



# AMRITA KIRANAM

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



INSIDE.....

- 2 Green Festival at Amrita by SEED  
Janam TV Campus Fest
- 3 IT 2020 - Computer Society of India (CSI) Regional Meet  
National Level Workshop on Android Application Development
- 4 'PRABHATHI' - General quiz program for differently abled
- 5 Workshop on Finance and Online Trading  
CSI Activities
- 6 National Conference on Innovations in Marketing
- 7 Spandanam 2016  
ASTHRA 2016
- 9 Camera Speaks  
Nottam Film Festival
- 10 Workshop on Advertising / Cinematography
- 13 National Seminar on Cinema and the Formation of Cultural Identities
- 15 Bharatanatyam Performance  
Workshop on Numerical Methods Using MATLAB / OCTAVE
- 16 ENLYTUS-A PR Campaign

## AMRITA SUCCESS THROUGH EXCELLENCE



**No.1**  
**RANKED**  
Private University\*



**No.1**  
**RANKED**  
International Outlook\*



**No.1**  
**RANKED**  
International Faculty\*

\* in India

## Green Festival at Amrita by SEED



A grand harvest festival was held at the campus on 6<sup>th</sup> February, 2016. The State coordinator of 'SEED', an initiative of Mathrubhumi, Sri. Vinod, Spoke about the success of Mathrubhumi 'SEED' programme and congratulated the school on its success with organic farming. Swami Purnamritananda Puri lit the sacred lamp and inaugurated the programme. Sri. Sachidanandan, a Military Engineer and parent of a SEED volunteer, spoke about his passion for organic farming. It was an inspiring speech, highlighting the mental satisfaction that farming can give. Swamiji

spoke about the role of organic farming in reducing various kinds of cancer. Samples of agricultural produce cultivated within the campus were displayed and many saplings were distributed. SEED volunteers are engaged in organic farming on 1500 sq. ft. land and on the college terrace. The school has won the Special Jury Award of SEED in Kerala for the year 2015.

## Janam TV Campus Fest

Students experienced sheer sense of joy and happiness as participants of the Janam TV Campus Fest programme organized on 1st February 2016. The fest provided students a platform to showcase their talents. The programme began with a duet song. There were some really commendable performances by the students which included mime, dance and songs. The mimes dealt with relevant issues such as the 'Delhi gang rape case' and the problems arising due to the 'Wastage of Water'.



The host of the programme encouraged the students to participate in an interactive session. Audience participated in a lucky draw. Prizes were handed over to the winners by Dr. U. Krishnakumar. The crew members of the event were extremely patient and encouraging.

Janam TV made it a point to express their sincere gratitude to Sanju. R, Assistant Professor, Department of Visual Media and Communication and the volunteers who coordinated the event. A memento was handed over to Janam TV Campus Fest team, for having shot a two-day episode in our college premises.



## IT 2020 - Computer Society of India (CSI) Regional Meet

Department of Computer Science and IT conducted a one day event - 'IT 2020 - Computer Society of India Regional Meet on Interdisciplinary Research' on Wednesday 27<sup>th</sup> January 2016.

Bri. Bhakthipriyamrita Chaithanya, Principal, Amrita Vidyalayam blessed the occasion by lighting the lamp. Dr. Prem Nair, Medical Director, Amrita Institute of Medical Sciences (AIMS) delivered the presidential address and a curtain raiser on 'Interdisciplinary Research Forum'.

The Interdisciplinary technical exhibition was inaugurated by Sri. Satish Babu, President, InApp Information Technologies Technopark, Trivandrum and Dr. U. Krishnakumar welcomed the gathering. A Panel discussion on "Vision for Digital India" was done by the experts Sri. N.S. Ranganadhan, Sr. Consultant, WIPRO Technologies, Sri. Prashant R. Nair, Vice Chairperson, Dept. of IT, School of Engineering, Amrita Vishwa Vidyapeetham. Prof. M. B. Santhosh Kumar, Professor, IT Dept., CUSAT and Secretary, CSI Kochi Chapter was the facilitator and moderator.



Technical Sessions were conducted by Ms. Mini Ulanat, Manager Systems, CUSAT (Former National Student Coordinator of CSI) on the topic "Role of CSI for Professional Growth" and Ms. Deena Venugopal, Co-Founder, Anabytes, Digital Branding Solutions, Kochi and Recipient of Young Entrepreneurship Award on the topic "Interdisciplinary Approach to Digital Marketing".

Sri. Satish Babu inaugurated "Utbhavini", a technical exhibition organized by CSI Student Branch. The centre of attraction of the exhibition was a Robot assembled by 2015 M.Sc. CS (SNA) students. Other attractions were models of Turing Machines, Charles Babbage Calculator, IoT, etc. Students from Amrita Vidyalayam and other schools visited the exhibition. 2015 BCA II Semester students performed a "Tech Mime" on the same day.

The recipients of Best CSI Student Branch, Best CSI Student Activist and Longest Continuous CSI SBC Award were felicitated and the awards handed over on this occasion. Certificates for "Best Query Builder", and "Web Page Designing", were distributed.



## National Level Workshop on Android Application Development



The Department of Computer Science and IT in association with AMALGAM-IIT MADRAS 2016, hosted a two day National Level Workshop on Android Application Development on February 22<sup>nd</sup> and 23<sup>rd</sup> 2016 at our CS & IT Department LAB-1. More than seventy students from MCA and BCA, Staff and Students from other colleges attended the workshop. All participants received certificates from ARK Technosolutions Mumbai in association with AMALGAM, IIT Chennai.

