was renowned Scholar and winner of Amrita Keerthi Puraskaram Prof. Thuravoor Vishwambaran. The function started with Sopanam sangeetham by Sri. Edappally K.S. Salimkumar and Ravipuram Jayan Warriar. Brahmacharini Bhakthipriyamrita Chaithanya, Principal, Amrita Vidyalayam gave the Anugraha Prabhashanam. Chakyar Koothu was performed by Kalamandalam Jishnu Pratap and Nepathya Jinesh. There was special dance performance by Adivasis from Pooyamkutty. Sri. N.P. Ratheesh, Asst. Librarian was honoured on the same occasion for qualifying National Eligibility Test in his domain. The celebration concluded with Vote of Thanks by Sri. Chandran Perumudiyoor, Lecturer in Malayalam, Department of English and Languages.



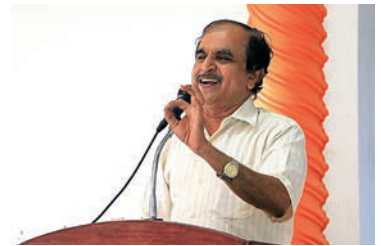
## Picasso Day Celebration



students of the college participated in the painting theatre.

The function was attended by honoured guests Sri. Ajoy, a world renowned Animator and Sri. Binuraj Kalapeetham renowned Documentary film maker.

Picasso day was celebrated in the college on 27<sup>th</sup> October, 2015. A painting theatre conceived and performed by veteran artist Sri. Kaladharan, the guest of honour was held in the college auditorium. Dr. C. S. Jayaraman along with his violin students initiated a musical performance of Amrita Veechi. Faculty and



### Session on Indian Values

A session was conducted by **Dr. N. Gopalakrishnan**, Hon. Director, IISH, on 5<sup>th</sup> August, 2015 as part of the Vidyamritam series for the graduate and post graduate students. He spoke about value based life skills for success. It was truly an inspiring speech for every listener to attain success in their respective field. He gave many practical and real life examples to inspire the students.

### Session on Stroke Medicine



A session on Stroke Medicine was held on 8<sup>th</sup> October 2015. **Dr. Vivek Nambiar**, Consultant in Vascular Neurology and Stroke, AIMS gave an informative lecture on Stroke and its consequences. He focussed on the manner in which strokes can be prevented using examples from his clinical experiences and video clippings. The talk brought an awareness about the problem and helped to remove misunderstandings related to it. Interaction with students made the session interesting.

## Vidyamritam Sessions

### Sessions by Intelligence Officers of Narcotics Control Bureau



In collaboration with Narcotics Control Bureau (NCB), Govt. of India, we conducted the awareness programme at the campus. It was conducted for all the students in three sessions. **Sri. Venugopala Kurup**, Superintendent, Narcotics Control Bureau with the assistance of his Intelligence Officers gave the lectures on 23<sup>rd</sup> September, 19<sup>th</sup> October and 28<sup>th</sup> October 2015. The sessions were very informative and made the audience think about the consequence of using drugs.

### Visit to Naval Base



800 students visited Headquarters Southern Naval Command (HQSNC) on 13<sup>th</sup>, 14<sup>th</sup> and 15<sup>th</sup> August 2015. Students visited two war ships INS 'Tir' and INS 'Varuna'. They witnessed simulation of rescue operation in Navigation Direction. Navy officials explained the operation of Unmanned Aerial Vehicle (UAV). The visit was coordinated by Commander Shruthi Dhawan.

## Department of COMPUTER SCIENCE AND IT

### Faculty Development Program



Department of Computer Science and IT in association with CSI arranged a Faculty Development Program on 23<sup>rd</sup> September 2015. The speakers of the session were **Mr. Vinayak Hegde**, Asst. Prof. Dept of CS, Mysore and **Mr. Shiva Ramu K. N**, Asst. Prof. Dept of CS, Mysore. They handled Data Analytics & Learning, System Administration, Networking and Tools. All faculty members in their corresponding TAG attended the session.

