

AMRITA KIRANAM

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



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Inauguration of Academic Activities for 2016 – 2017



Inauguration of Academic Activities for 2016 - 2017, 14th Series of Annual extramural Expert Lecture Sessions Vidyamritam and the CSR initiatives for 2016 were conducted on 28th July. After an enchanting welcome dance by the students, Swami Purnamritananda Puri, General Secretary, Mata Amritanandamayi Math blessed the function. The chief guest Dr. M.C. Dileep Kumar, Vice Chancellor, Sree Sankaracharya University of Sansrit, Kalady initiated the lamp lighting and delivered the inaugural address. Sri. P.K. Jayachandran, Bureau Chief, Mathrubhumi, Kochi was another guest of honour. Dr. P. Prathapan Nair, Principal, Amrita School of Medicine, Kochi presided over the function. Prof. N.N. Menon, Head, CIR,

Kochi campus and Prof. P.A. Appukkuttan offered felicitations. Chief Guest released the Collection of Edited Articles titled “Literature n’ Technology- An Interface” as part of the Research activities. Best Student and Staff Library Users and Staff and students who did vacation internships in AIMS Hospital and our campus were honoured. Academic handbook for 2016 and Mathrubhumi SEED Handbook were released. Later vegetable and plant saplings were presented to the SEED volunteers and parents of the new students of 2016 as a mark of thanks giving and prayer to the Mother nature. Dr. U. Krishnakumar, did a prefatory talk. Dr. Sony Vijayan welcomed the gathering. Dr. A.R. Chitra offered the formal vote of thanks.

FDP on Teaching and Communication

An FDP was conducted from 25th to 30th May with the theme as “Effective Teaching and Non-violent Communication with Students”. Resource persons were Professional Freelance Trainers Dr. K.K. Jayan, Smt. Ranjitha Jeurkar, Smt. Dayalakshmi. Dr. N.P. Hafiz Mohamad, Professor of Sociology, University of Calicut also conducted a session. A detailed survey was conducted among the faculty on their perceptions of teaching effectiveness. The programme was attended by majority of the faculty members.



College Book Fair

A book fair by *bookarts* publication was arranged in the college library on 18th and 19th August, 2016. The faculty members from different departments and the representatives from *bookarts* were present at the lamp lighting to mark the inauguration of the book fair. Students from different programmes visited the fair and purchased the books of their choice.

Nature Camp and Painting at Athirapally



Forest and Wildlife Department along with the student and staff volunteers Mathrubhumi SEED club of the campus organized a Nature Camp at Athirapally - Vazhchal on 18th April. Forest officials took classes and arranged the video presentation trekking and wildlife study. MFA students along with their faculty member Dr. C. S. Jayaraman did onsite nature study painting in the forest and presented their works to the officials.

Kayikamritam 2016



The school organized Kayikamritam, a two day sports event, in the campus on 21st and 22nd of April, 2016. The event was inaugurated by Brahmacharini Bhakthipriyamrita Chaitanya, Principal, Amrita Vidyalayam, Kochi. The programme started



with march past by the students. The valedictory function was held on 22nd in the campus. Br. Tapasyamrita Chaitanya distributed the trophies and certificates to the winners. The event concluded with National Anthem.

Malayala Sahithya Samajam

Malayalam students of Fourth semester B.Com. students conducted 'Malayala Sahithya Samajam' in the prayer hall on 1st April 2016. The event which highlighted the importance of Malayalam language, Kerala traditional and cultural values started with prayer and welcome address by Ms. Reshma Raj. It was followed by various programmes.



International Yoga Day



Dr. U. Krishnakumar, Director, was the main invitee of the international yoga day celebration held at Amrita Vidyalayam, Perumbavoor on 21st June. Our faculty members Smt. Supriya Rajendran, Smt. Gaina and Sri. M.A. Krishnakumar accompanied him. He gave a session on the significance and the need for yoga practice. His talk highlighted the importance of IAM Tech., the yoga and meditation programme introduced by Amma. The higher secondary students interviewed Dr. U. Krishnakumar as part of the Amritam Project of the school.

Amrita Values Programme



Amrita Values Programme (AVP) is designed to provide education for life, as envisaged by Amma. The programme, which aims at inculcating life values in students, is now part of the university curriculum. Our campus has begun the programme from the current academic year offering training in Organic Farming and Sustainability, Yoga and Meditation, Kerala Mural Art and Painting, Lessons from Ramayana and Indian Medicinal System. The opening sessions of AVP were led by Dr. Ravindranatha Kamath, HOD, Dept. of Integrated Medicine, AIMS. He elicited upon the need to increase the awareness of Indian medicinal systems. Inaugural session on Organic Farming and Sustainability was conducted at CMFRI (Under Ministry of Agriculture). Dr. Shinoj Subramannian, Head, Krishi Vigyan Kendra (KVK) handled the class. These classes will also involve lectures by invited eminent professionals and academicians.



Invited lecture on Indian Culture



Dr. N. Gopalakrishnan, reputed scientist, Founder Director, Indian Institute of Scientific Heritage (IISH) and promoter of India's Scientific and Spiritual Heritage, delivered three talks on 10th August 2016. Undergraduate and Postgraduate students from all departments attended the talk. Reflecting his thoughts on the glorious Indian culture, he elaborated on different topics related to value based education, transience of life, true meaning of knowledge and the power of mind. There was an exclusive session for more than fifty research scholars wherein he enlightened the audience on work culture, quantitative and qualitative values, life management, and constructive criticism.