# 'PRABHATHI'

## - General quiz program for differently abled



The 'Prabhathi' general quiz program for differently abled children was organized as part of Computer Society of India (CSI) student branch activity on February 18<sup>th</sup>, 2016. About 450 CSI student members volunteered to organize the event and over 30 students were assigned to assist each school.

For Prabhathi, a Corporate Social Responsibility event, 150 differently abled students of various special schools in the city, accompanied by their parents and caretakers, participated in the quiz program. The quiz was divided into

three categories-Junior, Senior and Super senior, based on the age of the participants. It consisted of three rounds based on topics like cartoons, films, sports etc.

Bri. Anaghamrita Chaithanya inaugurated the Quiz Competition by lighting the lamp. Dr. U. Krishnakumar, welcomed the gathering. The main aim of the event was to give an opportunity for the differently abled students to exhibit their talents to the main stream.



Swami Purnamritananda Puri blessed the valedictory function. The chief guest was Dr. Gitanjali Natarajan, Head of the Department of Clinical Psychology at Amrita Institute of Medical Sciences (AIMS). Prof.Santhosh Kumar from CUSAT who is the CSI secretary of the Cochin Chapter was also present. All participants were awarded gifts, certificates and mementos, and each school was given fruit and flower saplings as a token of gratitude. Samskriti the campus cultural forum also volunteered generously towards the program.



## Seminars / Conferences Attended

Dr. M.V. Judy, HOD, attended and delivered a talk on "R in Data Mining" at National Level Workshop on Recent Trends in Data Mining (RTDM-2016) on 29<sup>th</sup> and 30<sup>th</sup> January 2016 organized by Department of Computer Science, Central University of Kerala.

Nitha L., Assistant Professor, Department of Computer Science and IT, attended a technical talk on "Internet of Things: Opportunities and Challenges" by Sri. Satish Babu, Chairman, ISOC-TRV at CSI Hall, Kochi on 12 February 2016. His lecture provided an overview of some of the emerging applications of IoT, and some of the challenges that were likely to rise as we entered a world where computing becomes pervasive.



### CSI Achievements

The Department of Computer Science and IT, Amrita School of Arts and Science is the recipient of the following awards instituted by Computer Society of India (CSI)

1. Best Accredited Student Branch Award
2. Longest Continuous SBC Award
3. Highest Committed Student Branch Activist

### Student Achievement

Athira Nair and Lakshmi P.P. of 2015 Integrated MCA, cleared Amrita Prabhodini Malayalam Examination conducted by Amrita Bharathi Vidyapeethan. Students received certificate for the same.

### CSI Student Publications

Sarath P, 2014 MCA, Dept. of Computer Science and IT, published an article entitled "Secret space encryptor" in CSI Adhyayan: a tri-monthly publication for students in electronic form, October - December 2015. <http://www.csi-india.org/communications/CSIADHYAYAN.pdf>

Vishnu Sanker, 2015 Integrated MCA published a puzzle compiled by him in CSI Adhyayan: a tri-monthly publication for students in electronic form, October - December 2015. <http://www.csi-india.org/communications/CSIADHYAYAN.pdf>

### CSI Student Activity

CSI Student Branch, Kochi chapter conducted Query Builder on 21st January 2016. About 19 teams of two students each from BCA & MCA participated in the contest. The prizes are as follows:

- 1<sup>st</sup> Prize : Anand Ravindran & Arjun A M, 2015 Int. MCA  
2<sup>nd</sup> Prize : Raiez Raphi and Sreehari S, 2015 Int. MCA  
3<sup>rd</sup> Prize : Athita S R and Aryadevi P R, 2015 Int.MCA  
Shilpa S (2015 M.Sc. CS) and Priyadarshini K (2015 Int. MCA)

## Workshop on Finance and Online Trading



A one day Workshop on Finance and Online Trading was organized on 15<sup>th</sup> February 2016. It was inaugurated by Sri. John Thomas, General Manager, South Indian Bank. He spoke on developing banking sector. He explained the various banking terminologies, recent trends in banking and inspired students by detailing the basic traits that they must possess for their success in education and career. Dr. U Krishnakumar welcomed the audience. Dr. A.S. Ambily, Assistant Professor proposed the vote of thanks.



There were two technical sessions. Dr. V.K. Vijaykumar, Investment Strategist, Geojit BNP Paribas, spoke on "Indian Financial System with special reference to Indian Capital Markets". He gave an overview of Capital Markets and covered all minute details related to Capital Market. He also gave description on the Evolution of the stock exchanges in India, their working etc. The second session was a continuation of the first where in a Live Demo was arranged on Online Trading and Analysis. This session was handled by Sri. Vipin G. and Sri. Vineeth John who are associated with the online products and services' division of Geojit BNP Paribas. They gave a chance for the students to directly purchase and sell shares, online. The Demo gave an exposure to the students on the practical aspects of online trading.

## Spandanam 2016



The department of Commerce and Management celebrated "Management Day" on 29<sup>th</sup> February, 2016. The day was named "Spandanam 2016". The event was the effort of the enthusiasm shown by the First Year BBA students to celebrate the Management Day. The formal inaugural ceremony was preceded by a short documentary on Legends of Management, prepared by the students of BBA 2<sup>nd</sup> semester. The event was inaugurated by the distinguished Chief Guest, Sri. V. George Antony, Managing Director, UAE Exchange Financial Services Ltd. Dr. U Krishnakumar delivered the

welcome address and Sri. P Balasubramanian proposed the Vote of Thanks. The function was followed by a technical session by the Guest of Honour, Dr. Ashok Cherian Koshy, Public Relation Officer, UAE Exchange Financial Services Ltd. A quiz competition named 'JITNASA' and "A BEST INNOVATION" competition were also conducted. The events were judged by Dr. M.V. Sreedharan, Senior Faculty of the department. Dr. Vivek Menon, Associate Professor, Amrita School of Business, Kochi delivered the Valedictory Address and distributed prizes. Management exhibition, showcased various themes related to Management.