### Student Achievement

**Amrutha A**, BCA 3<sup>rd</sup> Semester participated and won second prize in essay writing competition conducted by Bharatheeya Vichara Kendram (A centre of Studies for National Reconstruction) Ernakulam on 18<sup>th</sup> August 2015 at Bharath Tourist Home. The topic of essay was "Freedom Movement and Maharshi Aurobindo". She received cash prize of Rs. 2000/- in the function chaired by Sri.M.G.Rajamanikam, IAS, Collector, Ernakulam.



## Vidyamritam Sessions



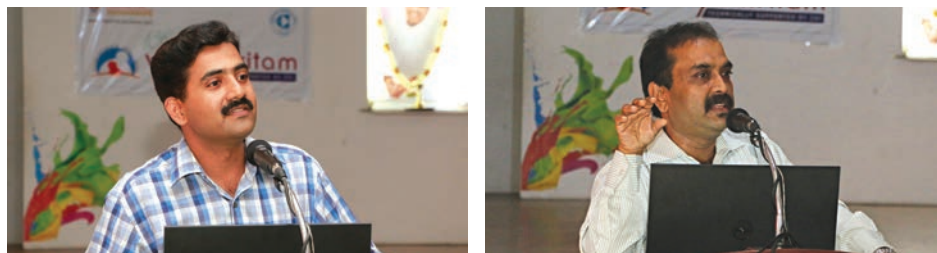
**Sri. Ranganadhan N S**, Principal Consultant in Wipro Technologies handled a session on "Work well, increase your market value" as a part of the extra mural lecture series, Vidyamritam on 24<sup>th</sup> August 2015. The session revealed the different soft-skill aspects needed for a person to grow high in a working environment. MCA and BCA third year students attended the session.

**Sri. Arun Soman**, Asst Professor and **Ms. Divya James**, Asst. Professor, Rajagiri School of Engineering and Technology, Kochi, handled a session on "Internet of Things (IoT)" as a part of the extra mural lecture series, Vidyamritam on 3<sup>rd</sup> September 2015. The session revealed the basic concepts of IoT, which is the next evolution of Internet, Functional Components and Characteristics of IoT, IoT Application domain, application of Body Area Network (BAM) etc. 2014 BCA and 2015 BCA students attended the session.



## Computer Society of India (CSI) Student Branch Activities

### Enterprise Content Management(ECM) Solutions



In association with CSI, Kochi Chapter, a technical talk was organized by the Dept. of CS & IT on the topic “**Enterprise Content Management(ECM) Solutions: Towards the goal of social inclusion**” as part of the extra mural lecture series, Vidyamritam on 3<sup>rd</sup> September 2015. The session was handled by **Sri. Vinod Nambiar**, Associate Vice President at Advanced Software Systems. He discussed Open Data, its key features and how to use Open data to promote innovative and democratic changes. **Sri. T. Sreepakash**, Chairman, CSI, delivered an introductory session on the activities and vision of CSI. **Prof. M.B. Santosh Kumar**, Secretary, CSI, summarised the session.

### Latest Trends in IT Industry

In association with CSI, Dept. of CS & IT conducted a session by **Sri. Girish Prabhu**, Associate Consultant in TCS, on the topic “**Latest Trends in IT Industry and its Business Impact**” as part of the extra mural lecture series, Vidyamritam on 30<sup>th</sup> September 2015. He discussed the new trends in major emerging areas of Mobilization, Big Data Analytics etc. BCA final year students attended the session.



### Workshop on Android Application Development



A one day hands-on workshop on Android Application Development was conducted on 14<sup>th</sup> September 2015. The workshop was lead by **Sri. Anil Kumar**, Founder and CEO of ThinkForce Software Solutions. The workshop was an eye opener for the beginners. The workshop covered major sections of android environment and how to develop an application from the scratch. The session was highly interactive. Students of Computer Science and IT attended the workshop.

### Paper Presentation

**Sreeja Ashok** and **Dr. M.V. Judy** presented a paper “Process flow for Information Visualization in Biological Data” in International Congress on Information and Communication Technology on 9<sup>th</sup> October 2015.

The paper is accepted for publication in Springer - Advances in Intelligent Systems and Computing.