Ecology Workshop at Arboretum



On 10th August our Mathrubhumi SEED Club volunteers attended a workshop organised by Mathrubhumi at their Arboretum at Aluva, a model garden of rich biodiversity. The workshop named as Bodhi facilitated new lessons of ecology and environment to our students. The eminent environmentalist Prof. S. Seetharaman explained about the trees and the Season Watch project of Mathrubhumi. The Season Watch volunteers Arun Elassery, Nissar Muhamed and Swathi led the workshop. The head of the Mathrubhumi Club FM Sri. Priyaraj shared his experiences of ecology and wildlife. The RJs of Club FM M/s Karthik and Radhika interacted with the students. The concluding session was addressed by Dr. U. Krishnakumar.

SPIC MACAY

Kuchipudi Lecture demonstration Gotipua

Kuchipudi Lecture demonstration by the renowned artist Vedanta Venkata Naga Chalapathi who hails from the Vedantam family known for its natyaparampara in Kuchipudi was held in the college auditorium on 5th August, 2016. Dr. U. Krishnakumar welcomed and introduced the artists. The performance lasted for one and a half hours mesmerizing the audience. Pujaneeya Swami Purnamritananda Puri distributed mementos to the artists.

Gotipua

Gotipua, a traditional dance form of Odissi folk was performed by Artists from Konarak Natya mandir, Odisha, on 22nd August 2016. *Bandha Nritya*, a combination of complex acrobatic feats, postures and graceful steps was a brilliant performance by a team of devoted child artists. Guru Sri. Jayakrushna Nayak, the vocalist led the team comprising Sri. Yudhistr Pradan, Sri. Alok Ranjan Das and Sri. Sanjaya Kumar Pradhan as percussionists. The mesmerising performance received a standing ovation from the audience.



Compering and Lecturing for programme on 5th and 22nd were done by Sri. Unni Varier, Coordinator, SPICMACAY.

Social Awareness Campaign (SAC)

This academic year has initiated Social Awareness Campaign (SAC) to sensitize young learners to their social responsibilities. As part of the campaign, the campus stresses upon eight concepts: Energy and Water Savings, Food Wastage, Campus Cleanliness, Classroom Cleanliness, Healthy Food Habits and discipline, Workplace discipline, Infrastructure Damage Reporting and Event Management. Faculty members Sri. K. Sreekumar and Sri. C.V. Prasannakumar are co-ordinating activities of the campaign, ensuring active student participation of the entire campus.

NAAC sponsored National Seminar

A two day National Seminar on the topic “Curriculum Design and Development for Sustainable and Societal Development: A Road Map” was held at the Ettimadai campus on 12th and 13th August, 2016. Sri. C.V. Prasannakumar, Academic Coordinator, Dr. K. Sreenath Muraleedharan, Asst. Professor, Dept. of English and Languages and Sri. S. Girish, Asst. Professor, Dept. of Commerce and Management attended the seminar sponsored by National Accreditation and Assessment Council (NAAC).

Sanskrita Dinam and Ramayana Dina Acharanam



The school observed Sanskrita Dinam and Ramayana Dina Acharanam in the campus on 16th August 2016. The celebration commenced with the opening of an exhibition “Sanskritam Pradarsini” by Prof. P.A. Appukuttan. The formal function was held in the Brahmasthanam Auditorium at 2 p.m. It began with the lighting of the lamp by the chief guest, Dr. M.V. Natesan, Assistant Director, International School for Sree Sankaracharya Studies, Sree Sankaracharya University of Sanskrit, and other guests of honour. Dr. U. Krishnakumar welcomed the gathering. Pujaneeya Swami Purnamritananda Puri delivered the Ramayana message and Dr. M.V. Natesan spoke

on Ramayana and the relevance of Sanskrit in the modern world. The rendering of Ramayana by Sri. S. Hariharan and Miss. Gauri Priya Menon elevated the minds of the audience. The winners of the Ramayanam Quiz, held on 8th August, 2016 and Ramayanam recital, held on 16th August, 2016 were felicitated. The audience treated with an episode from the Ramayanam ‘Ahalyamoksham’, a Sanskrit skit, directed by Smt. O.S.Sreedevi. The venue also observed Rakshabandhan. Dr. A.R. Chitra, Assistant Professor, Department of English and Languages delivered the vote of thanks. The function concluded with the national anthem.

Onam Celebration



Onam Festival was celebrated on a grand scale in our campus on 31st August, 2016. The celebration started with a procession of students dressed up as deities. Chendamelam, Pulikali, Pookkalam, Thiruvathirakkali and Onappattu by the faculty members and students added colour to the occasion. Pujaneeya Swami Purnamritananda Puri distributed prizes to the winners of pookkalam competition and participants of the procession. The celebration concluded with a sumptuous Onam sadya and payasam distribution by Swamiji.