### Vidyamritam Sessions

#### Session on Digital Marketing by Smt. Deena Venugopal

Smt. Deena Venugopal, Co-founder and CEO of Ana bytes, one of the leading digital branding agencies of India, handled a session on Digital Marketing cum Branding to all the UG students of Commerce and Management, on 27<sup>th</sup> January 2016. The session was jointly organized by the Department of Commerce and Management and the CSI branch of our college. The speaker gave an inspiring talk to the budding entrepreneurs through her own life experiences. The session covered areas like digital marketing and digital branding.



#### Session by Sri. P.P. Parameswaran

Sri. P.P. Parameswaran from M/S Carborandum Universal Ltd (Murugappa Group), Koratty, Thrissur, handled a session on the topic "Indirect Tax- its assessment and procedures". The session was held on 2<sup>nd</sup> February 2016, at the CIR Seminar hall. Students of both B.Com. and M.Com. 2<sup>nd</sup> semester attended the session. He gave an informative session covering all practical approaches related to indirect taxation. The session covered concepts like VAT, CST, GST, online registration, assessment, return filing and settlement of indirect tax, Kerala Commercial Tax Site and other forms related to Indirect tax that are handled by companies. The presentation helped the students to have a better understanding of the concept.



#### Seminars / Conference Attended

R. Sanju, Head, ICTS and K. Rajath, Assistant Professor, Department of Commerce and Management attended the Seminar jointly organised by SMB Connect and Vodafone at Hotel Crown Plaza Kochi on 8th February, 2016. The first session was presented by Arjun R. Pillai, CEO of Profoundus. He spoke about his struggle in life to reach up to the position of CEO of a Multi-Million dollar Company. In the next session Mr. Manoj Mathew, Sales Head of Vodafone explained the role of Vodafone in assisting the companies in relation to technology. The third session was entitled "How to retain best talent". This session was presented by Mr. P.T. George, Regional Vice President of VGuard. He spoke about the present dilemma of the Human Resource Department. The last session was presented by Mr. Krishnakumar, CEO of Green Pepper. His session was entitled "Necessity of Branding and Marketing". He spoke about technique of branding and Marketing a product or service. It was an and inspiring experience from the business fraternity themselves.

## National Conference on Innovations in Marketing in the New Global Order



Departments of Commerce and Management and Visual Media and Communication jointly organized a two day National Conference on “Innovations in Marketing in the New Global order-Stretching the limits: Marketing Beyond Marketing” on 8<sup>th</sup> and 9<sup>th</sup> March. The Conference was blessed by Sampujya Swami Purnamritananda Puri. The Welcome address was given by Dr. U. Krishnakumar. The Inaugural Address was given by the Chief Guest Ms. Sushama Srikanth, Director and Chief Executive Officer, AVT McCormick Ingredients Private Ltd. She also inaugurated the International Women’s Day Celebrations, 2016. The Vote of Thanks was proposed by Dr. K. Sreena. The first session was on ‘Delighting the Gen-Y Consumer’ by Sri. P. Ravindranath Principal Consultant & Unit Head, R K Swamy BBDO. The second session was on Corporate Social Responsibility & Marketing by Sri. A.S. Sureshkumar, Senior Manager, Human Resources, Carborandum Universal Limited.

On the second day, a session on ‘Corporate Communications’, was handled by Sri. C.S.K. Jayan, Fellow, Institute of Company Secretaries of India. Sri. Andre Solomon, Founder, Tradeworks conducted an interactive session on ‘Marketing and Branding’. This was followed by Paper Presentations of Scholars on various themes.

Certificates were distributed during the Valedictory Session. Sri. P. Balasubramanian, Joint Convener of the conference, proposed vote of Thanks.

## ASTHRA 2016



Our Commerce and Management students participated in ASTHRA 2016 - International symposium on “Green Energy for Sustainable future” conducted on 22<sup>nd</sup> January 2016 at Amrita School of Business, Kochi to bring forward the importance of Green Energy and Global Warming issues as discussed in COP21 Agreement held in

Paris in December 2015. Sri. T.M. Manoharan, Indian Forest Service (Retd), Chairman KSERC inaugurated ASTRA 2016.

The first session was presented by Sri. Satheesh Kumar Pai (Sathesh Kumar PC), Senior Manager, Cochin International Airport Limited(CIAL), Kochi. He discussed “Green Initiative of CIAL-12MWp Solar PV plant. The next session was conducted by Dr. Nikhil P.G., Senior Research Scientist, NISE, Gurgoan on “Application of concentrated Solar Thermal Technologies in India”. A foreign speaker, Prof. Phoche Koundouri from Greece presented a session via Skype.



## Paper Presentation, Seminars, Conference etc.

### Papers Presented by M.Phil. Research Scholars

Ms. Amrutha Santhosh & Ms. Nayana N. Nair - participated in the UGC sponsored National Seminar on Mathematical Modeling and its Applications with Special Emphasis on Graph Theory, Fuzzy Mathematics, Stochastic Modeling and Statistical Packages organized by the PG and Research Department of Mathematics, Union Christian College, Aluva from 14<sup>th</sup> to 15<sup>th</sup> January 2016.