**R. Nandakumar**, Asst.Prof., Dept. of CS and IT, published a problem and its partial solution at Open Problem Garden Web site, October 22<sup>nd</sup> 2015. Problem title: Convex Equipartitions with Extreme Perimeter. Online Location:

[http://www.openproblemgarden.org/op/convex\\_equipartitions\\_with\\_extreme\\_perimeter](http://www.openproblemgarden.org/op/convex_equipartitions_with_extreme_perimeter)

### Technical Talk on Current Technologies

CSI Student Branch, Kochi Chapter conducted a Technical Talk on Current Technologies on 18<sup>th</sup> September 2015. Students from MCA and BCA participated in the contest. Some of the major areas discussed were Hologram, CloudBerry, Secret Space Encryption and Java API in DTN devices. **Vishnu Sanker M.** (2015 BCA) won the first prize and **Sarath P** (2014 MCA) won the Second Prize.

CSI Student Branch, Kochi chapter conducted Dumb Tech Charades on 6<sup>th</sup> October 2015. About 20 teams of five students each from BCA & MCA participated for the contest. The prizes were given to:

*First Prize:* Chandini Krishnakumar, Gopika G Nair, Filda Rodrigues, Aiswarya Sasikumar, 2013 BCA(A) *Second Prize:* Megha Anil, Femi Bluvet, Ashna P A, Sandra Saji, Sajna S Manjila, 2013 BCA (A)



## Two Days National Seminar on Internet Economy



A Two Days National Seminar on Internet Economy was conducted on 18<sup>th</sup> and 19<sup>th</sup> of September 2015 under the Department of Commerce and Management. The session was addressed by eminent speakers **Dr. C. Unnikrishnan Nair**, Traffic Manager, Cochin Port Trust, Kochi, **Sri. Andre Solomon**, Catalogo Quality Analyst, Amazon.in, Bangalore, **Dr. R. Radakrishna Pillai**, Professor Indian Institute of Management, Kozhikode, **Dr. Meera Bai. M**, Professor, Cochin University of Science And Technology. The seminar deliberated on Economic Activities using Electronic Network as a medium to Commerce. The inaugural function was on 18<sup>th</sup> September. The dignitaries present were **Dr. P.T. Mathew**, Principal General Manager, BBNL, **Dr. C. Unnikrishnan Nayar**, Traffic Manager, Cochin Port Trust, **Swami Purnamritananda Puri** gave the blessing address.



## Paper Presentation, Seminars, Conference etc.

- » **Dr. Sony Vijayan**, presented a paper on “Control of Ballast water pollution in ports: Legal Issues, World Ocean Science congress” on, 5<sup>th</sup> and 8<sup>th</sup> February 2015, Kochi. The same was published.
- » **Seethal K.V, Reshma K.S, Preetha R.** “A Comparative Study of Job Satisfaction among Employees in A Private And A Government Hospital In Ernakulam District”, IOSR Journal of Business and Management (IOSR-JBM) e-ISSN: 2278-487X, p-ISSN: 2319-7668. Volume 17, Issue 5.Ver. II (May. 2015), PP 73-77
- » **Preetha R., Gopika G.** “A Theoretical approach on the moderating effect of competitive positioning on consumer reactions to Corporate Social Responsibility” American International Journal of Research in Humanities, Arts and Social Sciences. ISSN (Print): 2328-3734, ISSN (Online): 2328-3696, ISSN (CD-ROM): 2328-36
- » **Murale Venugopal and Preetha R.,** “A Theoretical Prologue to Life Time Value Measurement of an Internal Customer-Working Paper” Social Science Research Network SSRN eLibrary, July 7, 2015
- » **Murale Venugopal, Juhi Singh, Preetha. R,** “Employee Commitment and Patient Satisfaction: An Initial Reflection From Indian Healthcare Sector”, International Journal on Customer Relations, Volume 3 Issue 1 March 2015, Proquest, i-scholar database
- » **Sri. P. Balasubramanian** attended a UGC sponsored Two day National Seminar on “Riveting Opportunities in Emerging Sectors of Indian Economy” at Cochin College, Cochin on 6<sup>th</sup> and 7<sup>th</sup> August 2015. He presented a paper on Challenges for Indian Companies in the Financial service KPO Business-A Review paper.
- » **Arun Kumar P.S., Alvin Abraham, Girish S.** published a paper “The Role of Akshaya and Friends in Rural Area” AIJRHASS, Issue 10, Vol 2, pp. 156-160, March-May, 2015.