In Touch with Nature



The volunteers of Mathrubhumi SEED Club and the cultural forum of the campus visited the tribal village near Thattekad under the guidance of our Dr. U. Krishnakumar and faculty members on 04th September, 2016. The volunteers presented gifts to the tribal folk and paid respects to their chief (Mooppan) and shared food with them. Sri. Lalu, Sri. Narayanan and other devotees of Amma coordinated the visit along with the members of the Mata Amritanandamayi Satsang Samithi of Kothamangalam.

Visit to Mathruchaya and Madhavam



A team of resident students and faculty members led by Dr. U. Krishnakumar visited Mathruchaya Balabhavan and Madhavam on 07th September, 2016. Pujaneeya Swami Purnamritananda Puri blessed the function with his message and bhajans. The study material collected by our students were gifted to them. The inmates of Balabhavan presented cultural programmes along with our students and had dinner together. The evening with them was quite rewarding.

Teachers' Day Celebration

Teachers' Day was celebrated on 5th September, 2016 in Brahmasthanam auditorium at 3 p.m. The programme started with the institutional prayer followed by lighting of the lamp. Prof. PA Appukuttan and Dr. K. Balakrishnan of the Department of English and Languages gave the Teachers' Day message. Dr. U. Krishnakumar delivered the felicitation speech. Dr. Balasubramanian was honoured on being conferred Ph.D. Dr. U. Krishnakumar paid respects to Prof. P.A. Appukuttan on his 81st birthday by adorning him with a Ponnada. The programme ended with the Shanthi Mantra and the National Anthem.



Vidyamritam Session



Sri. Ramesan Cholayil, Chief Architect & MD, Roseate Technologies, Kochi gave a lecture on “Data Warehousing & Business Intelligence” as a part of Vidyamritam, the extramural lecture series organized by the Department of Computer Science and IT in association with CSI on 1st April 2016. The talk focused on the major Data Warehouse Components, Process Model and Architecture. MCA and BCA final year students were the main beneficiaries of the session.

Citation for an International Research Publication

Dirk Frettloeh, a Mathematician from Bielefeld University, Germany has shown great appreciation for the research work of our faculty member Sri. R. Nandakumar, Assistant Professor in Computer Science. His work (<http://mathforum.org/wagon/2015/p1199.html>) has been strongly cited in a recent paper <http://arxiv.org/abs/1603.09132>. He is continuing the collaborative work with the great Mathematician.

Sri. R. Nandakumar also coauthored a research paper titled “Non-Tiles and Walls - a variant on the Heesch Problem” in the International Journal of Combinatorial Geometry with Erich Friedman, Dept. of Mathematics, Stetson University, Florida. Location: <http://arxiv.org/abs/1605.09203>

Paper Publication

Ms. N. Thushara Vijayakumar and Dr. M.V. Judy, Associate Professor published a paper titled “Autism spectrum disorders: Integration of the genome, transcriptome and the environment” in The Journal of the Neurological Sciences.[DOI:10.1016/j.jns.2016.03.026] May 15, 2016 Vol. 364, Pages 167-176. Elsevier Publication.

Ms. Aswathy Nair, Ms. Binyamol M.G., Ms. Nima S. Nair, Asst. Professor published a paper titled “A Mediator Based Dynamic Server Load Balancing Approach Using SDN” in Springer, 2016

Ms. Athira G. Panicker, Ms. Reshma V.R., Ms. Nima S. Nair, Asst. Professor published a paper titled “Enhanced Framework for File Transfer Service to Ensure Confidentiality in Public Cloud Environment” in Springer, 2016.

Ms. Amritha M.B., Ms. Amritha Valsan, Ms. Gaina K.G., Asst. Professor published a paper titled “Trust-Score: Trusted User Review Summarization” in International Journal of Control Theory and Applications, SCOPUS, 2016.

Ms. Kukku S., Ms. Reshma Raghu, Ms. Gaina K.G., Asst. Professor published a paper titled “Tweet Segmentation and Its Application Using Random Walk and Part-of- Speech Methods” in International Journal of Control Theory and Applications, SCOPUS, 2016.

Ms. Nimisha E., Ms. Shyama P., Ms. Rajalakshmi V.R., Asst. Professor published a paper titled “A New Approach to Increase the Storage Efficiency of Databases Using BIT Representation” in International Journal of Control Theory and Applications, SCOPUS, 2016.

Ms. Sruthy M.K., MS. Surya M., Ms. M. Soumya Krishnan, “Influence of Agile on Indian IT Companies”, Indian Journal of Science and Technology, SCOPUS, 2016.

Aswani Viswanathan, Smrithi R. Nair, M. Soumya Krishnan, Asst. Professor published a paper titled “Solution Model for Requirement Prioritization Techniques” in International Journal of Control Theory and Applications, SCOPUS, 2016.

Ms. Arya Valsan, Ms. Sreepriya C.T., Ms. Nitha L., Asst. Professor published a paper titled “Social Media Sentiment Polarity Analysis: A novel approach to promote business performance and consumer decision making” in International Journal of Control Theory and Applications, SCOPUS, 2016.