Ms. Amrutha Santhosh & Ms. Nayana N. Nair Presented a paper entitled "A Study on the relevance of Aquaponics in organic farming in relation to Kerala" at the First International conference on Humanities and Social Sciences, which was organized by the Research Department of Commerce, St.Thomas' College, Thrissur, Kerala on 28<sup>th</sup> and 29<sup>th</sup> January 2016.

Prof. P. Balasubramanian, Ms. Amrutha Santhosh & Ms. Nayana N. Nair co-authored and Presented a paper on "A Study on Unit Linked Insurance Plans of Life Insurance Corporation of India with reference to BSE Ltd.," at the three day National Conference on Indian Capital Market: Opportunities and Challenges organized by PG Department of Commerce, Christ College, Irinjalakuda, Thrissur, in association with Indian Council of Social Sciences Research (ICSSR), New Delhi, on 16<sup>th</sup> to 18<sup>th</sup> February 2016.

Ms. Amrutha Santhosh & Ms. Nayana N. Nair Presented a paper entitled "Raising of Contract size of Equity Derivatives and impact on the trading study in relation to Indian Stock Exchange" at the UGC sponsored National Seminar on Recent Trends in Capital Market and Derivatives, organized by PG Department of Commerce, NSS Hindu College, Changanacherry on 30<sup>th</sup> September and 1<sup>st</sup> October 2015.

### Papers Presented by M.Com Final Year Students

Prof. P. Balasubramanian, Ms. Sreeja, and Ms. Surya P T co-authored and presented a paper entitled "A Study on the Performance of Initial Public Offering during the financial year 2014 - 2015" at the Three Day National conference on Indian Capital Market: Opportunities and Challenges organized by PG Department of Commerce, Christ College, Irinjalakuda, Thrissur, in association

with Indian Council of Social Sciences Research (ICSSR), New Delhi, on 16<sup>th</sup> to 18<sup>th</sup> February 2016.

Prof. P. Balasubramanian and Ms. Krishna R. co-authored and Presented a paper entitled "CSR Practices in Indian Banking Sector" at the One Day National Conference on Dynamics of Indian Banking Sector: Emerging Trends, Challenges and Opportunities" organized by Department of Commerce, Bharath Matha College, Kochi on 22<sup>nd</sup> February 2016.

### Papers Presented by BBA First Year Students

Prof. P. Balasubramanian, Ms. Athira Vijayan and Ms. Karthika R. co-authored and Presented a paper entitled "A Study on Issues of NPA in Indian Banking Systems" at the One Day National Conference on Dynamics of Indian Banking Sector: Emerging Trends, Challenges and Opportunities", organized by Department of Commerce, Bharath Matha College, Kochi on 22<sup>nd</sup> February 2016.

Mr. Athul K.P., Mr. Jayanth Raj, Mr. George Tony Presented a paper entitled "A Study on E-Banking Problems and Prospects" at the One Day National Conference on Dynamics of Indian Banking Sector: Emerging Trends, Challenges and Opportunities organized by Department of Commerce, Bharath Matha College, Kochi on 22<sup>nd</sup> February 2016.

Prof. P. Balasubramanian and Ms. Krishna R. co-authored and Presented a paper entitled "Corporate Governance in Top Indian Companies" at the UGC sponsored National Seminar on Recent Trends in Corporate Governance organized by The PG Department of Commerce and Research Centre, Sanatana Dharma College, Alappuzha, Kerala in Collaboration with The ICSI Cochin Chapter on 10<sup>th</sup> and 11<sup>th</sup> September 2015.

Prof. P. Balasubramanian and Ms. Sreeja P.S. co-authored and Presented a paper entitled "Corporate Social Responsibility as a Branding Tool in Indian context" at the UGC sponsored National Seminar on Recent Trends in Corporate Governance organized by the PG Department of Commerce and Research Centre, Sanatana Dharma College, Alappuzha, Kerala in Collaboration with The ICSI Cochin Chapter on 10<sup>th</sup> and 11<sup>th</sup> September 2015.



## Camera Speaks – Seminar cum Workshop and Exhibition on Creative Photography



Our campus conducted a three day seminar cum workshop on Creative Photography and an exhibition on Photojournalism and Nature photography on March 9<sup>th</sup>, 10<sup>th</sup> and 11<sup>th</sup>. Renowned film artist Sri. Unni Mukundan inaugurated the event. Swami Purnamritananda Puri blessed the occasion. Prominent photographers M/s. Devdas, N.A. Naseer, Mohanan, Josekutty Panackal, T.K Mohandas and V. Kannan, who have established their names in the field of photography, handled the sessions. The workshop was conducted by the department of Visual Media and Communication and the theme was aimed at spreading awareness about wildlife and nature conservation.



## Nottam Film Festival

'Lore', a short film made by the video production team of B.Sc. Visual Media 2013 batch got shortlisted into the best films category in the prestigious 'Nottam' short film festival jointly organized by Information and Public Relations Department of Government of Kerala and C-DIT. Out of the 242 entries, and 400 delegates, the short film LORE was shortlisted among the best 36 films. The students were officially invited by the organizers to take part in the film festival conducted from 26<sup>th</sup> to 30<sup>th</sup> January 2016. The team of nine students, Anjana S, Anju K, Aswathy KS, Fathima Ashraf, Haritha P, Jolsna K, Lovy Mariam Rajan, Megha Menon, Thajnu K, had the privilege to compete with highly experienced professionals from the industry and also to interact with them. Our team got special mention from the organizers since we were the only educational institution team which participated in the competition.