## Vidyamritam Sessions

Vidyamritam session on **“Careers in Digital Marketing”** was held on 17<sup>th</sup> September, 2015. The session was conducted by **Sri. Krishnan J.** and **Sri. Nikhil** from Amrita school of



Business. It was pointed out that the objective of MBA recruitment was to please the interviewer that they were employable. They stressed the need to go through FAQ to be more confident. The session was very useful to all the students, specially the students who were aspiring to join MBA program.



**Sri. Ganesh Shenoy**, Vice President HR and Head of Talent Hunt Division of Citi Bank delivered an interactive session on the topic **“Career Opportunities in Banking and Finance”** on 8<sup>th</sup> August

2015. He cited the example of Citi Bank to highlight the changes in banking sector and also introduced various innovative concepts (reverse mentoring and disruptive banking ) and trends in corporate world and banking sector.

**Sri. P.J. Johney**, Chartered Accountant, fellow member of the Institute of Chartered Accountants of India and the proprietor of Johney & Co, Chartered Accountants, delivered an interactive session on the topic **“Goods and Service Tax”** on 8<sup>th</sup> October 2015. He discussed the implications of GST. He discussed several terms related to the topic.



**Dr. Vivek Menon**, Associate Professor of Information Systems in the Amrita School of Business and an Associate Professor of Computer Science & Engineering in the School of Engineering, Amrita

University, handled an expert session on the topic **“From Data Analysis to Data Analytics: The Road Ahead”** on 9<sup>th</sup> October, 2015. He discussed “data analytics”, its various phases and the methodology of adopting data analytics for decision making.



**Sri. CMA. Madhu A.P.**, Director, Hampshire Group of Companies handled an interactive session on the topic **“Make In India”** on 29<sup>th</sup>

July 2015, at the Department of Commerce and Management. He elaborated on the initiatives of Make in India concept, its necessity, importance and benefits. He also discussed the areas to be focused on with this concept and the opportunities that it would create for our Indian population. The session with the phrase concluded with highlight on the concept “self sustain-self reliant- self respect.”

The Vidyamritam session on **‘Responsible growth towards sustainable future’** was held on 29<sup>th</sup> September, 2015 in the college auditorium. The



session was handled by **Sri. Nair Nandakumar**, Associate Vice-President, Carborundum Universal Limited. He is responsible for the manufacturing operations of Fused Alumina Business in Kochi and he also Heads he projects portfolio of the Electro – mineral Division. He started the session with the definition of “Growth”. He presented an interesting video about traffic block in Ernakulam. He talked about Environment pollution and its adverse effects. Later he compared the growth model of China with India. The session was made more interesting by asking questions to the students and giving prizes to the students on the spot. He concluded the session by highlighting the role of CUMI in protecting the environment. The session was another CSR Initiative of CUMI.



## INDUSTRIAL VISITS



### The KKR Group of Companies, Nirapara

The Department of Commerce and Management organised an Industrial Visit to The KKR Group of Companies, Nirapara, Kalady to give an insight into the practical aspect of Production and Operation management for the students of M.Com. 1<sup>st</sup> semester, M.Com. 3<sup>rd</sup> semester and BBM 5<sup>th</sup> Semester on 30<sup>th</sup> August 2015. The KKR Group are mainly involved in the manufacturing and exporting of quality rice, rice products, spices, spice products, etc. The Officials explained to the students about the various procedures relating to purchase orders and specification, inspection test at selected points in the production process, Evaluation and approval manufacturing equipment process, testing and testing equipment, Perform inspection and tests data and provide information on process and product quality level etc.