Ms. Athira S. Nair, Ms. Haripriya Venugopal K.E., Ms. Nitha L., Asst. Professor published a paper titled “Destination Proposal System to Forecast Tourist Arrival Using Associative Classification” in Springer-Advances in Intelligence and soft computing, 2016

- Ms. Aswathi M., MS. Nisha N. Sharma, Mr. Mahesh A.S., Asst. Professor published a paper titled “An Enhancement of Throttled Load Balancing Algorithm in Cloud using Throughput” in Springer-Advances in Intelligence and soft computing, 2016
- Mr. Arun S., Mr. Vishnu V.V., Mr. Arun Kumar N., Asst. Professor published a paper titled “Parse Tree Generation Using HMM Bigram Model” in Springer, 2016
- Mr. Akhil Raj R., Ms. Roshmy T.R., Mr. ArunKumar N., Asst. Professor published a paper titled “An Enhanced Parts of Speech Tagger for English Sentence” in Springer, 2016
- Ms. Reshma Viswanath and Mr. R. Nandakumar, Asst. Professor published a paper titled “The Mode from a Sequence of Numbers” in SCOPUS, 2016.
- Mr. R. Nandakumar, Asst. Professor published a paper titled “Allusions and Illusions - an Intertextual Perspective on Two Malayalam Films” in Literature and Technology: An Interface, collection of edited articles.
- Ms. Aiswarya B., Ms. Geethu Prasad , Ms. Remya Nair T., Asst. Professor published a paper titled “An Enhanced Searching Technique To Improve User Navigation” in International Journal of Control Theory and Applications, SCOPUS, 2016.
- Ms. Divyavarma K., Ms. Remya M., Ms. Deepa G., Asst. Professor published a paper titled “An Enhanced Bug Mining for Identifying Frequent Bug Pattern using Word Tokenizer and FP-Growth” in SPRINGER- Advances in Intelligent Systems and Computing (AISC) series, 2016.
- Ms. Sharika Unnikrishnan, Ms. Sreelakshmi S., Ms. Deepa G., Asst. Professor published a paper titled “Enhancement Of Accuracy In K-Means Clustering” in International Journal of Control Theory and Applications, SCOPUS, 2016.
- Ms. Nandita Pallavi, Ms. Anisha A.S., Ms. Leena V., Asst. Professor published a paper titled “Detection of Incongruent Firewall Rules and Flow Rules in SDN” in Springer-Advances in Intelligence and soft computing, SCOPUS, 2016.
- Ms. Anupriya K., Ms. Revathy R. Nair, Ms. Leena V., Asst. Professor published a paper titled “An Attainment Upgrade In Audio Steganography” in Springer-Advances in Intelligence and soft computing, 2016
- Mr. Niranjana R., Mr. Amal Prakash N., Ms. Sreeja Ashok and Dr. M.V. Judy, Associate Professor published a paper titled “Exploring Key Gene Interactions using Particle Swarm Optimization” in International Journal of Pharma and Bio Sciences,ISSN 0975-6299
- Ms. Leena Aswathy Menon R., Ms. Surya Prabha B., Ms. Sreeja Ashok and Dr. M.V. Judy, Associate Professor published a paper titled “Application of Ant Colony Optimization in Identifying the Key Gene Interactions” in ICCP2016 Conference, SCOPUS, 2016.
- Ms. Alana Mathew, Ms. Reshmi Raj, Ms. Sreeja Ashok and Dr. M.V. Judy, Associate Professor published a paper titled “Exploring Highly Connected Protein Complexes in PPI Networks” ICCP2016 Conference in SCOPUS, 2016.
- Ms. Nair Puja Prabhakar, Ms. Devika Rani, Mr. Hari Narayanan A.G., Assistant Professor, Dr. M.V. Judy, Associate Professor published a paper titled “Analyzing the impact of software design patterns in data mining application”, in Springer-Advances in Intelligence and soft computing, Joint international conference on artificial intelligence and evolutionary computation in engineering systems (ICAIECES 2016) and power circuit and information technologies (ICPCIT 2016)
- Ms. Rakhi S. Krishnan, Ms. Ajeesha Radhakrishnan, Mr. Sumesh S, Asst. Professor published a paper titled “Secure Cloud Storage Based On Partitioning and Cryptography” in Springer-Advances in Intelligence and soft computing, 2016
- Mr. Mebin K. Babu, Mr. Deedish Udayan, Mr. Sumesh S., Asst. Professor published a paper titled “Secure Data Communication in Cloud Using Fully Homomorphic Key”, in International Journal of Control Theory and Applications, SCOPUS, 2016.
- Ms. Arundhathi B., Ms. Athira A., Ms. Ranjitha Rajan, Asst. Professor published a paper titled - “A Study on Mutual Information based Feature Selection in Classifiers” in Springer-Advances in Intelligence and soft computing, 2016.
- Ms. Rose S., Krishna Das S., Ms. Ranjitha Rajan, Asst. Professor published a paper titled “An improved Multi-label classifier using Data Gravitation method” in International Journal of Control Theory and Applications, 2016
- Ms. M. Soumya Krishnan, Asst. Professor published a paper titled “Quality Tweaks in Call Centers and its Sway on Workforces” in International Journal of Information and Management Sciences, 2016

Student Achievements

CSI Dumb Tech Charades 2016

CSI Student Branch, Kochi chapter conducted Dumb Tech Charades on 11th August, 2016. Eight teams of four BCA - MCA students each participated in the contest. Sreelakshmy Sivasdas, Gayathri P.M., Krishnendu R. Nair and Geethu Nandan (2014 BCA, 5th Semester A batch) won the first prize. Second Prize was won by the team of students of 2014 BCA, 5th Semester A batch : Riya Raju, Soundarya R., Sariga M.S. and Sreelakshmi J. Third Prize went to the team of R. Praveen Pai, Advyith Ashok, Chandu R. Nair and Abhijith B. (2016 Int. MCA, 1st Sem 2016).