## Two day workshop on E-Learning



A Two day workshop on E-Learning using ARTICULATE software was organized in the department on 16<sup>th</sup> and 18<sup>th</sup> Feb 2016. Sri. Ullas Ponnadi, Director, CREATNLRN and Sri. Bobby Baby, Sr. E-learning consultant handled the sessions. ARTICULATE software is one of the most innovative, easy to use, user-friendly e-Learning authoring software. The session gave the participants a hands on understanding of the basics and important aspects of ARTICULATE Software and to develop a SAMPLE E-LEARNING MODULE. More than 100 participants attended the workshop.

## The Real Reel Show among the professional competitors

'The Real Reel Show', a reality show with renowned professionals as jury members, was conducted with the shortlisted films from 'Nottam' festival. Direct interactions with professionals from the industry was really a great experience for our students. The jury included Sri. Vinod Sukumaran (Film Director & Editor), Sri. Sarath Chandrakumar (Film Director) Sri. Harikumar (Film Director) Smt. Rajasri Warriar (Dancer and social activist). One of our students got the opportunity to talk about our film during the show.

The reality show took place at the Russian cultural centre, Palayam, Trivandrum and it was telecast in Doordarshan and Asianet Cable vision on 2<sup>nd</sup> February 2016. Students were asked to prepare scripts for making short films intended to promote and highlight the development projects and activities initiated by Kerala Government. There was a formal meeting with Sri. PT Chacko (Press secretary to CM) and Smt. Mini Antony (Director PRD) to discuss the projects. Our team had submitted 3 scripts for the promotion of 'Neera', 'Ammayum Kunjum' and 'She Taxi' projects of Kerala Government. Parallel to the reality show, lot of discussions were held to analyse the submitted scripts. Students were also asked to submit a detailed budget for the projects. After 3 days of continuous competitive discussions, two projects were awarded to our team.

## Workshop on Advertising / Cinematography



A two day advertisement-cum-cinematography workshop for the post graduate students was organized in the department. The workshop was designed to give students a hands-on experience on ad film making. The renowned advertising film director Sri. Appunni Nair, lead the workshop. Sri. Prakash Velayudhan, freelance cinematographer demonstrated real shooting experience.

## Production oriented Script Writing workshop



3 day Script Writing workshop was conducted for 4<sup>th</sup> and 6<sup>th</sup> semester B.Sc. Visual Media students by the eminent script writer and dramatist Sri. Babu Pallasser. Outcome of the workshop was a short fiction film by the participants.

## Documentary Screenings



A documentary film "Life for Lives" directed by Shrimathi Roshni Rose was screened on 27<sup>th</sup> January. The documentary revolves around the forest watcher of Thekkady, Sri. Kannan. The students got a chance to interact with the cast and crew of the film including the cinematographer and music director.

A documentary 'Pooviriyunnu Pookozhiyunnu' on a heritage project on sculpture at Changampuzha Park, Kochi, directed by Sri. Nandakumar (Asst. Professor, Department of Computer Science) was also screened. Dr. C.S. Jayaram guided and coordinated the event. The final year MFA students actively participated for the making of this documentary.



## Arts and Crafts



Mr. Rajendra Rai from Delhi held a session on art and craft, on 22<sup>nd</sup> January 2016 aimed at students who want to make things using colored papers and was just an amazing class showcasing his talent.

## Vidyamritam



Sri. Madhav Ramdas, well known scriptwriter and film director, gave an enlightening session on film making and script writing for visual media students in our campus on 4<sup>th</sup> February 2016. The session was conducted as a part of Vidyamritham extramural sessions.

In the interactive session Mr. Ramdas shared valuable experiences.

## Paper Presentation, Seminars, Conference etc.

Sai C.S., M.Phil. research scholar participated and presented a paper titled "The Power of Oil Paintings as a Medium: A Study based on Raja Ravi Varma's Paintings" in Singularities International Conference on Power organized by Dept. of English, KAHM Unity Women's College, Manjeri.

Aparna Namboodiri G., attended and presented a paper titled "Freedom of Expression- Tweet your own Risk" on Human Rights and Mass Media in an UGC sponsored seminar held at St. Xavier's College, Vaikom on 23<sup>rd</sup> January 2016.

Sreehari K.G. Asst. Professor attended and presented paper titled "New Media and Human Rights: An Innovative Way of Governance" on Human Rights and Mass Media in an UGC sponsored seminar held at St. Xavier's College, Vaikom on 23<sup>rd</sup> January 2016.

Rajlakshmi Kanjilal (MFA-ACM), presented a paper on "Significance of Letters and Gifts: Mis-en-scene analysis of the Japanese wife." in the national seminar on Cinema formation of Cultural Identities held at ASAS, Kochi.

Darshan B.M. M.Phil. research scholar presented a paper on "Youth and online shopping", a study in Mangalore City". in a national seminar on Marketing held at ASAS, Kochi.

## AIR FM Radio

Haritha Thamban, sixth semester student of the department was interviewed in the Yuvavani programme of All India FM Radio. She was selected for the interview for her unending passion towards dance. The programme was aired on 18<sup>th</sup> Feb, 2016.

## Fog on 'Retinopathy'

"Fog" a ten minutes short films was produced by Fotoplay Entertainment (Anjana S, Anju R, Awswathy KS, Fathima Asraf, Haritha P, Jolsna K, Lovy M Rajan, Megha Menon, Thajnu K- 6<sup>th</sup> semester students) with an aim to create awareness on diabetic retinopathy.