### Lazza Ice Cream

The department of Commerce and Management arranged a visit to the production unit of Teejan Foods Pvt Ltd, Kalamassery (Lazza Ice cream) on 25<sup>th</sup> August 2015 for B.com 1<sup>st</sup> Semester (Finance and IT) students. The Production Head gave an insight about the Production cum storing unit, Stores (Raw materials and other packaging materials), Despatch section, and ETP (Effluent Treatment Plant).

### Kerala Coir Board at Alleppey

An industrial visit to Kerala Coir Board at Alleppey was organized by the Department of Commerce and Management on 3<sup>rd</sup> August 2015. The coir production methodology and waste management techniques involved were explained to the final year B.Com and BBM students by their experts. Finally they gained various insights into the major activities of weaving coir, bleaching, shearing, stitching and packing of coir products.



### Logistics, Supply Chain Management and ERP



A session on Logistics, Supply Chain Management and ERP was conducted by **Sri. G. Ajithkumar**, an eminent SAP and ERP consultant with international experience

on 12<sup>th</sup> November. The functionalities of different modules of ERP were discussed in detail using examples from supply chains and business.

### A Seminar on Indian Constitution

A seminar on The Constitution of India, was organized jointly with the District Legal Service Authority, Ernakulam on 14<sup>th</sup> November. A pre-tutorial session on constitution was addressed by **Advocate Pramodkumar**. He gave a detailed insight into the Indian Constitution encompassing the judiciary, executive and the legislative domains. Later the seminar was inaugurated by the Chief Guest **Hon. Justice A.K. Jayasankaran Nambiar** of High Court of Kerala. The session was presided over by the Guest of Honour **Sri. G. Anil**, Sub Judge, Ernakulam and Secretary, District Legal Service Authority, Ernakulam. Dignitaries were welcomed by Dr. U. Krishnakumar and Dr. Sony Vijayan delivered the vote of thanks. Prior to the commencement of the session a skit on Constitution 'Vidhan' was played by the final year B.Sc. Visual Media students.

## Film Production Workshop



The department of Visual Media and Communication organized a ten-day Script and Film Production workshop from 14<sup>th</sup> September to 29<sup>th</sup> September for the 3<sup>rd</sup> semester PG students.



The workshop was handled by the veteran script writer **Sri. Ragnath Paleri**. The students made five short films as part of the workshop.

## Workshop Science Communication



A Six-day workshop on "Science Communication" was held in the Campus. **Sri. K.P. Madhu**, a veteran trainer in Science Communication and former head, IISER, Pune conducted the workshop for MJMC 3<sup>rd</sup> semester students. The workshop was a tremendous success as it instilled in the students and the faculty a renewed vigour in their academic and research perspectives.

## Photography / Videography Workshop

A three-day Photography / Videography workshop was organized by the department of Visual Media & Communication catering to the needs of 5<sup>th</sup> semester MA Integrated English Students. **Sri. M.A. Krishnakumar** and **Sri. T. Varunprabha**, faculty of Visual Media Department coordinated the workshop. The workshop was a success in introducing the new Digital Media to the literature students.

### 'Birthday Girl'



'**Birthday Girl**', a short film by Visual Media 2013 batch, got shortlisted at the Indian International Disability Short Film Competition (60 Seconds to Fame) organized by Ability Foundation, Chennai. There were 207 entries from 19 states across the country from which only 27 were shortlisted. We feel proud that ours is one among them. The one minute short film was made on the basis of the given theme 'coming together, hand in hand'. '**Birthday Girl**' was a combined effort by Anjana S., Anju K., Aswathy K.S., Fathima Ashraf, Haritha P., Jolsana K., Lovy Mariyam Rajan, Megha Menon, and Thajnu K. under the guidance of Sri. M.A. Krishnakumar and Sri. T. Varunprabha, Assistant Professors.



## Nature Camp



In association with Kerala Forest Department two nature camps were organised. The UG third semester students were taken to Parambikulam for a three day camp (29<sup>th</sup> to 31<sup>st</sup> October, 2015). A three day camp (3<sup>rd</sup> to 5<sup>th</sup> November, 2015) to Thekkadi was also held for PG students.