ICT Quiz 2016

CSI Student Branch, Kochi chapter conducted ICT Quiz on 5th September, 2016. Twelve teams of two students each from BCA & MCA participated in the event. First prize - R. Praveen Pai and Abhijith B. (2016 Int. MCA, 1st Semester). Second prize - Advyith Ashok and Chandu R. Nair (2016 Int. MCA, 1st Semester). Third Prize was shared by Meenakshi and Keerthi N.R. (2015 MCA, 3rd Semester) & Calvin Rodrigues and Ashwin Kuriakose (2016 Int. MCA, 1st Semester).

Department of COMMERCE AND MANAGEMENT

Vidyamritam Session



Sri. Akash J.P., L&D Coordinator, M/S Carborandum Universal Ltd. (Murugappa Group), Koratty, Thrissur, handled a session on the topic Self Development on 18th August 2016. Students of BBA, B.Com., B.Sc. Visual Media 3rd Semester and M.Com. 1st Semester attended the same. This interactive session which focussed on developing positive attitude, leadership skills, career goals and time management inspired the students.

Paper Publication, Presentation and Participation

Dr. Sony Vijayan, Associate Professor published a paper titled “Indian Law on Regulating Access to Ships” in International Journal in Management and Social Sciences- ISSN-2321-1784-Peer reviewed Scopus Indexed International Journal-June 2016.

Dr. A.S. Ambily, Asst. Professor (SG) published a paper titled “A Study on Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA) and Women Empowerment” in International Journal of Research in Economics and Social Sciences (IJRESS) of Euro Asia Research and Development Association ISSN (o): 2249-7382, An open access scholarly, online, peer-reviewed, interdisciplinary, monthly, and fully refereed journal, Impact Factor: 6.225 of Vol 6, Issue 5, May 2016.

Mr. S. Girish, Asst. Professor published a paper titled “Evaluation of Stakeholder Perception on Green Banking Practices in Selected Public and Private Sector Banks in Kerala” in Journal of Internet Banking and Commerce, Google Scholar H5 Index: 18, ISSN: 1204-5357, Vol.21, Issue 3, open access Peer reviewed Scopus Indexed International Journal-April 2016.

Ms. G. Gopika, published a paper titled “Conceptual Overview Of Shadow Economy: Socioeconomic Impact And Ramification On The Sustenance Of A Nation” in Innovare Journal of Business Management a peer reviewed open access journal, Vol 4 Issue 3 June 2016, ISSN: 2321-6816.

Ms. G. Gopika and Ms. K.G. Rajani, Asst. Professors published a paper titled “Evangelism As A Marketing Strategy In The Challenging And Innovative Business Scenario” in International Journal Of Science Technology & Management, Vol. 5 Issue No. 6, June 2016, ISSN (Online). 2394-1537, Impact Factor: 2.02

Ms. Karthika Sajan, Ms. R. Krishna and Ms. R. Preetha, Asst. Professor published a paper titled “A study on customer attitude towards the relaunch of Maggie Noodles in Ernakulam in International Journal of Commerce, Business and Management (VO1.5.No:3, May-June 2016)

Ms. Ann Mary Jones, Ms. M.R. Anusha, Dr. A.S. Ambily, Asst. Professor (SG) published a paper titled “A Study on the Effectiveness of Rashtriya Swasthya Bima Yojana with Reference to Chirakkadavu Grama Panchayat” in International Journal of Scientific Research, ISSN No. 2277 - 8179, Vol. 5, Issue 4, March - April 2016, Impact factor 3.508, IC value 69.48.

Ms. E.V. Vincy and Dr. A.S. Ambily, Asst. Professor (SG) published a paper titled “A study on Importance of Employee Motivation at Periyar Rice Mills, Kalady” in International Journal of Scientific Research, A peer reviewed, refereed and indexed international journal, ISSN No. 2277 - 8179, Index Copernicus IC value 69.48, Impact factor 3.508, Volume 5 / Issue 5 May 2016.

Mr. R. Dheeraj and Dr. A.S. Ambily, Asst. Professor (SG), published a paper titled “A Study on Consumer Satisfaction Among Yamaha Two Wheeler Users” in International Journal of Core Engineering & Management, ISSN: 2348-9510, SJIF Impact factor- 3.135 Vol 3, Issue 1, April 2016.

Ms. M.R. Anusha and Dr. A.S. Ambily, Asst. Professor (SG), published a paper titled “The Study on the Effectiveness and Popularity of Viral Marketing” in International Journal of Core

Engineering & Management (IJCEM) ISSN: 2348, 9510 Volume 3, Issue 2, May 2016, Impact factor- 3.35.

Ms. K.G. Rajani, Asst. Professor and Ms. G. Gopika, presented a paper in the International Conference on Recent Innovations in Science, Technology, Management and Environment, titled “Repercussion of Advertisement Appeals on Dynamic Buying Demeanor”, organized by Indian Federation of United Nations Association, New Delhi held on 19th June 2016, ISBN- 978-81-93109-1-3.