## Web Workshop

Sri. Sunij S. Nair, Asst. Professor conducted a one day workshop on Web Designing for the fourth semester B.Sc Visual Media students on 22<sup>nd</sup> Feb, 2016.

## Language workshop

A two day language workshop for the second semester PG students was organized. Dr. P.P. Vijayalakshmi, Professor of English, has initiated the workshop with a view to develop the language skills of the students.

## Best Paper award

M.Phil. Research Scholar Smt. C.S. Sai presented a paper on "Mobile health- A New Concept in Mobility Feature", on 17<sup>th</sup> January at the International Conference on Contemporary Issues & Innovations In Global Business, Management, Economics, Tourism and Information Collaboration at the Rajasthan Chamber of Commerce and Industry, Jaipur on 26<sup>th</sup> and 27<sup>th</sup> November 2015 at Goa. Sai's paper was selected for the best paper award.

## Seminar Attended

Aparna Namboodiri G. attended a 3 day seminar organised by Kerala Media Academy at Kakkannad in Kochi during 13,14 and 15 December.



## Visit to AIMS



The Department arranged a visit to AIMS Campus, Edapally to witness the unveiling of the statue of the ancient sage Sushruta, on 4<sup>th</sup> February 2016. Fourth and Sixth semester students and faculty members, listened to eminent personalities including Dr. N. Gopalakrishnan, Director, IISH, speaking on Sushruta.

## Student Achievements

Lucy Mariam Samuel, MPhil scholar, has been awarded the Junior Research Fellowship under UGC Maulana Azad National fellowship for minority students, for the year 2015-2016.

### Internship on Content Writing @ Life Style magazine

Amritha N. student of IV Semester Integrated MA completed one month internship as Feature Intern at Kerala's leading lifestyle magazine FWD. She had the privilege of interviewing Sri. Faizal Razi Azeed, one of the creative directors of TVC Factory and ad film maker. The interview formed the cover story of 'WtzupKochi'. Her interview of actress Priyamani provided the content for the cover story of FWD's bridal magazine 'Vivah'. The cover story of Wtzup Calicut was another experience that opened new possibilities.

### Blogging by Varsha

Varsha Vinod Menon, sixth semester, Integrated M.A. English started a blogging site, <https://varshavinodmenon.wordpress.com>. She expresses her views on various topics and encourages the youth to take an independent stand on current issues. Nearly six months since its creation, she has written articles with a total number of 1000 views, 397 page visitors and 776 Facebook followers.

## Vidyamritam Sessions

### Session by Dr. C.S. Jayaraman

Dr. C.S. Jayaraman, Professor, Department of English and Languages, held a session on Understanding Cinema, on 5<sup>th</sup> February 2016. The undergraduate students, MPhil scholars and the faculty members of the department attended the session. He dealt with different technical and other aspects of cinema including grammar of cinema, adaptation issues and film semiotics.

### Session by Dr. P.P. Vijayalakshmi

Dr. P.P. Vijayalakshmi conducted a Creating Writing Workshop for the PG students, organized by the Department of Visual Media and Communication on 5<sup>th</sup> February, 2016. She explained the nuances of the Grammar of English Language. It was an interactive session with the participants working on the material provided.

## Copyrighting Contest

Anjali P. Kurup, Sixth Semester student of Integrated M.A. English Literature won the first prize in the copywriting contest organized by Kerala Advertising Agencies' Association in memory of the renowned copywriter Sri. M.V. Bhaskaran at Ashir Bhavan Kaloore, Kochi on 27<sup>th</sup> February, 2016. The topic given was to create a T.V, Radio and Print Ad to promote an ice cream with the USP that "it does not melt". Beena Kannan, Managing Director, Seematti Silks gave away the prize worth Rs. 10,000 to the winner. She was also offered a post at Method Advertisement.

## National Seminar on Cinema and the Formation of Cultural Identities



Department of English and Languages in collaboration with the Department of Visual Media and Communication organized a two day national seminar on 'Cinema and the Formation of Cultural Identities' on 25<sup>th</sup> and 26<sup>th</sup> of February 2016. Dr. U. Krishnakumar welcomed the gathering and the event was inaugurated by Sri. John Paul, renowned scriptwriter and film critic. Pujaneeya Swami Purnamritananda Puri blessed the occasion. The seminar was exalted by the plenary sessions given by Sri. John Paul, Prof. I. Shanmughadas, Film Critic and Professor of English (Retd.), Dr. C.S. Venkiteswaran, Film Critic, and Dr. C.S. Jayaraman, Professor, Dept. of English and Languages and Visual Media and Communication. The interdisciplinary seminar drew the attention of research scholars, activists and academicians nationwide and many participated. More than 75 papers were presented. The students' involvement from both the departments was commendable.

### International Seminar Session chaired

Dr. M. Rajesh, Associate Professor and Dr. A.R. Chitra, Assistant Professor, from the department chaired paper presentation sessions in a two day International Conference titled 'Configuring the Common Man : Trends and Perspectives in Contemporary Indian Literature', organized by the Department of English, Amrita Vishwa Vidyapeetham, Ettimadai, Coimbatore on 6<sup>th</sup> and 7<sup>th</sup> January 2015.

They also attended the conference.

### Paper Published (International Journal)

Kiran Jayan, fourth semester student published a research paper titled 'The Voice of The Rising Youth: A Biographical Reading of I am Malala' in The Criterion , an International Journal In English, Volume 6; Issue 6, December 2015 ( ISSN : 0976-8165)

Aravind S., M.Phil. scholar published a research paper titled 'Impact of Social Media in Discourse of Power: An Analysis', in Singularities a Transdisciplinary Biannual Research Journal (Conference Special Volume: Issue 1), ISSN 2348 - 3369.