## Workshop on Dramatics



A six-day production oriented workshop on Dramatics was organized in the Department of Visual Media and Communication for 3<sup>rd</sup> semester B.Sc Visual Media and 3<sup>rd</sup> Semester M.A. English students. **Dr. C.S. Jayaram** and **Sri. Kalesh**, performer and cine artist, conducted the workshop.

## Seminars / Conference Attended

**Sri. Hari Krishnan D.**, Faculty Department of Visual Media, attended a seminar on India's Foreign Diplomacy in Modi Age. Talks by eminent speakers like Dr.Sanjaya Baru were held. The seminar was organized by CPPR.

## Vidyamritam Sessions



**Dr. Sarath Menon**, faculty of Indian Studies Houston University, US, delivered a lecture on "Society and Culture" in CIR seminar hall on 12/08/2015. First semester MJMC, MPhil and MA English students attended the lecture.

## Paper Presentation

**Darshan B.M.** and **C.S. Sai**, M.Phil. (Visual Media) Research scholars presented a paper titled 'The Use of SNS among the Under Graduate Students of ASAS Kochi' in the UGC sponsored Seminar Media, Technology and Democracy organized by Newman College Thodupuzha on 1<sup>st</sup> October 2015.

## Students' Achievements

Third semester MFA (AAA) students of VM department, as part of their project, shot a Promo Video for AIMS, Kochi. **Sri. Hari Krishnan D.**, **Sri. Sanju R. Nair**, Asst. Professors in Visual Media, and **Sri. Aravind P.R.** guided the students. They were invited for thanks giving by the AIMS Medical Director's Office. Dr. Prem Nair, Medical Director, AIMS and Dr. Prathapan Nair, Principal, Amrita School of Medicine presented certificates and cash prize for the making of '2016 Health Sciences Campus Promo Video.'

**Sisira S. Nath**, 3<sup>rd</sup> semester B.Sc. Visual Media, participated in YuvaVani Programme, meant for youth, in AIR on 23/08/2015. She wrote the Screenplay for the drama performed by the students of the campus.

## Workshops on Script Writing, Science Communication and Clay Modelling



Workshop on script writing was organized on 16<sup>th</sup> November, 2015 for Visual Media final year P.G students in our campus. **Sri. Babu Pallasserri**, renowned script writer, director of Malayalam film industry, conducted the workshop. The workshop gave a deeper insight to students on writing film scripts. He also presented a one act play on drug addiction.



A five-day workshop on clay modelling was conducted for First Year MFA students from 16<sup>th</sup> to 21<sup>st</sup> November. The mentor of the workshop, **Dr. C.S. Jayaraman**, Professor of Visual Media and Communication gave an enlightening session on clay modelling. The students are given hands on experience in clay modelling.



A workshop on Science Communication was held in the campus by the freelance Science Journalist **Sri. K.P. Madhu**. The five day workshop started on 16<sup>th</sup> November has long interactive and practical sessions for First year MJMC students.

## Kalamandalam Visit



Department of English and Languages organized a visit to Kalamandalam, Cheruthuruthy in the district of Thrissur, Kerala on 20<sup>th</sup> August, 2015. It is one of the most renowned places for the traditional art forms of Kerala. The visit was organized by the department as part of Vidyamritam 2015. The students were accompanied by the Director, Dr. U. Krishnakumar, Dr. M. Rajesh, Dr. C.S. Jayaraman and Sri. M. Ramachandran and other faculty members. A demonstration on the traditional art forms of Kerala was arranged by the Kalamandalam authority. Kathakali and Chakyar Koothu were performed by the eminent Kalamandalam artist and trainees. The performance concluded with an interactive session between students and artists. The students also visited the Nila Campus.



## Paper Presentation

**Dr. K. Sreenadh**, Assistant Professor, Department of English and Languages participated and presented a paper, 'History, Community, Colonialism: Literary Culture of Tuhfat al-Mujáhidin' in a two day UGC sponsored national seminar on Culture and literature: A Paradigmatic Shift of Ideas held on 3<sup>rd</sup> and 4<sup>th</sup> September 2015, organised by the Department of English, Aquinas College, Edakochi.