Dr. P. Balasubramanian, Asst. Professor (SG) presented a paper “IPO’s performane - Pre and Post Era with reference to Cochin Stock Exchange (CSE) at the International Conference on Financial Markets and Corporate Finance heldat IIT, Chennai on 12th and 13th August 2016.

Dr. P. Balasubramanian, Asst. Professor (SG) chaired the technical session for the International Conference on Breaking New Ground towards Digital Era in Commerce at Hindusthan College of Arts and Science, Coimbatore on 21st September, 2016.

Dr. P. Balasubramanian, K.R. Shabu, Asst. Professors (SG) along with their M.Phil. research scholars attended the Awareness Conference on Responsible Business Practices at Raddison Blu, Kochi on 23rd Spetember. Conference highlighting the business ethics and practices was organised jointly by Amrita Univeristy, CII and ASSIST. Faculty from Amrita School of Business also participated.

Papers Accepted for Publication

The paper by Mr. V. Murale and Ms. R. Preetha, Asst. Professor, titled “Early Career Expectations of Indian Gen ‘Y’ has been accepted to be published in the upcoming issue of “International Journal of Applied Business and Economic Research” No. 6 (Scopus listed journal with SJR H index 2 and listed in Australian Business Dean’s Directory)

The paper by Mr. V. Murale and Ms. R. Preetha, Asst. Professor, titled “ A qualitative inquiry into career expectations of Indian Gen Y “has been accepted to be published in South Asian Journal of Global Business Research (Emerald Publications UK listed in Australian Business Dean’s Directory C Category).

The paper by Mr. Amal Raj and Mr. K.R. Shabu, Asst. Professor, titled “Relationship Between Economic Value Added And Profitability

Measures With Reference To Hindustan Organic Chemicals Limited Kochi - A Study” has been accepted for publication in International Journal of Research in Commerce & Management.

The paper by Ms. R. Preetha, Asst. Professor and Ms. S. Radhika, titled “The effect of advertisement on children with special reference to Confectionary Products in Ernakulam” has been accepted to be published in International Journal of Recent Scientific Research.

The paper by Mr. Krishnan Iyer and Ms. R. Preetha, Asst. Professor, titled “A Study on The Performance of IPO’s With Special Reference to Cochin Stock Exchange” has been accepted to be published in International Journal of Commerce, Business and Management.

The paper by Mr. Deepu Francis and Mr. S. Girish, Asst. Professor,

titled Brand Preference of Smart Phones among the Youth with Special Reference to Ernakulam District” has been accepted to be published in International Journal of Research in Commerce and Management (IJRCM).

The paper by Ms. G. Gopika Lecturer, titled “A Theoretical review on the Employee Inclination towards Technological Amelioration in the Banking Sector in India: Contemporary Scenario” has been accepted to be published in the International Journal of Applied Business and Economic Research (Serials publications), (Scopus indexed journal with SJR H index 2 and listed in Australian Business Dean Directory), ISSN : 0972-7302 .

The paper by Ms. M. Chaithra, Ms. Akhila Venugopal and Mr. S. Girish, Asst. Professor, titled ”A study on Consumer’s Attitude towards Emerging Trends of Mobile Advertising in Kerala” has been accepted to be published in International Journal of Research in Commerce and Management (IJRCM).

The paper by Ms. Gayathri Krishna and Dr. A.S. Ambily, Asst. Professor (SG), titled “A study on Performance of IPO’s under NSE from issue price to last trading price in the year 2013-2015” has been accepted by Global Journal of Finance and Management (GJFM).

The paper by Ms. G. Gopika, Ms Karishma Anil and Ms. Niya Antony, titled “An Empirical Analysis On The Financial Literacy And The Investment Perspective of Working Women”, has been accepted for publication in International Journal of Research in Commerce and Management (ISSN 0976 - 2183) in the August 2016 issue, (Double peer reviewed journal, Impact Factor: 5.09).

The paper by Ms. G. Gopika, Mr. P. Nandakumar and Mr. James Janso Mannil, titled “Influence Of Television Advertising On Purchase Decision Making Of FMCG Products” has been accepted for publication in International Journal of Research in Commerce and Management (ISSN 0976 - 2183) in the August 2016 issue.(Double peer reviewed journal, Impact Factor: 5.09)

Department of VISUAL MEDIA AND COMMUNICATION

Dakshina - An Art and Portfolio Extravaganza



The Department organized a three day Art and Portfolio Extravaganza, Dakshina 2016 in the campus on 11th, 12th and 13th April 2016. Sri. Bijipal, Singer and Music Director inaugurated the event in the presence of Sri. Reghunath Paleri, Film Maker. The final semester students of B.Sc. Visual Media, MJMC and MFA exhibited their creative work at the event. Many professionals from Media, Film and Advetising domains visited the show.

Durbar Hall Art Gallery Exhibition

The third semester students of B.Sc. Visual Media visited the photography exhibition organized by PhotoMuse, a museum of photography under the leadership of Dr. Unnikrishnan Pulikkal at the Durbar Hall Art Gallery, Ernakulam on 04th August, 2016. Photographs by budding photographers evoked interest in photography. Sri. M.A. Krishna Kumar and Sri. T. Varun Prabha, Assistant Professors of the department, accompanied the students.