Mobin John, M.Phil. Scholar, published a research paper titled 'Language and Power Dynamics: Problems Posited by Phallogocentrism in Understanding the Aesthetics of the Marginalized' in an upcoming journal published by South-asian English Language and Literature Teachers Association (SELLTA) in association with the Department of English, Bishop Heber College Trichy (in connection with the International Conference on English Language and Literature: Retrospect and Prospects (ICELLRP) held on the 4<sup>th</sup> and 5<sup>th</sup> of February, 2016. (ISBN: 978-93-85109-36-2)

### Papers Presentations

Dr. Sreenadh K, Asst. Professor, presented a paper titled 'In Search of Buddha: A Malayali Traveller's Tale' in the ICHR & ICSSR sponsored Three Day National Seminar on The Socio-Cultural Impacts of Buddhism in Kerala from 24<sup>th</sup> to 26<sup>th</sup> February 27, 2016 at Post Graduate & Research Department of Malayalam, Catholicate College, Pathanamthitta.

**International Conference on Canadian Studies organised by Postgraduate and Research Department of English, St. Joseph's College Tiruchirapalli was held on 1 February, 2016. Our following students of Integrated MA English presented papers:**

Reshma Sathyan and Gopika K Pradeep on 'An Inconspicuous Kinship between Nature and Man in Sinclair Ross's As For Me And My House'.

Aparna V and Anjali Sreekumar on 'Surfacing - A Cadence of the Trauma of Social Alienation, by Margaret Atwood'.

Jayalakshmi Menon, sixth semester student presented a paper 'Ryga's Rita – An Incandescent Representation of an Underdog Heroine'.

**International Conference on Power, Singularities at KAHM Unity Women's College, Narukara, Manjeri on 12-14 January, 2016 - Following students of Integrated MA English presented papers:**

Varsha Vinod Menon and Anjali Kurup on 'Mere Idolisation of Mythological Gynergy : A Study Based on Ardhanareeshwara'.

Sreelakshmi V S on 'Narration as a Source of Power : A Study Based on I Know Why the Caged Bird Sings'.

Swetha Soman and Archana Prakash P. J. on 'Media on Crusade : From Merchandise to Reality'.

Nikitha Rita E.A. and Anusree P.V. on 'Quest for War, Thirst for Peace : A Reality through the Struggle of the Oppressed'.

**National Seminar on Cinema and the Formation of Cultural Identities, organised by ASAS, Kochi on 25-26 February, 2016 - Following students of Integrated MA English presented papers:**

Varsha T Pillai and Donna Teresa Pious on 'Cultural and Identity Crisis in Lagaan'.

Amruthanjaly G on 'Transgender issue:Ardhanari'.

Aishwarya B.S. on 'The Gilded Cage : A Study Of Shoojit Sircar's 2015 movie Piku'.

Aiswarya P. on 'Celebrating Sameness: Depiction of Homosexuality through Visual texts in India'.

Anjali P. Kurup and Varsha Vinod Menon on 'Bound To the Bondages: Portraying the Plight of Women in Synge's Riders to the Sea'.

Amala K.B. on 'His Languge, Her Parole: Compliance and the Consolidation of Self in the movie, "English Vinglish".'.

Lavanya S. on 'Fire Witness: A Study of the Treatment of Namboothiri

Women in the Movie Agnisakshi".'.

Irine Maria Joy on 'Metamorphoses of Portrayal of Religions in Indian films.

Ammu Ghosh V.A. and Anusree P.V. on 'Polychromatic Sexuality: A study on Butch and Femme Concepts in the movie 'Blue is the Warmest Colour".'.

Parvathy P. and Sruthi Krishnakumar on 'Influence of culture in character formation: A Critical Study on Ozhimuri'.

Saraswathi K. and Shilpa P. on 'Love across the boundaries: a Panoramic Eyeshot on Yash Chopra's Veer-Zara'.

P. Vydehi and S. Jyothi Lekshmi on 'Knowledge Matters : A Perfect Womanhood'.

Anjali S. Nair on 'Contrivances of the Countrymen: a scrutiny of the movies 'Pazhashiraja' and 'Urumi'.

Keerthana M.S. and Meghana A.K. on 'Toiling through Cloaked Dreams: An Analysis of the Muslim Community through 'Paadam Onnu Oru Vilaapam".'.

Tarun Eldo Mathew and Gayathri Radhakrishnan on Guru, The Mirror of Today- an Eye Opening Visual Revelation'.

Parvathy N. and Kiran Jayan on 'Moiling to Survive: A Daunting Portrayal of the Womanless World in Mathrubhumi".'.

Livna C. and Meera M. on 'Being Politically Destitute: A Marxist Analysis of The Refugee in 'Bhajangri Bhajjaan".'.

T.O. Aswathi and Swathy Krishna C.B. on 'A ritual becomes a movie: the articulation of Theyyam in movies 'Kaliyattam', 'Pulijanmam' and 'Chayilyam".'.

Akhila Ajith and Amrutha H. on 'The Warped Wedlock : A feminist reading of the movie 'Parinayam".'.

Arjun Rajasekharan and Nandini Sajju J. on 'Circumstances: Brutalized to a Brute'.

Aiswarya K and Swetha Soman on 'Breaking Stereotypes: an Analysis of the Woman in 'Nee-Na".'.

Gautham K.G. on 'Influence of Media in the Formation of a New Culture'.