## Students' Achievements

### Paper Published (International Journal)

**Lucy Marium Samuel**, M. Phil. scholar, published a paper "Between the Conscious Present and the Unconscious Past: Glorifying and Stereotyping the Womanhood in P. Raja's Poems" in The Literary Herald, an International Refereed Quarterly Indexed Open Access Online English E-Journal, in .Vol. 1, Issue 2 ( September 2015), ISSN 2454 – 3365

**Reshmi P.A.**, M. Phil. scholar, published a research paper "Prospects of Arne Naess's Ecosophy T. IN Connectionwith The Bhagavad Gita' in The International Journal of English Language, Literature and Humanities, an International Refereed Open Access Online English E-Journal, in .Vol. III, Issue VII ( September 28, 2015), ISSN 2321 – 7065

### Paper Presented

**Aravind S.**, M.Phil. Scholar, Presented a paper, 'Rape as a counter attack weapon in Mahasweta Devi's short stories, 'The Hunt' and 'Draupadi' in a two day National Seminar on 'Reconstructing Woman: Feminism and Subversion of Woman's Identity' held on 17<sup>th</sup>,18<sup>th</sup> September 2015, organized by Postgraduate Department of English, Ilahia College of Arts and Science, Pezhakkapilly.

**Sincy C.A.**, M.Phil. Scholar, Presented a paper, ' \_ Kitchen as a Space of Isolation in Ambai's "A Kitchen in the Corner of the House" in a two day National Seminar on 'Reconstructing Woman: Feminism and Subversion of Woman's Identity' held on 17<sup>th</sup>,18<sup>th</sup> September 2015, organized by Postgraduate Department of English, Ilahia College of Arts and Science, Pezhakkapilly.

**Reshmi P.A.**, M. Phil. Scholar, presented a paper, 'Prospects of Arne Naess's Ecosophy' in a two day UGC sponsored National Seminar on Ecological Undertones in Liteature and Popular Culture held on 17<sup>th</sup>, 18<sup>th</sup> September 2015, organised by the Department of English, Little Flower College, Guruvayoor.

**O.T. Aswathi** and **Irine Maria Joy**, 3<sup>rd</sup> semester Integrated M.A. English students presented a joined paper, 'Acculturation and Identity crisis in Jasmine by Bharati Mukherjee' in a two day UGC sponsored National Seminar on Culture and Literature: A Paradigmatic Shift of Ideas held on 3<sup>rd</sup> and 4<sup>th</sup> September 2015, organised by the Department of English, Aquinas College, Edakochi.

**Nikita Rita** and **Archana Prakash**, 5<sup>th</sup> Semester Integrated M.A. English students presented a paper, 'Of Apparels and Attitudes: A Reading of Amway's Attitudes Tattoo Advertisement' in a two day UGC sponsored National Seminar on Culture and Literature: A Paradigmatic Shift of Ideas held on 3<sup>rd</sup> and 4<sup>th</sup> September 2015, organised by the Department of English, Aquinas College, Edakochi.

**Varsha Vinod Menon**, 5<sup>th</sup> semester Integrated M.A. English student presented a paper, 'Dilapidation of Journalistic Ethics' in a two day National Seminar on 'Media, Technology and Democracy' held on 30<sup>th</sup> September and 1<sup>st</sup> October 2015, organized by Postgraduate and Research Department of English in association with Department of Political Sciences, Newman College, Thodupuzha.

## Department of CORPORATE AND INDUSTRY RELATIONS (CIR)

### Placements

Following Companies offered placements for our students: Tata Consultancy Services, Infosys, Cognizant, UST Global, KPIT, WIPRO, SAP Labs.

Companies scheduled in November 2015 for Campus Recruitments are: McKinsey and Company, Cognizant IT, Cognizant Interactive, Godrej & Boyce, Tata Consultancy Services (both for IT and Visual Media), Infosys BPO, Digi Captions etc.