A Curtain Raiser to 'SIGNS'

Organisers of the 'SIGNS' film fest by Federation of Film Societies of India (FFSI) to be held at Kochi from 29th September visited the campus on 22nd October. They were supported by the Kerala Chalachithra Academy Touring Talkies unit. Video clips of festival films were shown and organisers interacted with our students. Organisers were M/s Madhu Janardhanan, Regional Council Member, FFSI, N. Mammed, Film Critic and Activist of FFSI, Anoop Varma, President, Cochin Film Society and Pradeep, Theatre Artist. Event was coordinated by Prof. C.S. Jayaraman.

Workshop on Film Direction

Sri. C.S. Jayaraman, Professor, Department of English and Languages conducted a three day workshop on film direction for the MFA - DFM students. The workshop which began on 4th April 2016 gave the students a hands-on experience on the production of feature film.

Workshop on Script Writing



A Three-day workshop on script writing was organized for the third semester DFM and AAA students of the department from 04th to 6th of August, 2016. Sri. Babu Pallaseri, renowned script writer and director of the Malayalam film industry, conducted the workshop. It was highly interactive aimed at an intensive study on writing film scripts.

Workshop on Science Communication



A Seven-day workshop for MJMC 3rd semester students on “Science Communication” from 08th to 14th of August, 2016 was held in the campus. Sri. K.P. Madhu, veteran trainer in Science Communication and former Head, IISER, Pune, was the facilitator. The workshop instilled a renewed vigour in the research perspectives of the students and the faculty members.

Industry Visit to CUMI

As part of project work, DFM 3rd semester students visited CUMI (Carborundum Universal Limited) on 18th August, 2016. Sri. M.A. Krishna Kumar and Sri. T. Varun Prabha, Assistant Professors, accompanied the students. They produced the documentary on CUMI during the follow up visits.

Workshop on Advertisement



A one day hands-on workshop on Creating Effective Advertisement for MFA- AAA and ACM 3rd semester and B.Sc. Visual Media 5th semester Web/Advertising students was conducted on 25th August, 2016. The session was handled by Sri. James Paul Valappila, Joint Director of Valappila Communications Ltd. The practical session gave the students much sought after exposure to the industry.

Workshop on Art Direction

A one week Art Direction workshop for final year DFM batch was successfully completed under the guidance of Prof. C.S. Jayaraman. The workshop began with a tribute to the Theatre world by enacting a short piece of conversation between Caliban, one of the notable Shakespearian character, and Shakespeare himself. Students made two short films as a practice to understand the scope of art direction in film making. The workshop intended to inculcate the new trends in film making among the students.

Packaging - On hand experience

MFA- AAA 3rd semester students of the department went on a three day visit to Sivakasi printing press. The industrial visit between 27th and 29th of August, 2016 gave a practical experience to students on packaging. They were guided by Sri. A.K. Haridas, our expert guest faculty and CEO, Neospark Designs and accompanied by the faculty members and technical staff from the department.



Promotion of the Campaign R4R on Club FM



The MJMC Students went to Club FM at Kaloor to promote the campaign R 4 Respect which was recently undertaken to spread awareness among school and college students on giving Respect

to elders. The students met RJ Kathik and RJ Ashley, who were the host of the programme Uriyadi, where they provided them a platform for the promotion of the R4R campaign. RJ Nicely also came out to greet them.



Meera, Shyamili, Ragendu, Abhijith and Jenson who represented Team spoke on R 4 R Campaign and its future goals. Later the students went to the streets to promote R 4 R. They also visited media houses and hospitals. They placed posters of the Campaign there.

R4R Campaign Celebrates Onam with Ex-service Men in Sainik Ashram



Sainik Ashram, Kakkannad was the venue chosen by the students, of Amrita School of Arts and Science, aspiring to a career of Journalism and Mass Communication, in connection with the official launch of the Campaign R for Respect (R4R) undertaken by them and guided by Ms. Rashmi J. Menon, faculty member. Upholding the vibe of the season the students also organized a programme after the launch to celebrate Onam with the residents of the ashram. The small

crowd including the ex-service men and the visitors from ASAS spent the day together, playing games, singing onapattu and enjoying a graceful performance of thiruvathira. They also had a delicious, finger licking Sadhya with the inmates there

The campaign was inaugurated on the 9th of September by the chief guest Ms. Ranjini Jose in the presence of Dr. U. Krishnakumar and the functionaries of the ashram along with its inmates. To honor the elderly and to brighten the Onam of the ashram inmates, Ranjini sang a few songs which were heartily enjoyed by the audience. During the function, an aged ex-service man, 96 years of age, who had took part in the Second World War was honored by adorning him with ponnada. Each of the inmates was given onakodi as a gift enjoying the spirit of the season.

Road campaign for R 4Respect



R 4 Respect is a campaign focused on valuing and honouring the aged. 18 students of MJMC pioneered the campaign. As part of the second phase they initiated the road campaign to do direct public interaction. On 22nd September 2016 they went to Marine Drive, Kaloor and Market Road at Kochi and distributed the food packets to those living on streets. Hotel Aryas, Hotel Abirami and Hotel Nivedhya sponsored the food. The campaign was well supported by Club FM by frequent airings on the campaign news and they also conducted interview with student Coordinators of R4R .