Sreelakshmi V.S. on 'An Exploration of Indian Lesbianism in Deepa Mehta's 'Fire".'.

Darshan B.M, M Phil. Scholar, presented a paper, 'Ethnography and Tulu Cinema: A case study of the film 'Kanchilda Bale".'.



## Bharatanatyam Performance



Department of English and Languages and SPICMACAY unit of College arranged a Bharatanatyam performance by Sri. Swarup Menon from U.K on 23<sup>rd</sup> January 2016. Dr. U. Krishnakumar extended a warm welcome to him. Swami Purnamritananda Puri blessed the occasion. The two hour performance was a visual treat to the audience. It was followed by an interactive session. A group of students from different departments under the guidance of Sri. M. Ramachandran, Lecturer in Malayalam, interviewed the artist.

## Two Day Workshop on Numerical Methods Using MATLAB / OCTAVE



Department of Mathematics organised a two day workshop on MATLAB/OCTAVE on 29th & 30th January 2016. Dr. M. Ravishankar, Associate Professor, Department of Marine Geology and Geophysics, CUSAT, Kochi was the invited expert. Pujaneeya Swami Purnamritananda Puri inaugurated and blessed the occasion. The workshop covered basic concepts of MATLAB/OCTAVE and its application in various fields. Dr. M. Ravishankar gave a lecture on the basics of MATLAB. The afternoon sessions were a hands on training using MATLAB/OCTAVE. Sessions covered creation of user defined functions, import data and saving data in various formats. More than 15 Assistant

Professors and Research Scholars from other institutions participated in the workshop. Participants clarified their doubts with the expert during the interaction session. Dr. M. Ravishankar distributed the certificates.

## International Research Publications

Chithra M.R., A. Vijayakumar - "Component factors of the Cartesian product of graphs", Asian-European Journal of Mathematics (accepted) , ISSN: 1793 - 5571 SCOPUS INDEXED.

### Placements

Following Companies offered placements for our students: McKinsey & Company, Cognizant, KPMG, WIPRO STEP-UP, Infosys, Mpahsis, Accenture, Cognizant Interactive , Digi Captions, TCS Open Ignite, EXL, Infosys BPO, Wipro GIS, CSS Corp.

Of these, final results are awaited from WIPRO STEP-UP and Digi Captions.

Companies scheduled in February / March 2016 for Campus Recruitments are: Mindtree, Royal Bank of Scotland, Sun Network, Star TV, TCS, Syntel, Quadrant 4, Applexus Technologies, Xtend Technologies, Amrita TV, Metadata Technologies, City Union Bank, BNP Paribas, RM Education, ONE TV, RR Donnelley, Exenta, Investnet, Media.net, Sutherland Global Services etc.

# ENLYTUS-A PR CAMPAIGN

When the long waiting hours passes by, books are the perfect companion for a solitary person. Reading shows us a world beyond ours. The students of Amrita School of Arts and Sciences, Kochi initiated a Public Relation campaign for Enhancing Reading habits. This campaign was conceptualized by Master of Mass Communication and Journalism students(2014-16) as a part of their public relations project.

Research shows that students lack:

- Reading habits among students
- Library usage
- Knowledge about the Opac System in the campus
- Motivation

MJMC 2014-16 students attempted to conceptualize a campaign of this capacity. For getting wide reach different mediums have been identified according to the students reach and accessibility like social networking sites, badges, bookmarks, pamphlets, book exhibitions, banners, installations, presentations, newsletters, whiteboards, short documentations. In advertisements a print advertising, video, reminder and repeater advertisement techniques were used to get the information. The entire campaign was backed up by:

- **Design** - Masters of Fine Arts (Applied Art) for the design and advertisements.
- **Content** - Integrated MA English contributed the core contents.



*Inauguration of Enlytus Book Exhibition by Dr. U Krishnakumar on 20<sup>th</sup> November 2015. Prof. C S Jayaram, Prof. P P Vijayalakshmi, other Faculty members and students also seen.*

- **Research** - The whole cause of the campaign was a part of a research conducted by M.Phil. Scholars of Visual Media titled 'Reading habits among students of Amrita School of Arts and Sciences, Kochi.'

The campaign started on 9<sup>th</sup> November on social networking site targeting students of Amrita School of Arts and Sciences, Kochi followed by an installation of alphabets on a tree in front of the campus on 15<sup>th</sup> November later followed by a Book exhibition on 20<sup>th</sup> November, displaying selected and must read books from the library. 300 books from different genre's were carefully selected by teachers and librarian based on factors like mostly issued, award winning books, classic novels, must read books on Arts and Sciences. A highlight was also given on books written by Amma. The entire campaign was documented by B.Sc. Visual Media 5th semester students and made into a small documentation video.

The Campaign was successful with the grace of Amma. Event was mentored by Sri. K.G. Sreehari, Faculty in Visual Media and other faculty members of Dept. of English. The campaign will continue into the next semester reinforcing the message to the students, of the importance of reading and to achieve excellence through it.

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

**At the Field and Desk:** Dr. Rajesh Manayil, Dr. Sony Vijayan, Dr. K. Sreena, Dr. A.R. Chitra, T. Varun Prabha, M.A. Krishnakumar, Sunij S. Nair, D. Harikrishnan S. Girish, S. Mahesh, R. Sanju, M. Ramachandran, L. Nitha, C.V. Praveenkumar, P. Balasubramanian, P.R. Aravind, N.K. Vinod

**Editorial Coordination:** Dr. U. Krishnakumar      **Design and Layout:** K. R. Muralikrishnan