### CAT – 2016

As was being done earlier, CAT 2016 batch process is on; CAT, a training program for students aspiring for admission for Post Graduate Management courses. This is being done 2 days in a week for 2.5 hours by T.I.M.E., a well known training institute.

### Vidyamritam – 2015

CIR arranged a session for IT students from Tata Consultancy Services (TCS) on 30<sup>th</sup> September 2015. **Sri. Girish S. Prabhu**, Associate Consultant and Program Manager handled the session.

## സമന്വയം സമന്വയം

### A talk on illustration of some formulae (സമന്വയം)



An inter disciplinary talk on Mathematics and Sanskrit based on Dasasloki by Adi Sankara organised by the department of Mathematics was delivered by **Sri.**

**Sunilkumar**, Research Scholar of Department of Computer Applications, CUSAT on 17<sup>th</sup> November. The talk depicted the excellent scope of logical connection between Mathematics and Sanskrit.

### Faculty Development Programme



The Department of Mathematics, ASAS, Kochi organized a Faculty Development Programme on 16<sup>th</sup> July, 2015. **Dr. Sarada Jayan**, Assistant Professor (SG), Amrita School of Engineering, Bangalore, was the resource person. She gave

a session on Linear Algebra. Some faculty members of Computer Science Department who are doing research also attended the session. The speaker prepared a question bank and circulated among the participants which was very useful.

### Workshops and FDP Attended

**Dr. Chithra M.R.** - National Workshop on "Graph Theory and its Applications" organized by Department of Mathematics, Amrita School of Engineering, Bangaluru, 6-7 August, 2015.

**Dr. Chithra M.R.** - One Day Faculty Development Programme on "LINEAR ALGEBRA" organized by Department of Mathematics, ASAS, Kochi, 16<sup>th</sup> July, 2015.

**Maya L. Pai** - One Day Faculty Development Programme on "LINEAR ALGEBRA" organized by Department of Mathematics, ASAS, Kochi, 16<sup>th</sup> July, 2015.

**Ambili S. Nair** - One Day Faculty Development Programme on "LINEAR ALGEBRA" organized by Department of Mathematics, ASAS, Kochi, 16<sup>th</sup> July, 2015.

**Parameswaran R.** - One Day Faculty Development Programme on "LINEAR ALGEBRA" organized by Department of Mathematics, ASAS, Kochi, 16<sup>th</sup> July, 2015.

### Paper Publications

**Maya L. Pai** - 'Can the Drought/Flood Monsoon Conditions over the Indian subcontinent be forecasted using ANN ?' - Indian Journal of Geo Marine Sciences (IJMS) Scopus Indexed - 2015.

**Dr. Chithra M.R.** - Distance degree graphs in the Cartesian product of graphs - Journal of Discrete Mathematical Sciences and Cryptography - (ISSN:0972-0529) Scopus Indexed - 2015 - 2015.

**Maya L. Pai** - What Nature of Arithmetic Difficulties Do Students with Poor Scholastic Performance Present in Schools With and What Implications Emerge? - International Journal of Education and Applied Sciences Research - (ISSN:2349-2899) - April 2015.

**Supriya Rajendran** - What Nature of Arithmetic Difficulties Do Students with Poor Scholastic Performance Present in Schools with and What Implications Emerge? - International Journal of Education and Applied Sciences Research- (ISSN:2349-2899) - April 2015.

**Dr. Chithra M.R.** - "Changing and unchanging the diameter of a Mycielski graph, Ars Combinatoria (to appear), ISSN: 0381-7032 - Scopus Indexed.

**Revathy A. S., Regitha R. Nair, Chithra M.R.** - A Survey on - How the diameter of a graph is affected by the removal and the addition of some edges, International Journal of Applied Engineering Research(to appear), ISSN: 1087-1090 - Scopus Indexed.

### Paper Presentations

**Supriya Rajendran** - Empowering Women to Feed their Family - Celebrating Gynergy: Women in the Public Domain - ASAS, Kochi - 12-14 March, 2015

**Ambili S. Nair** - Empowering Women to Feed their Family - Celebrating Gynergy: Women in the Public Domain - ASAS, Kochi - 12-14 March, 2015

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