Dakshina - An Art and Portfolio Extravaganza in Thrissur



The Department, in association with Kerala Advertising Agencies Association (K3A) organized a two day exhibition at Kerala Sangeetha Nadaka Akademi, Thrissur on 24th and 25th May 2016.

Manorama Channel Visit

MJMC 3rd semester students were special invitees at the award distribution ceremony of Manorama News Maker 2015 on 06th August, 2016. Students along with Sri. D. Harikrishnan, Sri. T. Varun Prabha, Assistant Professors of the department, and Dr. U. Krishnakumar participated in the programme.

Nature and Art Camp

Nature cum Art Camp was organized by the school in collaboration with Mathrubhumi SEED, Kochi to Athirapalli and Vazhachal on 18th April, 2016. A group of students from MFA II Semester and UG participated in the camp. The team was lead by Dr. U. Krishnakumar, Director and Sri. M.S. Vinod, Coordinator SEED and Professor C.S. Jayaraman, Department of English and Languages. Sri. C.V. Prassanakumar, Academic Coordinator and faculty from various departments accompanied the students. The nature camp served as a platform to establish a bond with Nature through photography and on the spot painting.



Photo exhibition



Department organized a one day photo exhibition 'SLICES OF LIFE' on 19th August, 2016, to observe World Photography day. Sri. Gokulam Venugopal, founder of Gokulam Builders, inaugurated the exhibition. Around fifty photographs taken by students of the entire campus were exhibited. Display of camera of yore and its mechanics was the main attraction of the event. The entire programme was the brain child of Sri. M.A. Krishnakumar, Asst. Professor, with ample support from Dr. U. Krishnakumar.

Paper Publication

Ms. Steffy Hermen Fernandez and Mr. Harikrishnan D, Assistant Professor, published a paper titled "Angry Birds and Anger Management - A Study on the Psychological Impact of the Game Angry Birds ", in The International Journal of Humanities & Social Studies, Volume IV, Issue 6, June 2016 (ISSN 2321 - 9203)

Ms. Gauri P.P. and Mr. Sunij S. Nair, Assistant Professor, published a paper titled "Influence of Surprise Gifts in

Candies on the Kids-Kinder Joy", in The International Journal Of Humanities & Social Studies (ISSN 2321 - 9203) Vol 4 Issue 6 June, 2016

Ms. Sujitha Shaji and Mr. Sanju R., Assistant Professor, published a paper titled "Impact of Kochu TV Channel on the Language and Behaviour of Children", in The International Journal of Humanities & Social Studies (IJHSS Vol IV, Issue 5, May 2016)

Vidyamritam Session



Dr. C.B. Sudhakaran, Head, Department of English, Ilahia College of Arts and Sciences, Moovattupuzha, gave a lecture on Literary Theory and Criticism as part of Vidyamritam lecture series on 18th August 2016. The talk focused on the basic concepts in literary theory and its application in the study of literature and research. Research scholars of M.Phil. and Ph.D. programmes of the departments of English and Visual Media attended the lecture along with the students from Integrated MA V Semester and VII Semester. Dr. C.B. Sudhakaran gave an orientation talk on the selection of research topics to the scholars in the afternoon on the same day.

Resource Person

Prof. C.S. Jayaraman was a resource person in UGC sponsored National Seminar “Contemporary Shakespeare: Culture, Language and Politics” organised by English Language Teachers’ Association (ELTA), British Council and Litcrit at Senate Chamber, University of Kerala on 6th and 7th September 2016. He handled a session on the topic “Bodies and the Body Politic: Shakespeare’s History Plays”.

Achievement

Dr. K. Sreenath Muraleedharan, Assistant Professor, blind-reviewed a research article for SAGE OPEN, a reputed international publication enterprise.

Paper Publication (International Journal)

Ms. B. Sonia Chellirian, Assistant Professor, published a research paper titled ‘Place and Pain: Attachment and the Psyche of the Individual’ in Research Revolution, A Double Blind, Peer Reviewed International Journal of Social Science and Management, Volume IV, Issue- 9, June 2016 (ISSN: 2319-300x, Impact factor 5.007).

Ms. Ammu Abhirami, Student VI semester and Ms. B. Sonia Chellirian, Assistant Professor, co-authored and published a research paper titled ‘Supernatural in One Hundred Years of Solitude’ in The International Research Specialist, an International Journal of Recent Trends in ELT, Education, Psychology and Allied Researches, Volume III, Issue - 9, January -March 2016 (ISSN: 2350-1499, Impact Factor: 2.5).

Ms. Anjali Nair, Student VI semester and Ms. Devi K., Assistant Professor, co-authored and published a research paper titled ‘Metamorphosis in Metamorphosis’ in Research Revolution, A Double Blind, Peer Reviewed International Journal of Social Science and Management, Volume IV, Issue- 8, May 2016 (ISSN: 2319-300x, Impact factor 5.007).

Ms. P.V. Athira, Student VI semester and Ms. Kavya Purushothaman Assistant Professor, co-authored and published a research paper titled ‘Transformation and Negotiation of Identities in Bharati Mukherjee’s Jasmine’ in Research Revolution, A Double Blind, Peer Reviewed International Journal of Social Science and Management, Volume IV, Issue- 8, May 2016 (ISSN: 2319-300x, Impact factor 5.007).

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